

## **Noco Pop Warner/Fort Collins Big Horns Sponsorship Opportunities**

### **Presenting League Sponsor (1)**

A presenting sponsor is the most supportive and exclusive level of sponsorship. This sponsorship gives your company carte blanche and complete recognition in everything we do. Not only will your company name be incorporated into our league title, but it will also be integrated into all of our events and marketing tactics.

Examples of benefits your organization will enjoy:

- Company logo recognition on all printed materials, web sites, signage, programs, etc.
- [Title sponsor] Coach & Team of the Year award
- Primary listing on all league banners and signage
- On-site marketing/demonstration booths for products & displays
- Recognition on participant merchandise
- Opportunity to donate promotional items for team gift bags
- Right to create/host pre-approved event/ activity or reception during league championships
- Back & cover advertisement in league championship & award banquet program book
- Company name/logo and overview will be featured on the League web site and included in all online marketing programs
- Free usage of banner space on web site
- Opportunity to cross-promote and participate in all League events
- Ability to set up a booth for giveaways

Investment: \$10,000-15,000

Contract duration: One year

Limited to one (1) sponsor per year

The money from our Presenting League Sponsor will be used to cover the major cost of essential operating expenses such as:

- Equipment (helmets, shoulder pads, pants, etc.)
- Grounds keeping expenses
- Field rental fees
- Advertising & Marketing Expenses

### **MVP Sponsors (2+)**

MVP Sponsors are essential to youth football leagues. Typically, MVP sponsors are recognized as major contributors in a specific league program (i.e. Scholarship Program).

Examples of benefits of an MVP sponsor are:

- Sponsor one approved league coaching/officiating or player seminar/clinic/ event
- Primary listing on all league banners and signage
- On-site marketing/demonstration booths for products & displays
- Recognition on all printed materials relating to specific sponsored event
- Opportunity to donate promotional items
- Ability to set up a booth for giveaways
- Sponsor recognition on league web site
- Full page ad in the league program book

Investment: \$3,500-5,000

Contract duration: One year

The money from MVP Sponsors will be used to finance the registration fees of those players that otherwise would not be able to participate due to financial constraints.

### **Team Sponsors**

Team sponsors allow teams to raise money for team-led functions and events. A team sponsor will be recognized as a partner of the team.

Examples of Benefits include:

- ½ page ad in the league program book
- Opportunity to donate promotional items for team gift bags
- Sponsor recognition on team/league web site
- Opportunity to cross-promote and participate in all League events

Investment: \$1,000

Contract duration: One year

### **Team Helpers**

Team helpers offset the cost of team operation expenses such as practice jerseys, mouth pieces, practice balls and practice equipment. A team helper will be recognized as a contributor to the team.

Benefits include:

- Listing on the team/league web site

Investment: Less than \$1,000

Contract duration: One year