



To: San Jose Bay Area Organizations and Company
From: West San Jose Storm Football and Cheer League

The West San Jose Storm Football and Cheer League would like to thank our past League Sponsors for their help and contributions in making our League a success. Over the past few years, we as an organization have seen a drastic down turn in sponsorship while our cost have continued to rise. We have polled other organization and past sponsors and attempted to learn the reasons behind this down turn. The greatest sentiment and feedback we received from these inquires center around the return on your organizations investment. In an effort to add more value to our sponsors donations and support, we as a youth sports organization have created a revised sponsorship program that hopefully allows more companies to participate and in return gives a greater value back to your organization.

By redesigning our existing program, we are attempting to create an on-going support program for the league needs and events by offering more opportunities to assist the organization at all levels. We are offering some new options on how to make these contributions: monthly payments, quarterly payments or one-time payment along with combining some marketing changes that will get vendors direct visibility to our families with the release of a new website and registration efforts we are undergoing internally.

Effective immediately, the League will offer advertising on the upcoming re-launches of our organization website, the monthly and weekly membership newsletter, Storm email marketing campaigns along with advertisement at the specific events to those companies that help sponsor our teams. This advertisement will be in addition to the recognition that the company already receives at all Storm events, which currently includes their name on the fliers, name on our event signage. We will also offer different levels of acknowledgement based on each type of sponsorship selected. This acknowledgement will be in the form of a Plaque for your company along with a letter of appreciation from the Storm Organization for your great contributions. Please see below for more information on the different options as well as donation requirements.

We would like to thank you again for your continued support,

The Executive Board of the West San Jose Football & Cheer League

PO Box 110666
Campbell, CA 95011



Level	Premier League Sponsor
Diamond	<p data-bbox="651 512 1073 546" style="text-align: center;">\$3000.00 (annual commitment)</p> <ul data-bbox="396 590 1382 1262" style="list-style-type: none"> <li data-bbox="396 590 1382 722">• 12 months Advertising on Chapter website under Premium Sponsors links as well as General Sponsor Link – Premier Sponsors banner ad size premium sized and prominently placed on the homepage * <li data-bbox="444 751 1143 785">General Sponsors banner ad size is approx 190W X 100H * <li data-bbox="444 814 1373 968"><i>Sponsors can contact our webmaster by email and he will work with them to make their sponsor ad look nice in both Web and PDF printed form. They can also send him requested text for their ad and the URL they want the ad to point to. * Banner Ad may be resized to be proportional with Sponsor Logo image Proportions.</i> <li data-bbox="396 1003 1382 1108">• 12 months advertising on electronic newsletter, Facebook Site, and Email communication - A company ad designed by you that is 2 inches by 6 inches. <li data-bbox="396 1117 1321 1184">• Plaque for your company along with a letter of appreciation from the chapter for your great contribution <li data-bbox="396 1192 1312 1226">• Company Announced During all Home Games for each team events <li data-bbox="396 1234 1260 1262">• Company Banner (Must Provide) displayed at All Home Games



Level	Premier League Sponsor
Field Sponsor	<p style="text-align: center;">\$2000.00 (Per Game = 4 available)</p> <ul style="list-style-type: none"> • Special announcement 1(one) per quarter throughout all division game on date that was Sponsored • 11 months Advertising on Chapter website under Premium Sponsors links as well as General Sponsor Link – Premier Sponsors banner ad size premium sized and prominently placed on the homepage * <p style="text-align: center;">General Sponsors banner ad size is approx 190W X 100H *</p> <p style="text-align: center;"><i>Sponsors can contact our webmaster by email and he will work with them to make their sponsor ad look nice in both Web and PDF printed form. They can also send him requested text for their ad and the URL they want the ad to point to. * Banner Ad may be resized to be proportional with Sponsor Logo image Proportions.</i></p> <ul style="list-style-type: none"> • 11 months advertising on electronic newsletter, Facebook Site, and Email communication - A company ad designed by you that is 2 inches by 4 inches. • Plaque for your company along with a letter of appreciation from the chapter for your great contribution • Company Announced During all Home Games for each team events • Company Banner (Must Provide) displayed at All Home Games



