



Dear Prospective Sponsor,

We are thrilled to present an exciting opportunity for you to invest in our **Youth Soccer of New Rochelle, Recreation** program and the **Young Coaches Program**.

In return for sponsorship, we're offering multiple advertising opportunities to thousands of our parents, kids, and media platforms throughout the year.



## Youth Soccer of New Rochelle, Recreation



Our organization provides children from all backgrounds with a safe and inclusive environment to learn and develop athletic skills.

We offer a range of soccer programs and activities, for toddlers through 8<sup>th</sup> grade, tailored to age groups and skill levels.

Each year there are Fall and Spring (outdoor) Seasons, Summer camp, RecPlus development and Winter indoor season; each focusing on:

⇒ fostering teamwork ⇒ sportsmanship ⇒ a love for soccer

Our experienced coaches and staff here at Youth Soccer of New Rochelle, are committed to helping every child reach their full potential.

**Our program goal is to create a positive and empowering experience for every participant. We welcome children from all walks of life to join us on the field, here in New Rochelle.**

Youth Soccer of New Rochelle, Recreation takes pride in the community work carried out all year round. We offer :

- ⇒ 50-100 soccer scholarships and discounts to minorities, low-income families, and disadvantaged kids
- ⇒ free soccer cleats and socks for those who cannot afford them
- ⇒ free t-shirts
- ⇒ free reversible jerseys

There are many kids and families, within New Rochelle, who would like to participate but cannot afford it.

**With your support, we can make it possible.**



## Young Coaches Program



Having been part of, and working for, the Youth Soccer of New Rochelle, Recreation, our young coaches bring their love of soccer to the field and impart their enthusiasm and positive attitude to our recreational players and parents.

Beginning in middle school and continuing until the young coach graduates from high school, the Young Coaches Program allows participants to gain direct experiences working with trained and seasoned coaches.

Throughout this process, the young coach is given the opportunity to not only give back to the kids and community, but also to acquire and grow valuable and life-long experiences to become a community leader.

**Their main role** is to manage a group of children within the age range 2 to 10 years whilst ensuring the young soccer players are learning and having fun!

The Young Coaches Program has a strong organizational structure with a well-defined mission and clearly detailed roles and responsibilities. These drive the program's activities and guarantee that young coaches' training and development are linked with the program's overall vision.

We help the young coaches achieve their role by providing them with a program of thorough and effective training.

### **This is where we need you.**

We are seeking sponsorship to help us continue, and grow our mission, of providing this amazing soccer program to every child in our community who otherwise are not able to afford the signup fee or kit.

Additionally, we want to maintain thorough and effective training of 50-100 young coaches each season (in New Rochelle and surrounding counties) including:

- ⇒ seminars, online courses, ongoing mentorship programs that teach soccer coaching abilities
- ⇒ ensuring knowledge and abilities to demonstrate soccer coaching
- ⇒ team management
- ⇒ managerial and supervisory experience
- ⇒ communication skills
- ⇒ community service hours or monetary compensation
- ⇒ first-hand work experience with trained and experienced coaches
- ⇒ 2 Positive Coaching Alliance Certificates
- ⇒ 35-40 Field Mentorship Hours all seasons
- ⇒ attendance to 4 Mentor Nights/month
- ⇒ CPR/First Aid/AED Training

We hope you will review the variety of sponsorship opportunities we offer, detailed on the additional sheets.

We look forward to answering any of your questions.

Sincerely,

A handwritten signature in black ink that reads "Dady Johnson". The signature is written in a cursive style with a large, stylized initial "D".

Dady Johnson

Chief Executive Officer, Young Coaches Program & Youth Soccer of New Rochelle, Recreation



<https://youngcoachesprogram.org>



<https://rec.ysnr.org>

### **Platinum Level Sponsorship (\$10,000 or more)**

- Naming rights to a special event or program that we offer (e.g., "[Sponsor Name] Youth Soccer of New Rochelle Recreation & Young Coaches Program")
- Window Decal with Sponsorship Level and Years
- Prominent logo placement on jerseys, promotional materials, and website
- Social media recognition on all program accounts
- 10 VIP tickets to our end-of-season event
- Opportunity to attend a coaching session and meet the young coaches

### **Gold Level Sponsorship (\$5,000 - \$9,999)**

- Prominent logo placement on jerseys, promotional materials, and website
- Window Decal with Sponsorship Level and years
- Social media recognition on all program accounts
- 5 VIP tickets to our end-of-season event
- Opportunity to attend a coaching session and meet players and the young coaches
- Prominent logo placement on jerseys, promotional materials, and website
- Window Decal with Sponsorship Level and years
- Social media recognition on all program accounts
- 5 VIP tickets to our end-of-season event
- Opportunity to attend a coaching session and meet players and the young coaches

### **Silver Level Sponsorship (\$2,500 - \$4,999)**

- Logo placement on jerseys, promotional materials, and website
- Window Decal with Sponsorship Level and years.
- Social media recognition on all program accounts
- 2 VIP tickets to our end-of-season event
- Bronze Level Sponsorship (\$1,000 - \$2,499)
- Logo placement on promotional materials and website
- Window Decal with Sponsorship Level and years
- Social media recognition on all program accounts
- 2 general admission tickets to our end-of-season event

### **Friends of Youth Soccer of New Rochelle Recreation & Young Coaches Program (\$500 - \$999)**

- Name listed on promotional materials and website
- Window Decal with Sponsorship Level and years.
- 2 general admission tickets to our end-of-season event

Thank you for your time in reading this offer. We sincerely hope you consider a sponsorship of our Young Coaches Program. We would be delighted to answer any questions you have – or explore the possibility of a tailoring a sponsorship package to your specific needs.

Your support will make a positive impact on the lives of young coaches and players in our community.

Business Owner

First Name

Last Name

Business Name

Type of Business

Contact Number

Email

Website/URL

Address

Street Address

Street Address Line 2

City

Postal / Zip Code

**Sponsorship Level:**  
(please circle)

<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Friends</b>
<b>\$10,000</b>	<b>\$5,000 - \$9,999</b>	<b>\$2,500 - \$4,999</b>	<b>\$500 - \$999</b>

Please complete the application form and send:

By Mail : C/O Dady Johnson 173 Huguenot Street, Suite 200, New Rochelle NY10801

Checks payable to: Young Coaches Program Corporation

Please forward digital artwork, by email, to: [djohanson@youngcoachesprogram.org](mailto:djohnson@youngcoachesprogram.org)

Creative specification will be provided based on sponsorship level.

For any sponsorship questions, or to discuss a specific / larger package, please contact:

Dady Johnson, Executive Director,

Young Coaches Program & Youth Soccer of New Rochelle, Recreation

(914) 258 9121

[djohanson@youngcoachesprogram.org](mailto:djohnson@youngcoachesprogram.org)

**Thank you for your amazing support!**