



# VALPARAISO VIKINGS POP WARNER SPONSORSHIP FORM

Dear Business Owner:

I am writing to you on behalf of the Valparaiso Pop Warner Little Scholars Football & Cheer program. The VPWLS mission is to provide young athletes in the Valparaiso area with a safe, developmental, challenging, and quality football & cheer experience that offers advanced learning instruction, organized practices, and high caliber competition.

We like to think of ourselves as a feeder program for Valparaiso High School athletics. In the world of Valparaiso football & cheer, it all starts with Valpo Pop Warner.

The participation of our local business community is crucial to our success. Valparaiso Pop Warner continues to seek ways to keep registration costs down for our families when the price to play and operate continues to skyrocket. Valparaiso Pop Warner was the largest association in Northern last year (comprising over 22 associations) with over 300 athletes in the spring and 320 athletes in the fall.

Monetary sponsorships from local businesses help to ensure that we can continue to keep the program affordable for all families, and that no child is turned away from our program due to the inability to cover registration costs. With the addition of Spring Cheer and Flag Football this year we were able to give out over 17 scholarships between our spring and fall seasons which covered the entire registration fee for over 17 athletes. This could not have been made possible without the generosity and support of our local businesses. We were also able to purchase and provide 5 AEDs to cover all of our practice locations to ensure the safety and prompt medical attention to our athletes should it be needed as well as necessary equipment to keep up with safety needs and our growing program.

Sponsorships are available at the following levels:

**SILVER \$500:** Company Name on our website listed as a 2026 sponsor. Website: [www.valpopopwarner.com](http://www.valpopopwarner.com) and click the "Sponsors" tab.

**GOLD \$750:** All of the above PLUS: Company name & logo displayed on a large banner that is placed at the entrance of all home games in a highly visible location. On an average home game day, we have more than 500 fans enter through our gates!

**DIAMOND \$1000:** All of the above PLUS: Facebook blasts thanking you for your contribution. This helps offset the cost of new equipment (Cheer mats, helmets, shoulder pads, etc.) for the program as a whole.

**PLATINUM \$1250:** All of the above PLUS: Your own individual banner that will be hung at all VPW home football games AND a banner/ plaque of our entire football & cheer program to hang in your business office. This helps offset the cost of new equipment, field rental, insurance, association fees, and VPW activities such as coach clinics and conditioning training camps for our players.

## **NEW from 2025 & Continuing in 2026: SPONSOR AN ATHLETE!**

-For any Sponsor of Silver \$500 level or above secured by and associated with a current Valpo Pop Warner Football or Cheer Athlete, the ENTIRE registration fee for that one athlete will be waived for the season. Plus you will get all of the Gold Sponsor level benefits as well as helping an athlete with their registration fees for the season. One athlete will be covered by each \$500 Sponsorship.

-If a business wants to sponsor TWO athletes, any Sponsor of Platinum \$1250 level secured by and associated with the TWO athletes will waive the entire registration fee for TWO athletes. Plus, you will receive all of the Platinum level benefits!

Thank you for your consideration in becoming a sponsor for our 2026 season. Check donations can be made out to Valparaiso Pop Warner and mailed to 2754 Kildare Courtyard, Valparaiso, IN, 46385

For questions, please contact our Vice President, Patty Sharwarko at [valpopopwarnervp@gmail.com](mailto:valpopopwarnervp@gmail.com)



**VALPARAISO VIKINGS POP WARNER LITTLE SCHOLARS SPONSORSHIP  
CONTRIBUTION FORM**

**Contributor Information**

Company Name:

Name of Owner or Manager contacted:

Address of business:

Phone number:

Email:

Any special request (and named athlete/sport/season if sponsoring an athlete):

**Email a photo of business logo, coupons, and special advertisements to  
[valpopopwarnerVP@gmail.com](mailto:valpopopwarnerVP@gmail.com)**

VPWLS is a non-profit 501c3 and donations are tax deductible (TID: #27-4527015)