



**LAKE HOWELL POP WARNER SPONSORSHIP AGREEMENT  
(2020 FOOTBALL/CHEER SEASON)**

This Agreement is made and entered into on this \_\_\_\_ day of \_\_\_\_\_, 2020, by and between the LAKE HOWELL POP WARNER LITTLE SCHOLARS, INC., (hereinafter referred to as "LHPW") and the undersigned person/company (hereinafter referred to as "SPONSOR"). Whereas, LHPW consists of amateur, youth "Pop Warner" football and cheer & dance teams organized and existing in and throughout the state of Florida as a qualified 501(c)3 not-for-profit entity. Whereas, SPONSOR is desirous of utilizing LHPW as a vehicle for providing advertising and/or promotional material to the local community. Whereas, LHPW has certain advertising and/or promotional elements available for SPONSOR. Now, therefore, in consideration of the foregoing and other good and valuable consideration, LHPW and SPONSOR agree as follows:

**1. OBLIGATIONS OF LHPW**

LHPW agrees to provide the advertising and/or promotional elements provided herein for SPONSOR during the 2020 pre-season, regular season and post-season. Said regular season commences on August 1, 2020.

**2. OBLIGATIONS OF SPONSOR**

SPONSOR shall pay the sum set out below to LHPW upon the execution of this Agreement. SPONSOR shall provide LHPW with a reproducible, color (if applicable) business logo for use with all advertising and/or promotional elements.

- ( ) LHPW **Custom** Sponsor Package (price TBD)
- ( ) LHPW **Diamond** Sponsor **\$5,000**
- ( ) LHPW **Platinum** Sponsor **\$2,500**
- ( ) LHPW **Gold** Sponsor **\$1000**
- ( ) LHPW **Player/Cheerleader** Sponsor **\$500**
- ( ) LHPW **Silver** Sponsor **\$250**
- ( ) LHPW **Navy** Sponsor **\$100**

**3. TERM OF AGREEMENT**

This Agreement shall become effective upon its execution and shall remain in full force and effect until the end of the 2020 post-season (approximately December 1, 2020).

**4. MISCELLANEOUS**

LHPW reserves the right to alter SPONSOR's logo in its sole discretion with respect to size, placement and colors. All advertising logos or other items provided to LHPW by SPONSOR or prepared by LHPW pursuant to this Agreement shall become the property of LHPW. For additional information, please go to [www.lakehowellhawks.com](http://www.lakehowellhawks.com) or contact LHPW's Fundraising Director, Bethanie Randolph, at (321) 439-2404.

\_\_\_\_\_  
SPONSOR SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
LHPW SIGNATURE

\_\_\_\_\_  
DATE

*Lake Howell Pop Warner Little Scholars, Inc. is a 501c(3) not-for-profit organization and a member of the international "Pop Warner Little Scholars" organization.*

**ALL LEVELS OF SPONSORSHIP RECEIVE CHARITABLE DEDUCTION  
FOR DONATION TO THE PROGRAM**



#### **LHPW CUSTOM SPONSOR (TBD)**

- Pick and choose, with approval from LHPW, which advertising and/or promotional element(s) best fit your company. LHPW will custom tailor our sponsorship elements to suit SPONSOR's needs and desires.

#### **LHPW DIAMOND SPONSORSHIP (\$5,000)**

- Company logo displayed on all team uniforms (home and away).
- 18' x 4' (approximate size) corporate banner displayed at all LHPW home games.
- E-banner and link displayed on LHPW website.
- Company advertised on the public address system at halftime, time-outs, etc., at least eight (8) times per LHPW home game.
- Opportunity to showcase your product/services before, during and after all LHPW home games including hand-outs, giveaways, etc.
- Ten (10) official LHPW t-shirts.
- Multiple promotional visits to your place of business by LHPW players/cheerleaders.

#### **LHPW PLATINUM SPONSORSHIP (\$2,500)**

- "Game Day Sponsor" of your choice of LHPW home game during regular season.
- E-banner and link displayed on LHPW website.
- Company advertised on the public address system at halftime, time-outs, etc., at least eight (8) times per LHPW home game.
- Opportunity to showcase your product/services before, during and after all LHPW home games including hand-outs, giveaways, etc. and one (1) demonstration/promotion of your product/services during halftime of your "Game Day Sponsor" game.
- Five (5) official LHPW t-shirts.
- Personal appearance of LHPW players/cheerleaders at your place of business one (1) time during "Game Day Sponsor" game week.

#### **LHPW GOLD SPONSORSHIP (\$1,000)**

- E-banner and link displayed on LHPW website.
- Company advertised on the public address system at halftime, time-outs, etc., at least four (4) times per LHPW home game.
- Opportunity to showcase your product/services before, during and after all LHPW home games including hand-outs, giveaways, etc.
- Three (3) official LHPW t-shirts.
- "Scholarship" of one (1) football player's or cheerleader's registration fee.

#### **LHPW PLAYER/CHEERLEADER SPONSORSHIP (\$500)**

- E-banner and link displayed on LHPW website.
- Company advertised on the public address system at halftime, time-outs, etc., at least two (2) times per LHPW home game.
- Opportunity to showcase your product/services before, during and after all LHPW home games including hand-outs, giveaways, etc.
- Two (2) official LHPW t-shirts.
- "Scholarship" of one (1) football player's or cheerleader's registration fee.

#### **LHPW SILVER SPONSORSHIP (\$250)**

- E-banner and link displayed on LHPW website.
- Company advertised on the public address system at halftime, time-outs, etc., at least two (2) times per LHPW home game.

#### **LHPW NAVY SPONSORSHIP (\$100)**

- E-banner and link displayed on LHPW website.

*Pop Warner Little Scholars, Inc. (PWLS) is a non-profit organization that provides youth football and cheer & dance programs for participants in 42 states and several countries around the world. Consisting of approximately 325,000 young people ranging from ages 5 to 16 years old, Pop Warner is the largest youth football, cheer and dance program in the world. Pop Warner was founded in 1929, and continues to grow and serves as the only youth football, cheerleading & dance organization that requires its participants to maintain academic standards in order to participate. Pop Warner's commitment to academics is what separates the program from other youth sports around the world. As the only national youth sports organization that requires scholastic aptitude to participate, Pop Warner is committed to developing America's young people on the field and off. Each year Pop Warner continues to expand its efforts in team and activity participation, as well as visibility and outreach in the community. Since 1929, the Pop Warner Programs Philosophy has been that athletics and scholastics go hand in hand. At every level, Pop Warner programs seek to develop well-rounded young men and women who learn not only the fundamentals of football, cheerleading, and dance but also the importance of education in an atmosphere conducive to developing sound character while having a good time.*