

Washtenaw County Upward Sports League Serving Youth KG - 9th Grade



Full Court Sponsors \$1,545.00 - SOLD OUT

Name a court! Have your company name and logo on a large banner behind the team benches for every game all season long. Courts will be referred to with your company name at every game on all signage. Banners will also be displayed on our website and social media platforms. (Max 2)

Tournament & Awards Ceremony Sponsors \$1,545.00

Become a tournament sponsor for the season-end tournament for all teams in 5th-9th grade and sponsor the league's end of season awards ceremony. Your company will receive prominent signage at both events and throughout promotion materials all season. (Max 3)

All Star Banner Sponsors \$290.00 Or \$575.00

Have your company name and logo on a group banner that will be displayed at games all season long. Individual banners are available for \$575.00. Banners will also be displayed on our website.

Sponsorship Opportunities

Hoops For Hope Donation \$115.00

- * Our scholarship needs continue to rise every year and yet we have never turned any player away.
- * Donate \$115.00 to cover a player's registration fee.
- * All Hoops For Hope donors will be acknowledged on our website and also on signage at the year end awards ceremony.
- * All sponsorships and donations are tax deductible.

THANK YOU!

Audience Impact Stats - Numbers 2017 Season

* 70 teams * 34 games every Saturday for 10 weeks * 525 basketball players and 48 cheerleaders participated * At least 1200+ of friends and family cheering on every game day.





Dear Washtenaw County Community and Business Leaders,

As a valued member of our local community, we are looking to you to join us in supporting our unique sports league. In teaming up with us, your company will gain the opportunity to generate positive PR, demonstrate a public display of commitment to a highly motivating cause and gain increased brand awareness within our fast growing community.

We are looking forward to our 15th season of Upward Basketball and Cheerleading in Washtenaw County. Upward Basketball is designed to build athletic skills, character, confidence, and spirit. This unique total athlete approach has assisted us in our growth over the years. We try to keep costs at a minimum through an army of volunteers. In order to keep registration fees affordable while still being able to support our continued growth and also offer scholarships to an increasing number of families in need, we are hoping to raise \$10,000.00 in sponsorship money for our upcoming 2018 season that runs January through March.

Based on our steady growth rate, we anticipate that close to 600 children (K-9th grades) will register for our basketball and cheerleading teams for 2018. Last year we practiced 4 days a week at five facilities and had a full house all day on our Saturday game days. Each Saturday, at two different facilities we had 70 teams gather. That is 525 children in basketball and 48 in cheerleading with well over 1200 parents, grandparents and friends in attendance cheering and supporting our youth every game day. This is an incredible marketing opportunity!

As a sponsor, your company will be recognized in many ways. We have created several different sponsorship packages to allow you, as a sponsor, to participate in our season and support our league as you deem appropriate. Clearly, we would be open to any additional sponsorship opportunities that might appeal to you. Your gift is an important contribution to our efforts to provide an exceptional sports experience and unique culture of faith for our young people. Based on the nature of our league, your donations are deductible in accordance with IRS regulations.

We realize that many requests are made of you and we thank you for taking the time to review this material and for considering a sponsorship relationship with Washtenaw County Upward Sports League.

If you have any further questions, please contact our Upward Sponsor Lead, Jamail Aikens, at 734.646.0172 or at jamail.aikens@gmail.com Please also visit our website at washtenawcountyupward.org to learn more.

With Heartfelt Appreciation For Your Support,
The Washtenaw County Upward Leadership Team

Nothin' But Net - Count Us In!

1. Full Court (\$1545) 2. All Star Individual (\$575) 3. All Star Group (\$290) 4. Tournament (\$875)

Selected Option: # _____

Business Name: _____

Contact Name: _____

Contact Number: _____ Contact Email: _____

**"Every child plays,
every child learns,
every child is a
winner."**

Growth: The 2018 season marks our 15th year of Upward Basketball and

Cheerleading in Washtenaw County.

Upward began in Washtenaw County in 2004 and at that time we had 75 youth enrolled. **We**

have grown at a phenomenal rate and

anticipate 600 children for the 2018 season.

"Our culture today has created a "win at all cost" mentality—the most points, the most trophies, the most championships.

These things generally define a winner. Upward defines winning as learning and/or teaching lessons in the game of life—lessons that last long after the season ends."

Thank you for your support of Upward Sports

washtenawupward.org