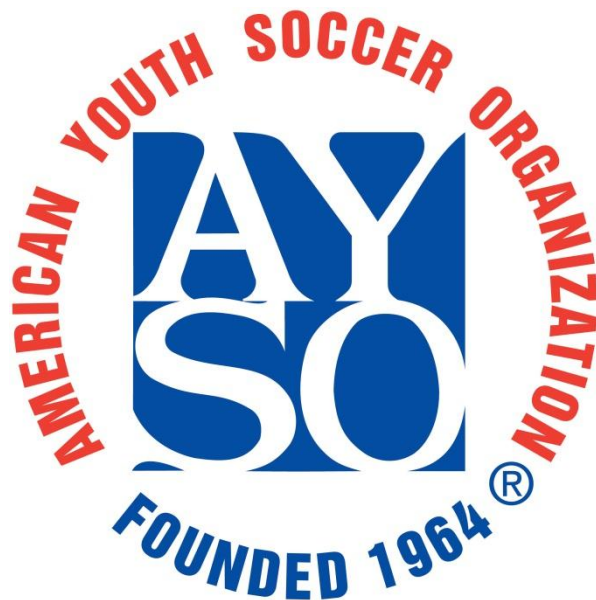




# 2016-17 SPONSORSHIP PACKET



**Fundraising and Community Relations Region 1523**

**Trevor Richardson**

**Regional Commissioner**

**4846 S. Croton Hardy Dr.**

**Newaygo, MI 49337**

**(231) 245-4783**

**[richardson.trevor@outlook.com](mailto:richardson.trevor@outlook.com)**



Prospective Sponsor,

American Youth Soccer Organization (AYSO) is a non-profit organization founded in 1964 that promotes fitness; good sportsmanship; self-esteem and team work in our youth between the ages of five and eighteen. By offering them a fun after-school and weekend activity AYSO gives our youth a positive place to direct their boundless energy. The AYSO motto “**Everyone Plays**” assures us that each child who is registered will play in EVERY GAME.

Soccer is the world’s most popular and participated sport, perhaps even your own children have had or will experience that passion, skill and lifetime value of playing it. With less disposable income for many families in our area, they are being forced to choose between allowing their children to play a sport they love and providing for their families. This can only be done with the generous support of individuals, families, and community businesses.

We need to raise the funds necessary to cover the expenses associated with running a first class organization that teaches not only soccer skills, but life skills and life lessons as well. Here are some of the ways you can help:

- A **donation**, to either a specific player, team or to the Region.
- A **sponsorship** of a player, team or to the Region.
- **In-Kind donations** of products purchased by the Region.
- **Advertisement/Signage** on banners, plaques, website and Facebook.

While coaches, referees and board members are unpaid volunteers; player registration fees do not cover all of our expenses. We work hard to keep our registration fees low so that more children can have the opportunity to play and rely on the generosity of local sponsors to help us make that a possibility. A sponsor’s sole link with AYSO is a tax-deductible monetary contribution. You are not required to participate in any way, although you are welcome to in many ways.

Did you know.....

- Region 1523 covers the communities of White Cloud, Hesperia, Brohman, Bitely and Fremont.
- 150 plus youth from ages 4-19 participate in soccer for our Region every season.
- 2 out of 10 students from White Cloud Public Schools play AYSO soccer.
- 50% of our players are girls

Your contribution will not only help defray the general operating expenses such as uniforms, balls, goals and other equipment, field rental and maintenance, trophies and pictures but will also provide registration fees and equipment for those players who are less fortunate as well as training clinics for players, coaches and referees.

We really appreciate your help in supporting AYSO Soccer – White Cloud Region 1523. If you have any questions or need further information please feel free to contact me.

Thank You,  
Trevor Richardson  
Regional Commissioner  
Region 1523



## Sponsorship Form

THIS FORM MUST BE FILLED OUT COMPLETELY

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

Company Address: \_\_\_\_\_

City: \_\_\_\_\_

Zip: \_\_\_\_\_

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

Company Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please make all checks out to:**

**AYSO REGION 1523**

**Please return to:**

Trevor Richardson

4846 S. Croton Hardy Dr.

Newaygo, MI 49337