

NEW MEXICO YOUNG AMERICA FOOTBALL LEAGUE



TAX DEDUCTIBLE SPONSORSHIPS

NMYAFL
5300 PONDEROSA AVE NE
ALBUQUERQUE, NM 87110
WWW.NMYAFL.ORG (505) 883-9303

ABOUT THE NEW MEXICO YOUNG AMERICA FOOTBALL LEAGUE

Welcome to the New Mexico Young America Football League. For 52 years, we've remained New Mexico's largest, most exciting gathering of youth Football Players in the Southwest! Our non-profit 501c3 organization is dedicated to providing youth an opportunity to participate in a program designed to build leadership skills, character and good **SPORTSMANSHIP!**

The New Mexico Young America Football League (NMYAFL) is dedicated to teaching football and cheer for boys and girls in Albuquerque, Belen, Los Lunas, Rio Rancho, Bernalillo and other surrounding areas. Every year we provide over 3500 boys and girls the opportunity to participate and compete in both youth football and cheer. In addition, we also provide scholarships to those in need. Our league has an "Everybody can Play" philosophy and each year we budget well over **\$30,000** towards scholarships for deserving children. We have several League sponsorship opportunities which include: Scholarship Golf Tournament, Team Mom Meetings, ***Student Athlete Program***, NM Young America Cheer-Fest Competition, Playoff and Championships, All-Stars, The New Mexico Youth Football Championships and the ***Pro Football Hall of Fame*** Mountain West Regional Tournament. Your League sponsorship is how we are able to continue to provide scholarships to the kids in our community.

Each year we host the ***NMYAFL Playoff and Championship games. These games are broadcast live on cable channel 26 and streamed live on www.proviewnetworks.com***. This season we will host 21 games over the course of the playoff and championship weekends starting October 13th 2018.

This year we will also be hosting ***The Pro Football Hall of Fame Mountain West Regional Tournament which will be broadcast and streamed on CBS Sports Online.***

Many of the sponsorships listed have a large in person, digital and on air media following. We are seeking sponsors who wish to participate by promoting their businesses while partnering with our League. This is a unique, ***tax exempt*** and cost efficient way to advertise your business and to help the youth of New Mexico.

Please see the attached sponsorship rates. For more information on this opportunity, please contact the League Executive Director at (505) 328-1536 or email at executivedirector@nmyafl.org

NEW MEXICO YOUNG AMERICA FOOTBALL LEAGUE TEAM MOM MEETING SPONSORSHIP PACKAGES

TEAM MOM MEETING HOST SPONSOR PACKAGE: \$1,500

- ❖ Speaking to all team moms for the spring and fall season at event
- ❖ Ability to showcase your venue
- ❖ Host Team Mom Meeting providing:
- ❖ Breakfast and meeting space for 100 people for the March and July Team Mom Meetings
- ❖ Supply podium and Microphone for event
- ❖ Ability to speak at the Annual Golf Scholarship Classic
- ❖ (4) Email Blasts to over 7000 recipients for the 2018 Season
- ❖ April 1st for spring Season
- ❖ July, August and September for fall season
- ❖ Sponsor Logo on NMYAFL Website
- ❖ (2) Sponsor Message (Commercial) spots per Playoff and Championship games
- ❖ (2) Sponsor Live Read Ins/Game
- ❖ Logo listed on all NMYAFL email blasts to over 7000 email recipients for 2018 season

SPRING TEAM MOM MEETING VENDOR/FUNDRAISER FEE: \$250

- ❖ Present to all team moms for the spring season at the Team Mom event
- ❖ Ability to showcase your products or fundraising program to all Spring Team Moms using 6 ft vending table
- ❖ Include marketing flyer in Annual Fundraiser Email Blast to over 7000 recipients for the 2018 Season
- ❖ Flyer must be in pdf format and must be emailed to the NMYAFL Office at yaflooffice@nmyafl.org prior to July 1st
- ❖ Sponsor Logo on NMYAFL Website
- ❖ Logo listed on all NMYAFL email blasts to over 7000 email recipients for 2018 season

