



# HOLLISTER VIKINGS

## Youth Football and Cheer

[www.HollisterVikings.com](http://www.HollisterVikings.com)



Dear Potential Corporate Sponsor,

Residents here in San Benito County have long prided ourselves on the spirit of community, family and small town values that are so evident here. Maintaining that charisma requires participation from every citizen and every business. Here is an opportunity for you and your business to be involved in a significant way with a local youth organization that sees its mission as not only training boys and girls to participate in sports, but also to develop them into tomorrow's leaders. Pop Warner football and cheerleading coaches teach our young citizens the essential skills of teamwork, sportsmanship, leadership, scholarship and personal responsibility.

We believe that winning is important, but winning is not the sole measure of success. Emphasis is also placed on the development of good sportsmanship, honesty, loyalty, self-discipline, TEAMWORK, and the respect for authority. Our organization focuses on leadership development for our youths and building self-esteem, establishing integrity and values, while imparting a strong sense of pride in our community throughout the year...not only during football season. You will see this through the implementation of the multiple Hollister Vikings community service projects and Community event participation throughout this year!

The Hollister Vikings Youth Football & Cheer would like to invite you to become a corporate sponsor for the 2012 Season. HYFC has developed several sponsorship levels with the hopes that we can solicit your financial assistance.

We would like to sincerely thank you for considering sponsorship of our organization. The Hollister Vikings would consider it an honor to have you join our efforts to give the children of San Benito County an opportunity to participate in what we consider the best athletic program around! We realize that you must get many requests for donations and sponsorships. We truly believe that your affiliation with our league will be one of mutual benefit, as we will help to promote your business. Our goal is to give our participants and their families a sense of pride in community and to promote business locally.

Thank you again for reviewing our sponsorship packet. Your sponsorship would be a welcome addition and greatly appreciated!

Best regards,

Jeff Valenzuela

Hollister Vikings Youth Football & Cheer Organization Board President

**THANK YOU!**





# HOLLISTER VIKINGS

## Youth Football and Cheer

[www.HollisterVikings.com](http://www.HollisterVikings.com)



### Discover the benefits for your business and our community!

Are you looking for ways to get your business name out in the community? Sponsoring the Hollister Vikings Youth Football and Cheer is a great way to advertise, and at the same time, let people know that you are investing in your community.

#### Benefits for your business:

By participating as a Hollister Vikings Youth Football and Cheer corporate sponsor, your advertisements will be seen by a significant number of people each weekend: approximately 2,000 people attend our games on home weekends (five games total), and advertising is prominently displayed with stadium banners, graphic ads in our program/yearbook, public address messages at each home game at the stadium. And, our [HollisterVikings.com](http://HollisterVikings.com) website that boasts a record of over 32,000 hits per season in web traffic! Sponsoring a quality program like Hollister Vikings Youth Football and Cheer also demonstrates to the public that your business is investing in our community, and helping us to train tomorrow's leaders.

#### Benefits for our Pop Warner program:

By becoming a corporate sponsor you can help us to keep our fees affordable, and give more youth the opportunity to participate. And, as a sponsor, either you or your business will benefit by being recognized for your support of our community based youth athletics program. The families who participate can only afford to pay a fraction of the cost that is required to run a quality athletic program. The Hollister Vikings are able provide sponsorships to many players and cheerleaders who could not otherwise afford to pay. Your Corporate Sponsorship is tax deductible and will greatly assist our in covering our major expenses such as field rental, offices, equipment and uniforms, EMT fees, insurance, trophies, patches and administrative costs.

#### Choose your level of participation:

##### Program and Website advertising only:

<u>Level</u>	<u>Advertising Benefits:</u>
\$20	Parent "shout out" to a player/cheerleader listed underneath the participants profile picture in the Annual Program
\$25	Corporate name listed on back of Annual Program as a Sponsor
\$50	Business Card Sized Ad in Annual Program (Black & White ad. Sponsor to supply ad artwork. Graphic design available for a low fee.)
\$75	Home Page side banner advertisement rotation on the Hollister Vikings Youth Football & Cheer website with link to your Corporate website for the 2012 Season
\$100	Quarter-Page Ad in Annual Program (Black & White ad. Sponsor to supply ad artwork. Graphic design available for a low fee.)
\$150	Home Page top banner advertisement rotation on the Hollister Vikings Youth Football & Cheer website with link to your Corporate website for the 2012 Season
\$175	Half-Page Ad in Annual Program (Black & White ad. Sponsor to supply ad artwork. Graphic design available for a low fee.)



