

Milford Youth Organization, Inc.



2019 Sponsorship Brochure

Milford Warriors 2019

Developing Healthy Youth: The Challenge and Opportunity

Less than half of South Cobb's
youth get enough
exercise...

SPONSORSHIP PROPOSAL





LETTER TO PROSPECTIVE SPONSORS

We value your partnership.

Dear Sponsors and Friends,

Let me first say thank you! Thank you for your consideration of this sponsorship proposal. We are reaching out to you because you have either supported our organization in the past and/or your business has a strong presence in our community. Your organization's presence provides role models for our children to emulate. Our youth see business and business owners as yourself as leaders - community helpers.

Once a very affluent community, the impact of today's economy leaves the Milford Youth Organization serving a community in which 30% of its families are living at or below the federally defined poverty level and another 56% are single parent, 2 children households with incomes that are just slightly above \$35,000.00 per year. We have seen a downward trend in participation rates because we have more youth with the desire to play, but their family does not have the ability to pay. Add the #2 ranking of Georgia's youth in the nationwide epidemic of childhood obesity, and you have the formula fueling the importance of MYO achieving its goal of making recreational programming more palatable for the families in our community. Admittedly this may be a difficult task, but it is not impossible to accomplish with your help.

By becoming a sponsor, you are joining prominent sports organizations, youth sports advocates, and community leaders interested in advancing the health, safety, performance and development of tomorrow's leaders. Your support will help MYO carry on with its tradition of effecting change in the lives of the children we serve.

This packet highlights many of the commercial support options available to you. These options offer unique opportunities for visibility of your business by the audience most likely to use your product or services, recognition, exclusivity, and the opportunity to be a game changer for South Cobb youth athletics. We are confident that you will find a support level that aligns with promoting your business goals and visions, one which will allow your brand and product to gain further recognition as a leader in the South Cobb youth sports conversation.

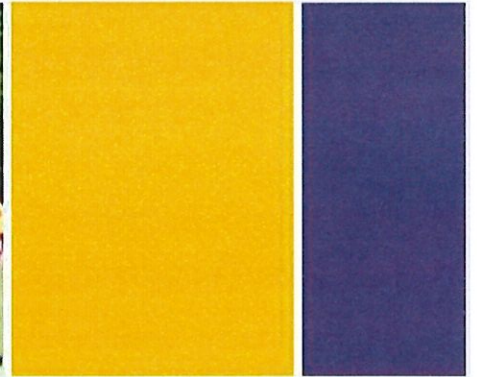
On behalf of MYO and its members, we extend a warm, heartfelt THANK YOU for your consideration and contribution. We invite you to join us at Hurt Road Park on any "football Saturday". For additional information on our park and activities, please contact MYO at 678.648.1227 or visit our website at www.milfordwarriors.com.

Very Truly Yours,

Tosca Wright

Tosca Wright

Sponsorship Director



The Need

MYO is a non-profit 501(c)(3) organization. Our program is managed solely by parents and volunteers with no funding from the state, city or county governments. We provide youth programs with a focus on increasing awareness of the importance of community involvement and following a healthy lifestyle using recreational football and cheerleading as a core programming methodology. With programs such as Warriors LIFE (Learning to Improve Fitness and Eating), NFL Co-ed Flag Football, and Fall Football and Cheerleading, our organization aims to prevent substance abuse, enhance physical fitness in order to prevent illness, raise the overall quality of life of our youth participants and develop the future leaders of America. We strive to provide year round programs that emphasize healthy behaviors, and to educate young people on preventing diseases such as diabetes, high blood pressure and obesity. Our volunteer staff serves as mentors and demonstrates the leadership qualities that are necessary to propel our youth participants to greatness both on and off the field.

Unfortunately, break-ins, theft, and vandalism over the past year have left us in a position of replacing items that are not allocated in our annual budget projections. As you can imagine, even without replacing missing equipment, our largest expense line items are proper safety equipment for our participants. Any contribution – grant, in kind gift, sponsorship, yearbook ad, gift cards, or store products - to help us lessen these expense line items gives us the mobility to offer our program at lower rates and also opens up an avenue to provide scholarships for children that have a strong desire to participate but whose family cannot afford to allow them.

Safety Equipment

- Helmets
- Shoulder Pads
- Chin Straps
- Mouth Guards
- Integrated Pants

Field & Training Equipment

- Field Markers
- Down Marker & Chain Sets
- Bleachers
- Safety Vests
- Pylons
- Tackling Dummies
- Tackling Shields
- Football Sleds
- Football Chutes
- Agility Ladders
- Gymnastic Mats
- Gymnastic Rolls & Wedges
- Cones
- Kicking Nets
- Football Throwing Nets

Concession Equipment

- Cash Register
- Food Warming Station
- Electric Grill/Fryers

Scholarships



BE A GAME CHANGER

Become a Sponsor
Develop our Athletes

SPONSOR BENEFITS

- Brand Visibility
- Greater exposure within the audience more likely to use your product/services
 - We serve 200 – 400 Families per season
 - Our games are attended by 1,000+ weekly
 - Our website is visited 500+ weekly
- On-site brand and company promotion opportunities
- Audience engagement opportunities

BE EXCLUSIVE.

