

# PASO ROBLES YOUTH SPORTS COUNCIL

## Purpose

The goal of the Paso Robles Youth Sports Council, hereinafter referred to as PRYSC, is to create relationships and partnerships with sponsors for the financial benefit of the youth of Paso Robles. This policy specifically addresses sponsorships, the agreements for the procurement of the resources, and the benefits provided in return for securing those resources. Since donations or gifts come with no restrictions or expected benefits, a policy is generally not needed.

## Definitions of Sponsorship Terms

- **Donations:** Cash or in-kind gifts that do not include any additional negotiated conditions in return.
- **In-Kind Sponsorship:** Payment (full or partial) of sponsorship fees in goods or services rather than in cash.
- **Signage:** Banners, billboards, electronic messages, decals, etc. displayed on site and containing Sponsor ID.
- **Sponsors:** Companies or individuals which provide cash or in-kind donations designed to provide them with specific benefits or rights that directly and tangibly fulfill their marketing and communication objectives.
- **Sponsorship:** The relationship between a sponsor and a property in which the sponsor pay a cash or in-kind fee in return for access to the commercial potential of an event, program or property.

## SPONSOR & DONATION GUIDELINES

Sponsors should be businesses, non-profit groups, or individuals that promote mutually beneficial relationships for the PRYSC. All sponsors should promote the goals and mission of the PRYSC.

1. Sponsor and donation forms are provided by PRYSC members as well as on the website <http://www.leaguelineup.com/welcome.asp?url=prytc>
2. The PRYSC may accept cash donations of an unlimited amount from organizations and individuals each calendar year. Donations may be accepted by the PRYSC for use of a specific project, as designated by the donor.
3. In order to receive tax benefits from the sponsorship, the sponsorship must be made to the Paso Robles Youth Sports Council.
4. All sponsorship money must be used for equipment and/or materials needed for athletic field/facility improvements and/or development, and PRYSC fundraising events.
5. The PRYSC Treasurer shall appropriately account for donations accepted in the PRYSC's books. The President will send a thank you letter to the sponsor, including PRYSC's Federal Tax Identification Number and invoice for the advertising level their business had selected.
6. The PRYSC will list all donors on its web page. Any organization or individual donating three hundred sixty dollars (\$360.00) or more will receive a link from the PRYSC website to the donor's website (subject to Board approval). In addition to the above benefits, the PRYSC will print the logo of all organizations which donate one thousand dollars (\$1,000.00) or more on all media for the duration of the fiscal year (subject to Board approval). Donors of gifts in kind (such as free printing services) will be listed as a Sponsor based on the dollar value of their donated materials/services.
7. Mail donations to the Paso Robles Youth Sports Council, P.O. Box 453, Paso Robles, CA 93447.

## Sponsorship Levels

<p><b>Sponsor</b> 12 month sponsorship</p>	<p><b>\$1,000.00</b></p>	<p>Company name or logo and link on the PRYSC website. Recognition on the PRYSC website and featured in an e-newsletter to all Affiliated Member Organizations. Recognition at our monthly meetings. Inclusion in a local media listing all sponsors at the end of the year. Recognition in Casino Night brochure. Free space to market business at Casino Night.</p>
<p><b>Website Sponsor</b> 12 month sponsorship</p>	<p><b>\$360.00</b></p>	<p>Recognition on the PRYSC website and featured in an e-newsletter to all Affiliated Member Organizations. Company name or logo and link on the PRYSC website. Recognition at PRYSC monthly meetings. Inclusion in a local media listing all sponsors at the end of the year.</p>
<p><b>Casino Night Sponsor</b> Event level</p>		
<p>Hang 'em High Store Front</p>	<p><b>\$300.00</b></p>	<p>4' X 5' Banner with business logo on Store Front Two (2) Complimentary Event Tickets ½ page ad in the Casino Night brochure</p>
<p>Pale Face Store Front</p>	<p><b>\$250.00</b></p>	<p>2' X 3' Banner with business logo on Storefront Two (2) Complimentary Event Tickets ¼ page ad in Casino Night brochure</p>
<p>Lucky Lady Gaming Table</p>	<p><b>\$200.00</b></p>	<p>One (1) 8 ½" X 11" High Gaming Table sign with business logo at a Blackjack, Texas Hold 'em, Craps Table or Double Roulette table Two (2) Complimentary Event Tickets ¼ page ad in Casino Night brochure</p>
<p>OK Corral Business Card</p>	<p><b>\$50.00</b></p>	<p>One (1) Business Card ad in Casino Night brochure</p>
<p><b>Patron</b> Sponsorship by event</p>	<p><b>Any amount</b></p>	<p>Recognition on the PRYSC website. Inclusion in a local media listing all sponsors at the end of the year.</p>