



Dear Potential Sponsor:

The American Youth Soccer Organization (AYSO) is a non-profit organization founded in 1964 to promote fitness, good sportsmanship and build self-esteem in children through the game of soccer. The AYSO motto, "Everyone Plays" is an idea that has become a reality for hundreds of thousands of young people across the country. Every girl or boy who registers plays at least half of every game, regardless of their ability.

AYSO is an all-volunteer organization. Parents, friends and families donate their time and expertise to ensure that we uphold the AYSO philosophies and run a successful program. There are many costs associated to running a region which include but are not limited to uniforms, pictures, trophies, insurance, field rental, lighting, goals, nets and balls. Team and region sponsorships help defray the cost, which allows us to keep our registration fees as low as possible.

As a sponsor, you can reach hundreds of families that live, work and shop in West Palm Beach. Your tax-deductible contribution allows you to promote your business in many ways. Here are some of the benefits you may receive:

- Your sponsor name on the Official website
- Your sponsor name on signs prominently displayed at games and tournaments
- Your sponsor name on practice t-shirts, practice jerseys or game jerseys. Depending on the sponsorship level, the selected jersey will be worn by as many as 1300 children throughout the year.

AYSO Boynton Beach Region #1370 has over 1300 players. A sponsor's name would be seen regularly and remembered by hundreds of families throughout the year. By sponsoring our organization, the sponsor receives a tax-deductible benefit, advertising and knowledge that they are making a positive impact in child's a life.

We realize that there are many charitable organizations from which to choose. Your consideration is appreciated by our Boynton Beach Region #1370 army of volunteers but mostly by the children you will be helping.

Most Sincerely,

Lance Longwater
Sponsorship Coordinator
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