FALL TEAM MOM MEETING VENDOR/FUNDRAISER FEE: \$250

- ❖ Present to all team moms for the fall season at the Team Mom event
- ❖ Ability to showcase your products or fundraising program to all Fall Team Moms using 6 ft vending table
- ❖ Include marketing flyer in Annual Fundraiser Email Blast to over 7000 recipients for the 2018 Season
- ❖ Flyer must be in pdf format and must be emailed to the NMYAFL Office at yaflooffice@nmyafl.org prior to July 1st
- ❖ Sponsor Logo on NMYAFL Website
- ❖ Logo listed on all NMYAFL email blasts to over 7000 email recipients for 2018 season

COMBO SPRING AND FALL TEAM MOM MEETING VENDOR/FUNDRAISER FEE: \$375

- ❖ Includes all of the above for both the spring and Fall team mom meetings

NEW MEXICO YOUNG AMERICA FOOTBALL LEAGUE

SCHOLARSHIP GOLF CLASSIC PACKAGES

TITLE SPONSOR (1 ONLY) - \$3,500

- Signage at registration, lunch and prominent locations at course
- Recognition & logo placement in all printed materials
- Opportunity to place commercial promotional materials in goodie bag
- Sponsor Logo on NMYAFL Website
- (2) teams included (2 players)
- (4) 30 second commercial spots during The NMYAFL Playoffs
- Banners at the NMYAFL Playoffs
- (2) tee signs

PLATINUM SPONSOR (4) - \$1,500

- Sponsor Logo on NMYAFL Website
- (1) teams included (4 players)
- (4) 30 second commercial spots during The NMYAFL Playoffs
- Banners at the NMYAFL Playoffs
- (2) tee signs
- Logo on Sponsor Banner

GOLD SPONSOR (4) - \$1,000

- Sponsor Logo on NMYAFL Website
- (2) Players Included
- (2) 30 second commercial spots during The NMYAFL Playoffs
- (1) tee signs
- Logo on Sponsor Banner

LUNCH SPONSOR (1) - \$1,000

- (2) Players Included
- (2) 30 second commercial spots during The NMYAFL Playoffs
- Logo on Sponsor Banner

PUTTING CONTEST SPONSOR (1) - \$750

- (1) players included
- Putting Contest signage
- Logo on Sponsor Banner

HOLE IN ONE CONTEST SPONSOR (1) - \$750

- (1) players included
- (1) Hole in one tee sign each
- Logo on Sponsor Banner

LONGEST DRIVE CONTEST SPONSOR (1) - \$500

- (1) Longest Drive tee sign
- Logo on Sponsor Banner

STRAIGHTEST DRIVE CONTEST SPONSOR (1) - \$500

- (1) Straightest Drive tee sign
- Logo on Sponsor Banner

CLOSEST TO THE PIN SPONSOR (1) - \$500

- (1) Closest to the Pin tee sign each
- Logo on Sponsor Banner

TEE SIGN SPONSOR (18) - \$100

- (1) tee sign
- Logo on Sponsor Banner



NEW MEXICO YOUNG AMERICA FOOTBALL LEAGUE SUPERBOWL AND DIVISIONAL CHAMPIONSHIPS (2 WEEKS) SPONSORSHIP PACKAGES

CHAMPIONSHIP TITLE SPONSOR PACKAGE: \$4,000 •

Sponsor identification promo at beginning and conclusion of all Semi-final and Championship games
• ie: The New Mexico Young America Football League Championships are being brought to you by
..... Standard promo production fees included in this price

- ❖ Sponsor name on all event marketing
- ❖ Sponsor Logo on NMYAFL Website
- ❖ Sponsor Banners around the stadium
- ❖ (2) Sponsor Message (Commercial) spots per game • Standard sponsor spot production fees included in this price
- ❖ (2) Broadcast Title Sponsor Live Read Ins/Game • Sponsor logo included on all DVD packaging
- ❖ Logo listed on all NMYAFL email blasts to over 7000 email recipients for 2018 season