# HOLLISTER VIKINGS

## Youth Football and Cheer

www.HollisterVikings.com



### **Bronze Sponsor Spotlight (Cost: \$250.00)**

- Half-page black & white ad in Hollister Youth Football program (sponsor to supply ad)
- Acknowledgment of Sponsorship on the Hollister Vikings Youth Football & Cheer website

### **Silver Sponsor Spotlight (Cost: \$500.00)**

- One banner displayed at all Home Games (3' by 6' - 1 color, or sponsor can supply own)
- One public address announcement per game (during halftime) promoting the sponsor – 5 games per day
- Full-page black & white ad in Hollister Youth Football program (Sponsor to supply ad artwork. Graphic design available for a low fee.)
- Corporate Logo placement on the Hollister Vikings Youth Football & Cheer website with link to your Corporate website

### **Gold Sponsor Spotlight (Cost: \$750.00)**

- Two (2) banners displayed at all Home Games (3' x 6' - 2 color, or sponsor can supply own)
- One public address announcement per game (during halftime) promoting the sponsor – 5 games per day
- Full-page ad in Hollister Youth Football program (Sponsor to supply ad artwork. Graphic design available for a low fee.)
- Two (2) free tickets to all pre-season Jamboree and post-season Playoff Games
- Two (2) Hollister Vikings T-shirts and Hats
- Corporate Logo placement on the Hollister Vikings Youth Football & Cheer website with link to your Corporate website
- Home Page side banner advertisement rotation on the Hollister Vikings Youth Football & Cheer website with link to your Corporate website

### **Platinum Sponsor Spotlight (Cost: \$1,000.00)**

- Two (2) banners displayed at all Home Games (3' x 6' - 2 color or sponsor can supply own)
- One public address announcement per HALF (after 1st and 3rd quarters) promoting the sponsor – 5 games per day
- Full page, color ad in Hollister Youth Football program (Sponsor to supply ad artwork. Graphic design available for a low fee.)
- Four (4) free tickets to all pre-season Jamboree game
- Four (4) Hollister Vikings T-shirts and Hats
- Corporate Logo placement on the front home page of Hollister Vikings Youth Football & Cheer website with link to your Corporate website
- Home Page top banner advertisement rotation on the Hollister Vikings Youth Football & Cheer website with link to your Corporate website

**ALL SPONSORS TO RECEIVE A “WE SUPPORT HYF&C” SPONSORSHIP BADGE THAT THEY CAN DISPLAY IN THEIR PLACE OF BUSINESS**



# HOLLISTER VIKINGS

## Youth Football and Cheer

www.HollisterVikings.com



### 2012 PROGRAM ADVERTISING

Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State Zipcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_ Participants Name: \_\_\_\_\_

Please check one item from each category below:

**Participant's Team:**

- Tiny Mite
- Mitey Mite
- Jr. Pee Wee
- Pee Wee
- Jr. Midget

**Program Advertising:**

- \$20 Parent "Shout Out"
- \$25 Corp. Name listing in Program
- \$50 Business Card ad in Program
- \$100 Quarter-Page ad in Program
- \$175 Half-Page Ad in Program

FOOTBALL

CHEER

Amount Enclosed \$ \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

If you have questions regarding advertising or corporate sponsorship for the 2012 season, please contact Gino Andrade at (831) 524-0422 or send an email to [vikingsjpwfootballcoach@rocketmail.com](mailto:vikingsjpwfootballcoach@rocketmail.com)

Payments can be sent to:

**Hollister Vikings Youth Football & Cheer**

Attn: 2012 Sponsorship

1700 Airline Highway

PMB 449

Hollister, CA 95023

To ensure you receive the benefits for which your level of sponsorship qualifies, please return this form along with your payment by **July 27, 2012**. Please make all checks payable to "HYFC" and put in the memo line of your check "Shout-Out". Unfortunately, we can't take orders for **Shout-Outs or other advertising after August 10, 2012** due to printing deadlines that we must meet.

Hollister Vikings Youth Football & Cheer is a 501(c)(3) organization.

**THANK YOU!**

