



## 2016-17 Sponsor Request Letter

Dear Business Owner/Friend of YFC,

Let me take this opportunity to introduce you to **Yorktown FC Soccer (YFC)**, based in York County, VA. The YFC club fields youth teams with the goal of developing soccer skills for both boys and girls (ages 7-18) throughout our community. The club was formed in 2007 as a lower cost alternative to traditional local select/travel organizations that charge much higher fees to cover salaries for directors, administrators, and coaches for every age group. **Yorktown FC** is guided solely by dedicated volunteers and is an approved 501(c)(3) tax exempt organization. Every person involved in any capacity with the club does so because of their love of the game and desire to provide a quality experience for the youth involved. Our only sources of revenue are the dues paid by parents and donations received from generous individuals and businesses in our community. With minimal dues barely covering insurance, officiating and league fees, game and practice field rental (one of the largest expenses per season), team training equipment, and coaches education, the club and each individual team have to find ways to cover always increasing costs without breaking too far from the financial reasons we originally formed. In the last three years, YFC has seen unprecedented growth and now fields 14 teams and serves over 200 players and their families. It is the family first mentality and commitment to children in our community that we believe has led to the tremendous growth and overall great club reputation. And with the wonderful volunteers and committed families already in place we believe our community club will continue to grow and prosper.

**Yorktown FC** simply strives to provide a quality experience, at an affordable cost and with knowledgeable coaches, for players and families that want more than just the recreational atmosphere. The philosophy from coaches AND parents is that we are in this for the children involved in the program, not for financial or personal gain, and surrounded in a safe and enjoyable environment for each person involved with the club at every level. We are not only teaching kids a sport, we also want to instill a sense of pride and involvement by giving back to our community at every opportunity.

In order to make this experience a reality, we are asking businesses, family and friends to help our efforts and continue to be a great affordable program for our youth by becoming a team or club sponsor or simply donating to the club or an individual team in any amount. If you or your company cannot afford to donate at this time, we completely understand and greatly appreciate your time and consideration. We invite you and your family to stop by the York County Sports Complex on weekends this fall and spring to watch our teams compete and at soccer fields around York County during the week to see the players train and enjoy learning the game.

Please contact Jeff Sykes, Club Director and U15 Patriots coach, at 757-969-5998 or [jeffsykes@cox.net](mailto:jeffsykes@cox.net) for further information. You can also check out the club website at [www.yorktownfc.com](http://www.yorktownfc.com) or on Facebook at [www.facebook.com/yorktownfc](https://www.facebook.com/yorktownfc). For Tax reporting purposes, all checks must be made payable to **Yorktown FC**. All sponsors will receive advertising/sponsorship invoices for tax reporting and deduction purposes.



## **Yorktown FC Sponsorship Levels**

Donations and sponsorship assist the club in many ways. YFC fees are kept low by responsible financial practices and a commitment to investing all money received from dues and generous business and individual donations directly to game and practice field rental fees, league and officiating costs, team equipment, coach and player training, family scholarships, and administrative tools and fees. Based on club needs, we are offering the following levels of sponsorship to assist Yorktown FC in providing the best opportunities for player development.

### **World Cup Platinum- \$7,500+**

- business name on front page of website, sponsorship page, and other media
- recognition plaque
- business name on club training t-shirts or one game uniform
- business name on YFC game field banner and other promotional material

### **Premier League Gold- \$5000+**

- business name on front page of website, sponsorship page, and other media
- business name on YFC game field banner and other promotional material
- recognition plaque

### **National Team Silver- \$2500+**

- business name on front page of website and sponsorship page
- business name on YFC game field banner
- recognition plaque

### **Major League Bronze- \$1000+**

- business name on sponsorship page of website
- recognition plaque

### **Community Partner- \$500+**

- business name on sponsorship page of website

### **Team Sponsorship – speak directly to team coach or manager**

- sponsor tournaments
- purchase practice t-shirts
- sponsor players
- uniform assistance
- training equipment



## Club Policy for Team Sponsorships

The club has adopted the following policy regarding sponsorships designated for a specific team:

1. Any team and/or designated member of the club can freely solicit sponsorships from any person, business or organization.
2. All team sponsorship money must be used for the equipment, uniforms/apparel, tournaments, player registrations, clinics, camps, team practice fees or travel expenses for tournaments. ***Sponsorship money may not be used to pay coaches or managers any salary or per diem, hire professional trainers, or for personal use by any individual.***
3. In order to receive tax benefits from any level of sponsorship or donations, the sponsorship must be made to Yorktown FC and identified as a team or club sponsorship.
4. The Club will send a thank you letter to the sponsor, including the Club's Tax Identification Number (if applicable) and receipt/invoice for the amount of sponsorship or donation received.
5. Prior to receiving a check from the Club, the sponsored team must provide a written signed statement listing the intended expenditures for the money.
6. Once the written statement is received, the Club will write a check to the designated team representative or vendor described in the receipt of goods.
7. In the event that all the money is not used for the listed approved expenses, the remaining money is to be redirected back to the Club or approved team account to be used for cost reduction for club players, player scholarships expenses, and any other club related equipment, fees, or necessary expenses.

Business/Donor Name: \_\_\_\_\_

Main Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Level/Amount of donation/sponsorship: \_\_\_\_\_

Player, Club member, or team associated with donation: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

