



Partnering with New Haven Youth Soccer

Spring 2022

Over the past year, NHYS has worked tirelessly to make soccer an affordable and available resource for New Haven residents an opportunity to live, learn and grow. In less than a year the Board of Directors has developed a new, interactive website, hired and retained strong coaches, continued, improved on and created innovative programming for all ages, purchased new uniforms and equipment and secured a new home location for our games. Every decision made by the Board of Directors was made with the children's health, safety and enjoyment at the forefront. Donating whatever you can afford is an extremely generous way for or those individuals or businesses who may not have the time to physically be present at meetings, run programming or help out during games to make a meaningful contribution to assist our non-profit organization.

There are no tryouts, except for the travel teams, and every child is insured to play at least half of every game. We are affiliated with the Connecticut Junior Soccer Association, which operates under the rules and guidelines of the United States Youth Soccer Association.

As it is with everything these days the COVID crisis has taken a large toll on the league and the kids need your support more than ever. We understand that you are suffering from the COVID situation also; so, we ask you please give whatever you can in order to help us provide a place for the kids who, otherwise would not be able to afford, a place to play.

According to the National Alliance of Youth Sports, many savvy small businesses invest in sponsoring local community sports organizations. Some consider their sponsorship a charitable contribution and others, a form of advertising. Either way, it's a mutual relationship that pays off for the sponsor and the team.

Here are some reasons why businesses should sponsor a youth sports organization:

- **Increase awareness of the company's products and services.** Each sponsorship package has benefits for the sponsor built in: field signage, website advertising, company name on uniforms, etc. Through a sponsorship, a company's brand will be in front of the youth sports market of parents, coaches, program organizers, players and fans.
- **A welcomed form of advertising.** In most settings consumers are inclined to tune out advertising. Although many traditional ways of reaching consumers are failing, youth sports sponsorships are a positive and engaging way to market a brand. Parents like to see the companies that are supporting local sports.

- **Help keep the cost of youth sports programs low.** Player participation fees cover the majority of the costs of a youth sports program but support from sponsors provides additional resources which can help keep participation fees low. With lower fees, more families are able to afford to sign up and that means more children being able to receive the many benefits of sports.
- **Outstanding value for the dollars invested.** Although sponsorship package costs vary from organization to organization, they commonly range from \$100 up to \$5,000 or more. When comparing the cost of other marketing outlets like print, television and billboard advertising, youth sports sponsorships can be a great value and a smart option to include into the marketing mix.
- **Build goodwill.** Companies that sponsor youth sports programs make a positive contribution to their community. Overall this can evoke a community wide feeling that a company understands the impact and importance of sports for their youth. This feeling can instill loyalty among a business' current and future patrons.
- **Possible tax incentive.** Many youth sports organizations are registered nonprofit groups. If that is the case, businesses can get a tax break for making a charitable donation. That is just another added benefit of sponsoring youth sports.

We know \$500 from a local company to a youth team goes a long way to offset the rising costs of sports. But what the company may find is that their sponsorship also goes a long way to strengthen the bond between their brand and their community.

NHYS is a non-profit 501(c) (3) organization and as such all donations are tax deductible and all sponsors are held harmless of any liabilities.

NHYS Tax EIN number: 22-2774504.

Donating via PayPal:

Please use the donation link below

[Donate \(paypal.com\)](https://www.paypal.com)

Donating via Credit Card:

Please use the PayPal donation button above and donate with any major credit card (via PayPal - without creating a PayPal account). Simply click on "Don't have PayPal account?" in bottom left of PayPal page.)

Donating via Check:

Please send payment to New Haven Youth Soccer Sponsors, PO Box 9298, New Haven, CT 06533

Sponsorship Levels

In addition to any monetary contribution a family can make when registering players (which directly offsets the operational costs of our program and contributes to financially support players who may not be able to afford the program) New Haven Youth Soccer is offering a sponsorship structure for willing individual and business partners.

Bronze

Any donation under \$100.00

Named Individual NHYS Patron and Supporter of NHYS on www.nhys.soccer for all of 2022

Silver

\$100.00-\$499.99

Named NHYS Business Supporter of NHYS on www.nhys.soccer for all of 2022

Logo on www.nhys.soccer with direct hyperlink to your website

Team photo plaque to be displayed at your business

Business logo, along with all other sponsors, on our standard [NHYS](#) shirt provided to participants at Learn to Play sessions. Deadline to submit logo for first printing: April 1, 2022. Deadline to submit logo for second printing: July 1, 2022.

Gold

\$500.000-\$999.99

Name and logo on by itself every uniform for one team

Named NHYS Business Supporter of NHYS on www.nhys.soccer for all of 2022

Logo on www.nhys.soccer with direct hyperlink to your website

Business logo, along with all other sponsors, on our standard [NHYS](#) shirt provided to participants at Learn to Play sessions.

Team photo plaque to be displayed at your business

Platinum

\$1,000 and up

Name and logo on by itself every uniform for one Middle School League team

Named NHYS Business Supporter of NHYS on www.nhys.soccer for all of 2022

Business logo, along with all other sponsors, on our standard [NHYS](#) shirt provided to participants at Learn to Play sessions.

Logo on www.nhys.soccer with direct hyperlink to your website

Team photo plaque to be displayed at your business