

Greene County Youth Athletic Association

PO Box 324, Jefferson, IA 50129

www.gcyaa.org - gcyaa1@gmail.com 515-386-3070

We would like to extend an invitation to you and your company to once again become a partner of our K-6th grade youth sports programs for the 2022 season. We are a community nonprofit, all volunteer organization whose mission is to provide quality recreation and skill development in football, girls and boys basketball, wrestling, T-ball, baseball and softball for all youth K-6th grade in Greene County and surrounding areas.

Partnering with GCYAA is a powerful opportunity for businesses and corporations. When partnering with us, we will do everything in our power to maximize your business exposure, and match your company with a diverse family target audience.

In the past we have used the money provided to do the following:

- ◆Concussion testing on all football players◆Purchase impact absorbing helmets
- ◆Scholarships for athletes◆Equipment for all sports
- ◆Baseball, T-Ball, Softball, and Football Uniforms◆Field maintenance
- ◆Field Re Surfacing◆New Program Implementation

Our goal is to raise money to help keep the costs of all programs low in order to have all youth participate in sports if they choose to. We want to eliminate the high cost of youth sports as a barrier for kids to play.

This will be our only fundraiser of the year for youth athletics for football, girls/boys basketball, wrestling, t-ball, baseball and softball.

If partnering with GCYAA is an option for you and your company, please take time to review the information that we have attached. We are confident you will find a level of partnership that will be comfortable for your company as well as beneficial to our organization and community youth participants.

As a bonus we have also added a more flexible advertisement option to fit your company's budget. Hopefully this can assist you in helping to find an option that best serves you or company's needs as well as a benefit to our organization and community youth participants.

Greene County Youth Athletic Association is a registered
501c3 non-profit charity organization. EIN #65-1252762

We have over 300 athletes in Baseball, Softball, T-Ball, Football, Wrestling and Basketball Programs. We serve 8 communities (Jefferson, Scranton, Grand Junction, Rippey, Dana, Paton and Churdan) with a population of 11,003 residents with our programs. We also compete with 21 communities (Adair, Auburn, Audubon, Bayard, Boyer Valley, Carroll, Casey, Coon Rapids, Denison, Guthrie Center, Irwin, Kimballton, Lake City, Lake View, Manning, Panorama, Rockwell City, Sac City, Wall Lake, and Woodbine) with a combined population of 37,855 residents.

By partnering with us we can help expose some of these demographics to your brand and help to promote a work, play and buy local initiative. Most of the equipment we source and purchase is done with local businesses that support us. Our shirts, and concessions are bought in Jefferson, signage is bought in Carroll, even our practice pads are bought as local as possible in Humboldt!

With all of today's marketing strategies we know how difficult it is to get interaction from your target audience. We are hoping to start a change of that with you. But this is where the partnership truly needs to begin. We can't help build your brand without support. This will require feedback and input from you.

Upfront we need to know all means of social media that your company uses. When we do our media blasts we can create shout outs to you that you can reply back. This means we will be following and liking your company's social media pages to do so but we need you to do the same for us. That way when we create a social media post it will show on both our pages and our followers can then begin to also interact with you!

So here is our info to begin the process!

Contact Person: Travis Warnke

Marketing Contact: Sam Norland

Emails: travis@gcyaa.org

marketing@gcyaa.org

Website: www.gcyaa.org/greenecountyaaia

Email: gcyaa1@gmail.com

Twitter @GreeneYouth

Facebook: www.facebook.com/GCYAA

Instagram @gcyaa

Partnerships

Sponsor a Child - \$100

- Help us fulfill our mission to make sports affordable so every child in Greene County can play sports by sponsoring a child.

Assistant Partner - \$250

- Company Name on GCYAA website

Community Partner - \$500

- Company logo on GCYAA website sponsor page with a link to your website
- Name in each sports advertising roster book(Not included on other partnerships packages)

Supporting Partner - \$750

- Community Partner Contributions
- 3'x5' company logo banner displayed at sports complexes during home events.
- 1/8 Page Logo in each sports advertising roster book(Not included on other partnerships packages)

Foundation Partner - \$1000

- Supporting and Community Partner Contributions
- 1 - Social Media post per sport promoting your business.
- Baseball/Softball company name on a teams shirt
- 1/4 Page Logo in each sports advertising roster book

Major Partner - \$1500

- Supporting and Community Partner Contributions
- 2'x2' magnets with companies logos displayed at Ball Diamond year round
- (2) Social Media post per sport promoting your business.
- (2) Baseball/Softball company name on a teams shirt
- 1/3 Page Logo in each sports advertising roster book

Principal Partner - \$4000 (for up to 4 companies under one)

- (4) 3'x5' company logo banners displayed at sports complexes during home events.
- (4) Company logo on GCYAA website sponsor page with a link to your website
- Social Media posts at every home event promoting your business.
- (4) 2'x2' magnets with companies logos displayed at Ball Diamond year round
- (4) 1/3 Page Logo in each sports advertising roster book
- (4) Baseball/Softball company name on a teams shirt
- Ability to use the Ball Diamond for events.

Advertising

Please see included Football Roster Book for a preview

Check any boxes that you would like to participate in.

☐ **1/8 Page Horizontal**

- All sports \$75
- Company Logo only

☐ **1/4 Page Horizontal**

- All sports \$150
- Company Logo only

☐ **1/3 Page Horizontal**

- All sports \$225
- Company Logo or an advertisement created by you.

☐ **1/2 Page Horizontal**

- All sports \$375
- Company Logo or an advertisement created by you.

☐ **Full Page**

- All sports \$750
- An advertisement created by you.

☐ **3' x 2 1/2' Banner**

- All sports \$225
- Banner displayed at sports complexes during home events.
- Company Logo only

☐ **Team Shirt Sponsor**

- \$150
- Company Name Only

☐ **Special Event Marketing \$500 Per Event**

- 3' x 2 1/2' Banner displayed at event
- Inclusion in all marketing information about the event

☐ **Concessions or Merchandise for event (Please contact us)**

- Banner displayed at event

Please fill out this form and mail with your contribution to:

GCYAA, P.O. Box 324, Jefferson, IA 50129.

We thank you in advance for your support and hope to see you at our events!

If you have any questions or need additional info please contact us at

515-386-3070 or gcyaa1@gmail.com.

Company Name (as you would like it to appear in advertising & web site)

Address _____

Contact Person _____ Contact Email _____

Marketing Contact _____ Marketing Email _____

Website _____ Facebook.com/ _____

Twitter@ _____ Instagram _____

Partnership Amount Selection: Please Select One

Principal	(\$4000) _____	Major	(\$1500) _____
Supporting	(\$1000) _____	Foundation	(\$750) _____
Community	(\$500) _____	Assistant	(\$250) _____
Sponsor a Child	(\$100) _____	Other	\$ _____
Advertising Total	\$ _____		

Total of Partnership and Advertising \$ _____

Not sure what partnership or advertising works best for you? Please let us know how to best contact you and schedule a visit for our team of volunteers to come out and discuss a custom plan for you. Just let us know how to best reach out to you and we can follow up with you!

Contact information _____

Phone/email what ever is best to reach you _____