SCOREBOARD SPONSOR PACKAGE: \$2,500 •

Sponsor logo embedded in broadcast scoreboard in all games • Standard graphic production fees included in this price

- ❖ Sponsor Logo on NMYAFL Website
- ❖ (2) Scoreboard Sponsor Live Read Ins/Game
- ❖ Logo listed on all NMYAFL email blasts to over 7000 email recipients for 2018 season

PREGAME SPONSOR PACKAGE: \$1,500 •

Sponsor identification (with logo) run at the beginning of all games • ie: This 2018 New Mexico YAFL Championship Pregame report is being brought to you by • Standard promo production fees included in this price.

- ❖ Sponsor Logo on NMYAFL Website
- ❖ Halftime Sponsor Live Read Ins/Game
- ❖ Logo listed on all NMYAFL email blasts to over 7000 email recipients for 2018 season

HALFTIME SPONSOR PACKAGE: \$1,500 •

Sponsor identification (with logo) run at halftime of all games • ie: This 2018 New Mexico YAFL Championship Half Time Show is being brought to you by • Standard promo production fees included in this price

- ❖ Sponsor Logo on NMYAFL Website
- ❖ Halftime Sponsor Live Read Ins/Game
- ❖ Logo listed on all NMYAFL email blasts to over 7000 email recipients for 2018 season

NEW MEXICO
YOUNG AMERICA FOOTBALL LEAGUE
STUDENT ATHLETE PROGRAM
SPONSORSHIP PACKAGES

GENERAL BANQUET SPONSOR PACKAGE: FEE: \$150 •

- ❖ Sponsor name on all event marketing material
- ❖ Sponsor Logo on NMYAFL Website
- ❖ Sponsor logo listed on Presentation
- ❖ Sponsor logo listed on NMYAFL email blasts to over 7000 email recipients for 2018 season

NEW MEXICO
YOUNG AMERICA CHEERLEADING
CHEER-FEST COMPETITION
SPONSORSHIP PACKAGES

TITLE SPONSOR PACKAGE: \$2,000 •

Sponsor identification promo at beginning and conclusion of each section of the Cheer-Fest Competition • ie: The New Mexico Young America Cheerleading Cheer-Fest Competition is being brought to you by Standard promo production fees included in this price

- ❖ Sponsor name on all event marketing material
- ❖ Sponsor Logo on NMYAFL Website
- ❖ Sponsor Banners around the **UNM Pit Arena**
- ❖ Sponsor Message/Address to the crowd
- ❖ Sponsor gathering in a **UNM Pit Sky Suite**
- ❖ Logo listed on event banner and on NMYAFL email blasts to over 7000 email recipients for 2018 season

GENERAL SPONSOR PACKAGE FEE: \$400 •

- ❖ Sponsor name on all event marketing material
- ❖ Sponsor Logo on NMYAFL Website
- ❖ Sponsor logo listed on Presentation
- ❖ Sponsor logo listed on NMYAFL email blasts to over 7000 email recipients for 2018 season

STATE OF NEW MEXICO YOUTH FOOTBALL CHAMPIONSHIPS

HOSTED BY THE NEW MEXICO YOUNG AMERICA FOOTBALL LEAGUE SPONSORSHIP PACKAGES

TITLE SPONSOR PACKAGE: \$1,000 •

- ❖ Sponsor name on all event marketing material
- ❖ Sponsor logo listed on event website
- ❖ Sponsor Logo on NMYAFL Website
- ❖ Sponsor Banners around the venue
- ❖ Sponsor logo listed on event banner
- ❖ Sponsor logo listed on NMYAFL email blasts to over 7000 email recipients for 2018 season

GENERAL SPONSOR PACKAGE FEE: \$500 •

- ❖ Sponsor name on all event marketing material
- ❖ Sponsor logo listed on event website
- ❖ Sponsor Logo on NMYAFL Website
- ❖ Sponsor logo listed on event banner
- ❖ Sponsor logo listed on NMYAFL email blasts to over 7000 email recipients for 2018 season

