



Re: 2011 AYSO Region 206 Soccer Season – Your Help Requested

Dear Friends,

As the Fall arrives, nearly 800 local children, ages 4 to 17, will begin their involvement in a new season of soccer. Local schools and parks will come alive with colorful soccer jerseys rushing up and down the fields. It is an opportunity for kids to learn soccer skills and team play while parents proudly cheer on their children and interact with others from the community. At AYSO's Region 206, we are requesting your support this season.

The American Youth Soccer Organization is a private non-profit organization founded in 1964. Our mission is to develop and deliver quality youth soccer programs which promote a fun, family environment based on the following six AYSO philosophies:

Everyone Plays, Balanced Teams, Open Registration, Positive Coaching, Good Sportsmanship, and Player Development

As a region within AYSO, we are committed to keeping our registration fees affordable for our families. The nominal player registration fee that our region charges does not cover all the expenses involved in running our programs. In order to continue the tradition of quality programs and events, we depend on the generosity of our sponsors. In this time of rising costs, building a partnership with our community is more crucial than ever.

We are asking for your help by sponsoring a team, an event, or help the region. All sponsorship donations are **tax deductible** and help pay for equipment, field costs, supplies, general expenses and scholarships for needy children. AYSO is a **non-profit** organization, operated at the local level, staffed totally by volunteers. There are several ways to sponsor this year.

Honor Level Team Sponsor - \$ 50.00

- A tax deduction for your contribution. *(The tax ID number will be sent after receipt of payment)*
- Your name or company name listed on a special page in our AYSO Region 206 yearbook sent to over 1200 players and their families
- But most importantly, you will help over 800 kids stay involved in a fun, safe and healthy activity

Bronze Level Team Sponsor - \$ 100.00

- All the above, plus:
- The name of your business will appear on the team banner that is prominently displayed at every game your team plays. (Sponsorship must be received prior to 9/15/10.)
- You will receive a team picture appreciation plaque to display at your business

Silver Level Team Sponsor - \$ 350.00

- Everything noted above plus a one-half page advertisement in our AYSO Region 206 yearbook

Event Level - \$500.00

- Everything noted above plus
- A banner hung at Silverbell Park (Crossroads) throughout the Fall season

Gold Level Region Sponsor - \$ 750.00

- Everything noted above plus a full page advertisement in our AYSO Region 206 yearbook
- A banner at our Region's Soccerfest Day Event (inter-region) or End of Season tournament (attended by teams from Southern Arizona). This fund will help pay for 206 teams to play and Region 206 will have Sponsor recognition at our regular parks used during that tournament.
- A rotating advertisement spot on the Region's website banner, which is **regularly** viewed by our families as a source of information and communication with an average of 810 unique visitor and 14,000 hits to our website every month.

Diamond Level Region Sponsor - \$ 1,000.00

- Everything noted above plus a full page color advertisement in the inside back cover of the yearbook and a large appreciation plaque with team picture
- Your business logo and website link for your company placed on our region's website for 12 months. A non-rotating placement with an average of 810 unique visitor and 14,000 hits to our website every month.

For over 25 years AYSO has helped our community's children develop strong friendships, have fun, and learn the joy of soccer. We hope we can count on your support of AYSO and your region this year. The deadline for submission of your sponsorship is October 15, 2010.

Please visit our website at www.206soccer.com or contact Nicole Stoermer at Commissioner@206soccer.com. Thank you for your time and consideration. We hope to see you on the soccer field!

Sincerely,

All of the Region 206 AYSO families