



AMERICAN YOUTH SOCCER ORGANIZATION

P.O. Box 541431 Lake Worth, Florida 33454 (Okeehelée Park)
A NonProfit Corporation #95-6205398 dedicated to Youth Soccer
(561)642-5449 AYSO345.org

The **American Youth Soccer Organization** is a 501 C3 non-profit organization in which parents and others volunteer their time and energy to run the entire program. No one from the League Commissioner, to coaches, to officials, receives any salary. This letter is being sent to inquire about the possibility of your sponsorship of a team in the upcoming season. This past year over 84 sponsors supported nearly 2,375 boys and girls from ages 4 through 18 who played in the soccer league at Okeehelée Park in our Fall and Spring Season. We had 126 teams in our Fall Season, 124 teams in our Spring Season, and 15 VIP Players (children with disabilities) for both seasons plus we have a program called "AYSO Playground" for 3-4-year-olds with 46 players both seasons.

I am sure you will receive numerous requests for sponsorship. You are placed in a position of having to decide which programs to support. Many of our sponsors support both the fall and spring leagues. We are very grateful for their dedication to this program. Here are some reasons why AYSO is a program you should support.

- * **AYSO** mandates that every child play half of every game, regardless of skill or experience.
- * **AYSO** teaches family values by involving whole families. Players are taught to officiate beginning at age 12 and many become certified coaches. Moms, Dads, and family members serve in various capacities such as Commissioner, Registrar, Treasurer, Refereeing and Coaching Administrators, Purchasing and Safety Directors, Division and Team Managers, Coaches, Referees and many more.
- * **AYSO** trains and certifies its coaches in the rules of the game, as well as the importance of being role models and examples of fair play and sportsmanship.
- * **AYSO** teaches youth to become leaders amongst their peers, both on and off the field.

As a team sponsor during our upcoming season, you will receive the following:

- Your business name on the team practice jerseys.
- A 10 x 13 personalized team photo plaque.
- Recognition in all AYSO newsletters mailed to all our registrants.
- The opportunity to have your business name exposed to thousands of people in our community.
- Recognition of your business before approximately 3000 people at opening ceremonies of our Fall league. Sponsors are announced as teams march Olympic style past a panel of judges who judge the team banners as their sponsor and team name is announced.
- Your donation is a tax-deductible contribution to a non-profit agency.
- The satisfaction of knowing you contributed to the development of good citizens and athletes.

Won't you please support this very worthwhile program? You will have a positive impact on your community, while at the same time offering your business on the least expensive, yet far-reaching forms of exposure. We are looking forward to having you among our supporters! If you have any questions, please do not hesitate to call me at 561-662-8544 or email me at region345@aol.com.

Sincerely,

Rose Arsenault

Rose Arsenault
AYSO Region 345 Regional Commissioner