

## Many great reasons to sponsor Youth Sports:

- o *Your company's brand will be in front of the youth sports market of parents, coaches, program organizers, players and fans.*
- o *Youth sports sponsorships are a positive and engaging way to market a brand. Parents like to see the companies that are supporting local sports.*
- o *With lower fees, more families are able to afford to sign up, which means more children being able to receive the many benefits of sports.*
- o *Your support helps keep the leagues functioning.*
- o *Companies that sponsor youth sports programs make a positive contribution to their community.*
- o *Youth teams are often composed of the children of your customers.*
- o *Sporting events tend to open people up and make them more receptive to companies that sponsor teams.*
- o *Support the community's future – it's youth! ...While also promoting a very positive message – sportsmanship!*

**ANY GAME, EVERY TIME...  
KEEP IT FUN FOR THE KIDS!**

## A CLASS ATHLETE

**I will play hard,  
I will play fair.  
I will play by the rules,  
And always be aware.**



**I will respect the other team,  
And their coaches and fans too.  
I will respect the umpires and referees,  
And their entire crew.**

**I will be a good sport, win or lose.  
No bad behavior, no excuse.**

**I will show sportsmanship throughout,  
And my positive attitude will stand out.**

**I will strive to become elite.  
I will strive to become...  
A CLASS ATHLETE! ©**

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