



KEYSTONE BILLS

SPONSORSHIP PROGRAM

Choose the level that is best for your business or individual needs to support the Keystone Bills 2017 season. All levels of sponsorship are charitable donations for tax purposes under the non-profit status 501(c)(3). It is our goal to provide a quality sports program for all youth athletes in our community by providing a positive atmosphere, quality coaching and dedication to teaching all players and cheerleaders respect, discipline and teamwork.

Kathleen Gerstner, Keystone Bills VP of Administration
kathleengerstner@hotmail.com * 954-650-6346

SPONSORSHIP FOR THE KEYSTONE BILLS

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CHAMPION SPONSORSHIP

Tax Deductible Contribution: \$1,500

- ❖ Sponsor Name placed on the back of weigh-in game day/practice shirts of Football Players for one division OR Sponsor can choose to provide/pay for the practice gear shirts with their logo.
- ❖ If you have a bills child, exempt from one fundraising activity (\$100 value)
- ❖ A Bills provided 4X6 Fence Banner at Skyway Field & the Bills Practice Field
- ❖ Option to hang your banner at Skyway Field & the Bills practice field
- ❖ Your company name/logo, phone & website address on our combined Sponsor Banner at the Bills Practice Field (will be displayed for the duration of the season)*Time sensitive
- ❖ A concession stand sign to be displayed at the Bills practice field when open (concession stand presented by)
- ❖ Sponsor Plaque & Certificate of Appreciation suitable for display in appreciation of your support
- ❖ Your logo with link on our website to your homepage for the season
- ❖ Acknowledgement at ALL Bills Special Events (i.e., Pep Rally, Homecoming, End of the Year celebration) & home football games
- ❖ Paid invite for 2 & optional booth to our end of season awards banquet
- ❖ Promotion in ALL Bills Weekly newsletters for that season
- ❖ Five (5) Facebook Day's to promote your business on our page with the link to your Facebook page (total of three posts to run that day)
- ❖ Opportunity to host a tailgate Thursday to promote your business
- ❖ Keystone Bills car magnet/sticker

SUPERBOWL SPONSORSHIP

Tax Deductible Contribution: \$1,000

- ❖ Sponsor name placed on the back of all football coaching shirts for one division OR Sponsor can choose to provide/pay for the coaching shirts with their logo. (Sponsorships

per season at this level may be combined with other sponsors and is on a first come basis) *Time sensitive

- ❖ A Bills provided 4X6 Fence Banner at Bills practice field
- ❖ Option to hang your banner at both the Bills practice field and Skyway (sponsor provided no larger than 4X8)
- ❖ Your company name/logo, phone & website address on our combined Sponsor Banner at the Bills Practice Field (will be displayed for the duration of the season) *Time sensitive
- ❖ Paid invite for 2 & optional booth to our end of season awards banquet
- ❖ Promotion in ALL Bills Weekly newsletters for that season
- ❖ Opportunity to host a tailgate Thursday to promote your business
- ❖ Plaque & certificate of appreciation suitable for display in appreciation of your support
- ❖ Your logo with link on our website to your homepage
- ❖ 4 Facebook Day's to promote your business on our page with the link to your Facebook page (total of three posts to run that day)
- ❖ Acknowledgement at all Bills Special Events & All home football games (i.e., Pep Rally, Homecoming festivities, End of the Year celebration)
- ❖ Keystone Bills car magnet/sticker

TOUCH DOWN SPONSORSHIP

Tax Deductible Contribution: \$750

- ❖ A Bills provided 3X5 Fence Banner at Practice Field
- ❖ Plaque & Certificate of Appreciation suitable for display in appreciation of your support
- ❖ Your logo with link on our website to your homepage
- ❖ Acknowledgement during three (3) Bills football home games
- ❖ 4 Facebook Day's to promote your business on our page with the link to your Facebook page (total of three posts to run that day)
- ❖ Acknowledgement at all Bills Special Events (i.e., Pep Rally, Homecoming festivities, End of the Year celebration)
- ❖ Your company name/logo, phone & website address on our combined Sponsor Banner at the Bills Practice Field (will be displayed for the duration of the season)*Time sensitive
- ❖ Added to our sponsor corner (3 runs) in the Bills Weekly newsletter