NEW MEXICO YOUNG AMERICA FOOTBALL LEAGUE ALL-STAR CHAMPIONSHIPS SPONSORSHIP PACKAGES

TITLE SPONSOR PACKAGE: \$2,500 •

Sponsor identification promo at beginning and conclusion of all All-Star Championship games • ie: The New Mexico Young America Football League All-Star Championships are being brought to you by Standard promo production fees included in this price

- ❖ Sponsor name on all event marketing material
- ❖ Sponsor Logo on NMYAFL Website
- ❖ Sponsor Banners around the stadium
- ❖ (2) Sponsor Message (Commercial) spots per game • Standard sponsor spot production fees included in this price
- ❖ (2) Broadcast Title Sponsor Live Read Ins/Game material
- ❖ Logo listed on event banner and on NMYAFL email blasts to over 7000 email recipients for 2018 season

SCOREBOARD SPONSOR PACKAGE: \$1,500 •

Sponsor logo embedded in broadcast scoreboard in all games • Standard graphic production fees included in this price

- ❖ Sponsor Logo on NMYAFL Website
- ❖ (2) Scoreboard Sponsor Live Read Ins/Game
- ❖ Banner signage at venue
- ❖ Logo listed on event banner and on NMYAFL email blasts to over 7000 email recipients for 2018 season

PREGAME SPONSOR PACKAGE: \$750 •

Sponsor identification (with logo) run at the beginning of all games • ie This 2018 New Mexico YAFL All-Star Pregame report is being brought to you by • Standard promo production fees included in this price.

- ❖ Sponsor Logo on NMYAFL Website
- ❖ Pregame Sponsor Live Read Ins
- ❖ Banner signage at venue
- ❖ Logo listed on event banner and on NMYAFL email blasts to over 7000 email recipients for 2018 season

HALFTIME SPONSOR PACKAGE: \$750 •

Sponsor identification (with logo) run at halftime of all games • ie: This 2018 New Mexico YAFL All-Star Game Half Time Show is being brought to you by • Standard promo production fees included in this price

- ❖ Sponsor Logo on NMYAFL Website
- ❖ Halftime Sponsor Live Read Ins
- ❖ Banner signage at venue
- ❖ Logo listed on event banner and on NMYAFL email blasts to over 7000 email recipients for 2018 season

COMMERCIAL/GENERAL SPONSOR PACKAGE FEE: \$400 •

Sponsor identification (with logo) run during all games • ie: This 2018 New Mexico YAFL All-Star Game is being brought to you by • Standard promo production fees included in this price

- ❖ Sponsor Logo on NMYAFL Website
- ❖ Banner signage at venue
- ❖ Logo listed on event banner and on NMYAFL email blasts to over 7000 email recipients for 2018 season

PRO FOOTBALL HALL OF FAME MOUNTAIN WEST REGIONAL TOURNAMENT



HOSTED BY THE NEW MEXICO YOUNG AMERICA FOOTBALL LEAGUE SPONSORSHIP PACKAGES

TITLE SPONSOR PACKAGE: \$3,000 •

Sponsor identification promo at beginning and conclusion of all Pro Football Regional Tournament Championship games • ie: The Pro Football Hall of Fame Mountain West Regional Tournament Championship Games are being brought to you by..... Standard promo production fees included in this price

- ❖ Sponsor name on all event marketing material
- ❖ Sponsor Logo on NMYAFL Website
- ❖ Sponsor Banners around the stadium
- ❖ Sponsor or Representative attendance in VIP Tent with City and County Officials and NFL Players
- ❖ Sponsor or Representative pictures and meeting with NFL Players
- ❖ (2) Sponsor Message (Commercial) spots per game • Standard sponsor spot production fees included in this price
- ❖ (2) Broadcast Title Sponsor Live Read Ins/Game • Sponsor logo included on all DVD packaging
- ❖ Logo listed on event banner and on NMYAFL email blasts to over 7000 email recipients for 2018 season