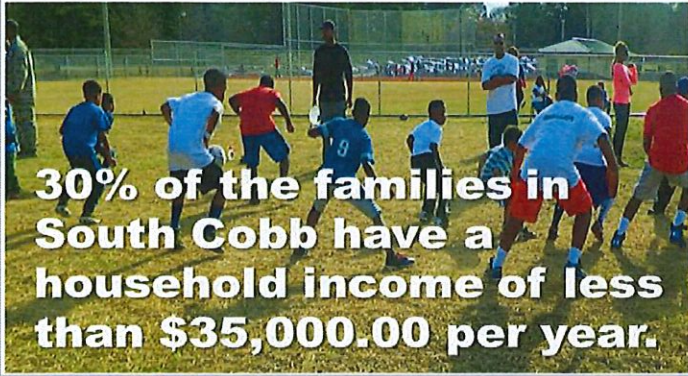
Your sponsorship will reach a level of exclusivity among sports, medical, and athletic administration professionals throughout the South Cobb Community and surrounding areas. Each sponsorship level is designed with flexibility for your company's exposure needs. Become a sponsor and have a lasting, positive impact affecting the lives of our future leaders.

BE VISIBLE.

Receive maximum exposure by those most likely to use your products and/or services. Your organization will receive exposure through extensive use of traditional and social media outlets. Utilizing our membership base and partner relations your company will receive more local area exposure and national exposure through some of larger sponsors.

BE A GAME CHANGER.

As a sponsor, your company will be associated with a movement that is impacting youth athletic and leadership development now and into the future. You can be a game changer and ensure that our program and its volunteers are equipped with the materials and training tools they need to build the best athletes of tomorrow.



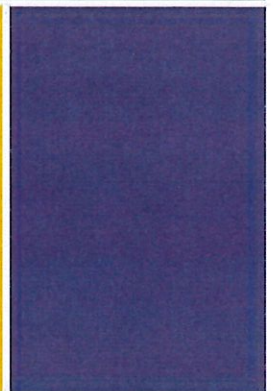
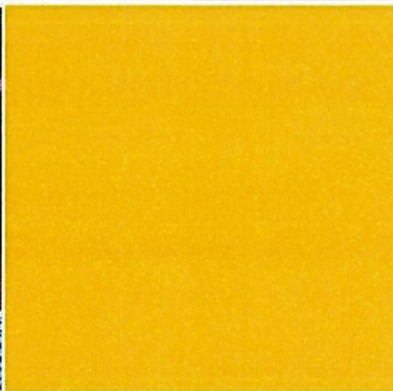
30% of the families in South Cobb have a household income of less than \$35,000.00 per year.

PARTNERSHIP OPPORTUNITIES

Exclusivity. Visibility. Recognition.

Sponsor Benefits

	Gridiron Club \$250.00	First Down Club \$350.00	Touchdown Club \$450.00	Warriors Club \$500.00	Warriors Elite \$1,000.00	Warriors Platinum \$1,500.00
One (1) year listing on the MYO website	◆	◆	◆	◆		
One half page yearbook ad	◆	◆	◆	◆		
Name announced at all home games	◆	◆	◆	◆	◆	◆
Sponsorship recognition certificate	◆	◆	◆	◆	◆	◆
One (1) 2' X 3' banner displayed on football field		◆	◆	◆	◆	◆
Logo displayed on MYO website			◆	◆	◆	◆
Full-page yearbook ad				◆	◆	◆
Opportunity to set up exhibit table during one (1) home game				◆	◆	◆
Logo displayed on mini stress balls, distributed during halftime of one (1) home games				◆	◆	◆
Three (3) year listing on the MYO website					◆	◆
Logo displayed on water bottles					◆	◆
One (1) season pass to MYO home games					◆	◆
\$20 concession stand certificate						◆
Logo displayed on spirit wear t-shirts						◆



MAKE AN IMPACT

Be a lasting presence.

Recreational sports should be about fun, exercise and character development. However, the rising popularity of expensive club and academy teams and the spread of costly tournaments are making it harder for low-income youth to participate. This trend has altered the landscape of youth sports, turning many into playgrounds for the privileged. With Georgia's #2 ranking for childhood obesity, the youth of the South Cobb community cannot afford for this trend to continue.

Even school teams are getting more expensive. Recent studies found that 61 percent of respondents reported paying to participate in middle school and high school sports. The end result is that a significant share of lower-income children and adolescents find themselves shut out of team sports.

If we don't stop the trend, from the perspectives of health advocacy and athletic development, our youth are in trouble. The rate of sports participation has a direct relationship to income. About 30 percent of the population has household income under \$25,000, but only 15 percent of sports participants are in that group. You are being offered the opportunity to make an IMPACT. Together we can level the playing field and ensure that South Cobb's community youth of all socio-economic backgrounds are exposed to the same opportunities.

**RECREATIONAL
SPORTS SHOULD
BE ABOUT FUN,
EXERCISE AND
CHARACTER
DEVELOPMENT.**

Commitment Form

Down. Set. Hut!

COMPANY INFORMATION

Company Name: _____

Contact Name: _____

Contact Address: _____

City: _____ State: _____ Zip: _____

Office: _____ - _____ Cell: _____ - _____

Email: _____

CONTRIBUTION INFORMATION

How would you prefer to make your contribution:

Check is enclosed (Check # _____)

Make checks payable to: Milford Youth Organization, Inc.

Please run my company credit card (circle one)

Visa MC Discover AMEX

CC# _____

Exp. Date: _____ / _____ Security Code: _____

Signature: _____

SPONSOR LEVEL

- Gridiron Club
\$250.00
- First Down Club
\$350.00
- Touchdown Club
\$450.00
- Warriors Club
\$500.00
- Warriors Elite
\$1,000.00
- Warriors
Platinum
\$1,500.00
- Other:
\$ _____

Please mail and/or email this completed commitment form to:

Milford Youth Organization Inc

3211 Westview Terrace

Powder Springs GA 30127

Or email to:

sponsorship@milfordwarriors.com

Contact Information

Milford Youth Organization. Building Tomorrow's Leaders.

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www.milfordwarriors.com

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