- ❖ Paid Invite for 2 to our end of season awards banquet
- ❖ Option to hang your banner at both the Bills practice field and Skyway (sponsor provided 4X8 Max)
- ❖ Keystone Bills car magnet/sticker

FIELD GOAL SPONSORSHIP

Tax Deductible Contribution: \$500

Benefits include the Red package plus:

- ❖ Option to hang your banner at Skyway Field (banner provided by sponsor and no larger than 4X8 and will be displayed for the duration of the season)
- ❖ Acknowledgement at all Bills Special Events (i.e., Pep Rally, Homecoming festivities, End of the Year celebration)
- ❖ Paid Invite for 2 to our end of season awards banquet
- ❖ One (1) additional sponsor corner in the newsletter
- ❖ One (1) additional Game day announcement (total of 3)

RED SPONSORSHIP

Tax Deductible Contribution: \$350

- ❖ Plaque & Certificate of Appreciation suitable for display in appreciation of your support
- ❖ Your logo with link on our website to your homepage
- ❖ Acknowledgement during two (2) Bills Home football games
- ❖ Three (3) Facebook Day's to promote your business on our page with the link to your Facebook page (total of three posts to run that day)
- ❖ Acknowledgement at all Bills Special Events (i.e., Pep Rally, Homecoming festivities, End of the Year celebration)
- ❖ Your company name/logo, phone & website address on our combined Sponsor Banner at the Bills Practice Field (will be displayed for the duration of the season) *Time sensitive
- ❖ Option to hang your company banner at our practice field (banner provided by sponsor no larger than 4X6 and will be displayed for the duration of the season)
- ❖ Added to our sponsor corner in two (2) of the Bills Weekly newsletters
- ❖ Keystone Bills car magnet/sticker

BLUE SPONSORSHIP

Tax Deductible Contribution: \$200

Benefits include the White package plus:

- ❖ One additional recognition at one of the Bills Game days –total of 2 (includes announcements with a Shout-out to your organization at 4 games each day)
- ❖ Added to our sponsor corner for an additional day (total of 2)
- ❖ Keystone Bills car magnet/sticker

WHITE SPONSORSHIP

Tax Deductible Contribution: \$150

Benefits include the FAN package plus:

- ❖ Recognition at one (1) of the Bills home game days (includes announcements with a Shout-out to your organization at 4 games each day)
- ❖ One additional Facebook day (total of 2)
- ❖ Your logo with link on our website to your homepage and one (1) newsletter run

FAN SPONSORSHIP

Tax Deductible Contribution: \$100

- ❖ One (1) Facebook Day to promote your business on our page with the link to your Facebook page (total of three posts to run that day)
- ❖ Added to our sponsor corner in the Bills Weekly newsletter for one run
- ❖ Certificate of Appreciation provided at the end of the season

SPIRIT SPONSORSHIP

Contribution: \$25 - \$100 in Goods & Services that we can use to generate additional funds for the organization (this includes giveback events like OR Spirit days) Scholarship Donation to support a child of a family in financial hardship.

- ❖ One Facebook Day to promote your business on our page with the link to your Facebook page (total of three posts to run that day)
- ❖ Added to our sponsor corner in the Bills Weekly newsletter for two runs with opportunity to point out discounts or coupons with a link to your business
- ❖ Certificate of Appreciation provided at the end of the season

**Ask us about a unique opportunity to sponsor our concession stand by allowing us to purchase items through your business, in order for the Bills organization to take advantage of discounted pricing for supplies/food. In exchange, we will provide all the benefits of the blue sponsorship (this is a negotiable opportunity up for discussion).