SCOREBOARD SPONSOR PACKAGE: \$1,750 •

Sponsor logo embedded in broadcast scoreboard in all games • Standard graphic production fees included in this price

- ❖ Sponsor Logo on NMYAFL Website
- ❖ (2) Scoreboard Sponsor Live Read Ins/Game
- ❖ Banner signage at venue
- ❖ Logo listed on event banner and on NMYAFL email blasts to over 7000 email recipients for 2018 season

PREGAME SPONSOR PACKAGE: \$1,000 •

Sponsor identification (with logo) run at the beginning of all games • ie: The Pro Football Hall of Fame Mountain West Regional Tournament Championship Games pregame report is being brought to you by • Standard promo production fees included in this price.

- ❖ Sponsor Logo on NMYAFL Website
- ❖ Pregame Sponsor Live Read Ins/Game
- ❖ Banner signage at venue
- ❖ Logo listed on event banner and on NMYAFL email blasts to over 7000 email recipients for 2018 season

PRO FOOTBALL HALL OF FAME MOUNTAIN WEST REGIONAL TOURNAMENT



HOSTED BY THE NEW MEXICO YOUNG AMERICA FOOTBALL LEAGUE SPONSORSHIP PACKAGES

(CONTINUED)

HALFTIME SPONSOR PACKAGE: \$1,000 •

Sponsor identification (with logo) run at halftime of all games • ie: The Pro Football Hall of Fame Mountain West Regional Tournament Championship Half Time Show is being brought to you by • Standard promo production fees included in this price

- ❖ Sponsor Logo on NMYAFL Website
- ❖ Halftime Sponsor Live Read Ins/Game
- ❖ Banner signage at venue
- ❖ Logo listed on event banner and on NMYAFL email blasts to over 7000 email recipients for 2018 season

COMMERCIAL/GENERAL SPONSOR PACKAGE FEE: \$500 •

Sponsor identification (with logo) run during all games • ie: The Pro Football Hall of Fame Mountain West Regional Tournament Championship Game is being brought to you by • Standard promo production fees included in this price

- ❖ Sponsor Logo on NMYAFL Website
- ❖ Banner signage at venue
- ❖ Logo listed on event banner and on NMYAFL email blasts to over 7000 email recipients for 2018 season

NEW MEXICO YOUNG AMERICA FOOTBALL LEAGUE GENERAL SPONSORSHIPS

INDIVIDUAL EMAIL BLAST SPONSORSHIP FEE: \$1,000 PER BLAST

Email blast to over 7000 email contacts of current NMYAFL newsletter population that consists of Parents, Partners and Community members for 2018

- ❖ Single email blast of approved marketing material (action requests are allowed).
- ❖ Blast will be the only item on the email. No other league or sponsor items will be included
- ❖ Email blast format can be text, an approved image or pdf.

EMAIL BLAST SPONSORSHIP FEE: \$500 PER BLAST

Email blast to over 7000 email contacts of current NMYAFL newsletter population that consists of Parents, Partners and Community members for 2018

- ❖ Single email blast of approved marketing material (action requests are allowed).
- ❖ Blast will be included with other league or sponsor items.
- ❖ Email blast format can be text, an approved image or pdf.

VENDOR MARKETING AT MAIN VENUE FEE \$250/DAY

- ❖ Vendor will be allowed to setup a tent and table at ***one*** of the main field venues ie. Mesa Del Sol Sports Complex, Bullhead Park, Rio Rancho Sportsplex or Heritage Park in Los Lunas.
- ❖ Vendor tent must be setup at a location that is approved by the Head Field Commissioner.
- ❖ Vendor Tents are allowed and can be up to a 10' x 10'
- ❖ All Vendor tents must be properly staked down for safety.
- ❖ Vendor is allowed to pass out marketing material to NMYAFL event attendees
- ❖ Vendor is ***not*** allowed to put marketing material on vehicles parked at NMYAFL events
- ❖ Vendor is allowed at the sponsored venue for the duration of the NMYAFL