Level	Premier League Sponsor
Platinum	<p data-bbox="656 478 1073 506" style="text-align: center;">\$1500.00 (annual commitment)</p> <ul data-bbox="396 554 1382 1224" style="list-style-type: none"> <li data-bbox="396 554 1382 688">• 10 months Advertising on Chapter website under Premium Sponsors links as well as General Sponsor Link – Premier Sponsors banner ad size premium sized and prominently placed on the homepage * <li data-bbox="444 720 1143 747">General Sponsors banner ad size is approx 190W X 100H * <li data-bbox="444 779 1373 930"><i>Sponsors can contact our webmaster by email and he will work with them to make their sponsor ad look nice in both Web and PDF printed form. They can also send him requested text for their ad and the URL they want the ad to point to. * Banner Ad may be resized to be proportional with Sponsor Logo image Proportions.</i> <li data-bbox="396 968 1382 1066">• 10 months advertising on electronic newsletter, Facebook Site, and Email communication - A company ad designed by you that is 2 inches by 4 inches. <li data-bbox="396 1079 1321 1146">• Plaque for your company along with a letter of appreciation from the chapter for your great contribution <li data-bbox="396 1157 1312 1184">• Company Announced During all Home Games for each team events <li data-bbox="396 1194 1260 1224">• Company Banner (Must Provide) displayed at All Home Games



Level	Premier League Sponsor
Gold	<p style="text-align: center;">\$1000.00 (annual commitment)</p> <ul style="list-style-type: none"> • 8 months Advertising on Chapter website under Premium Sponsors links as well as General Sponsor Link – Premier Sponsors banner ad size premium sized and prominently placed on the homepage * <p style="padding-left: 40px;">General Sponsors banner ad size is approx 190W X 100H *</p> <p style="padding-left: 40px;"><i>Sponsors can contact our webmaster by email and he will work with them to make their sponsor ad look nice in both Web and PDF printed form. They can also send him requested text for their ad and the URL they want the ad to point to. * Banner Ad may be resized to be proportional with Sponsor Logo image Proportions.</i></p> <ul style="list-style-type: none"> • 8 months advertising on electronic newsletter, Facebook Site, and Email communication - A company ad designed by you that is 2 inches by 2 inches. • Plaque for your company along with a letter of appreciation from the chapter for your great contribution • Company Announced During all Home Games for each team events



Level	Premier League Sponsor
Silver	<p style="text-align: center;">\$750 (annual commitment)</p> <ul style="list-style-type: none"> • 6 months (July to Nov) Advertising on Chapter website under Premium Sponsors links as well as General Sponsor Link – Premier Sponsors banner ad size premium sized and prominently placed on the homepage * <p>General Sponsors banner ad size is approx 190W X 100H *</p> <p><i>Sponsors can contact our webmaster by email and he will work with them to make their sponsor ad look nice in both Web and PDF printed form. They can also send him requested text for their ad and the URL they want the ad to point to. * Banner Ad may be resized to be proportional with Sponsor Logo image Proportions.</i></p> <ul style="list-style-type: none"> • 6 months (July to Nov) advertising on electronic newsletter, Facebook Site, and Email communication - A company ad designed by you that is 2 inches by 2 inches. • Plaque for your company along with a letter of appreciation from the chapter for your great contribution • Company Announced During all Home Games for each team events



In addition to the need for Premier Sponsors, the items listed below are individual items that the Organization is seeking sponsors for as well. These items are a good source of direct advertising at each event and will display your company name at the item and / or on the Gameday Brochures during the season.

As an added benefit, we will add 4 months advertising on the league website and newsletter under General Sponsor sections for each commitment selected below.

<i>Item Name</i>	<i>Items</i>	<i>Cost</i>
<u>Operational Needs Sponsor</u>	1. Raffle prize Sponsor 2. Snack Shack Sponsor 3. Equipment Sponsor 4. Field Equipment Sponsor 5. Administration Sponsor 6. Jersey Sponsor 7. Cheer Equipment Sponsor 8. Game Day Brochures	1. \$300.00 2. \$500.00 3. \$500.00 4. \$500.00 5. \$400.00 6. \$500.00 7. \$500.00 8. \$250.00
<u>Dinner-Night out event Sponsor</u>	1. Straight Donation 2. Donation (Plus Share of Sale) 3. Profit Sharing Only	1. \$400.00 (Each) 2. \$200.00 (Each) 3. TBD
<u>Sponsorship for Services Rendered</u>	If you can fill a need of Storm in any of the items above, we are willing to offer recognition in our General Sponsor Sections.	No Cost, but commitment needs to be approved by board



SPONSORSHIP COMMITMENT FORM

Company Name:
Company Contact:
Company Address:

Desired Sponsorship you would like to provide:

Premier Sponsor

Level: Diamond Platinum Gold Silver Field

Individual Items:

Operational Needs Sponsor

Level: Raffle Snack Equipment Field Equip Admin Jersey Cheer Brochure

Dinner Night Out

Level: Straight Donation Donation plus/Profit sharing Profit sharing
Type of Event

Sponsorship for Services Rendered:

Type of Service

Individual item Sponsor

Please list Commitment:

Total Commitment level to Storm:

Desired Billing Option: All at Once Monthly Quarterly

Signature of Submitter:

PO Box 110666
Campbell, CA 95011