KEYSTONE BILLS SPONSORSHIP APPLICATION

Sponsor Name _____

Address _____

Contact Number _____ Cell for texting _____

Contact Email _____

SPONSORSHIP LEVEL _____

Payment Amount _____ (Check/Credit/Cash) Received by _____

If this is Sponsorship from an employer of a parent/guardian of a Bills Football Player/
Cheerleader OR Is there a Bills Football Player or Cheerleader you wish to support? **Y / N**

Name _____ Team/Squad _____

If this is to promote your business, please include the following:

Company Name: _____ Phone: _____

Company Website Address: _____

Company Email: _____

Company Representative: _____

If applicable provide Facebook page name: _____

If Applicable: Camera Ready Photo/Ad will be emailed **Y / N** Logo and link will be emailed **Y / N**

If you have questions or concerns, please contact Kathleen Gerstner, Vice President of
Administration at: Keystonebillsvp@gmail.com

OFFICE USE ONLY:

____ Website ____ Certificate ____ Plaque ____ Game Announcement ____ Facebook
____ Newsletter ____ Events Announcement ____ Banquet Booth ____ Bills Banner
____ Sponsor Shirts ____ Sponsor Banner ____ Banquet Invite ____ Concession ____ Sticker

DELIVERED/RECEIVED:

____ Sponsor email with details ____ Non-Profit Receipt ____ Logo Rcv'd/Company Data
____ Thanks email & End of Season Survey Requested ____ Certificate/Plaque delivered

BILLS SPONSORSHIP MATRIX									
DESCRIPTION	\$25 & up (Goods & Serv.)	\$100.00	\$150.00	\$200.00	\$350.00	\$500.00	\$750.00	\$1,000.00	\$1,500.00
	SPIRIT	FAN	WHITE	BLUE	RED	FIELD GOAL	TOUCH DOWN	SUPER BOWL	CHAMPION
Acknowledgement at all Bills Special Events (4- Family Day Homecoming, Banquet, Pep Rally)						000	000	000	000
Logo with link on our website to your homepage			000	000	000	000	000	000	000
Concession Stand sign (Brought to you by)									000
4x6 Banner at Skyway (Bills Provided)									000
4x6 Banner fence lined at practice field (Bills Provided)								000	000
3x5 Fence Banner at Practice Field (Bills Provided)							000		
Logo on combined sponsor banner at Bills Practice Field (time sensitive)					000	000	000	000	000
Option to hang your banner at Skyway Field (sponsor provided no larger than 4X8)						000	000	000	000
Option to hang your compay banner up to 4x6 at practice field (Sponsor provided)					000	000	000	000	000
Facebook Day to promote (1 day)	000	000							
Facebook Day to promote (2 days)			000	000					
Facebook Day to promote (3 days)					000	000			
Facebook Day to promote (4 days)							000	000	
Facebook Day to promote (5 days)									000
Home Game Day Announcement (1 day, 4 games)			000						
Home Game Day Announcement (2 day, 4 games each day)				000	000				
Home Game Day Announcement (3 day, 4 games each day)						000	000		
Home Game Day Announcement (ALL HOME GAMES)								000	000
sponsor corner in the Bills Weekly newsletter (1 run)	000	000	000						
sponsor corner in the Bills Weekly newsletter (2 runs)				000	000				
sponsor corner in the Bills Weekly newsletter (3 runs)						000	000		
Sponsor Corner Bills Weekly News letter (Full season)								000	000
Sponsor Name on Coaches Shirts (one division football team)*Time sensitive								000	
Sponsor Name on Weigh In/Practice Shirt (one division football team)*Time sensitive									000
Keystone Bills Car Magnet/Sticker				000	000	000	000	000	000
Tailgate Host set up your booth(provide food, goods or services on a Tailgate Thursday)								000	000
Paid invite for two (2) to end of season awards banquet						000	000	000	000
Option for sponsor to provide a booth at End of Season Awards Banquet								000	000
Certificate of Appreciation provided at the end of the season	000	000	000	000	000	000	000	000	000
Sponsor Plaque					000	000	000	000	000
If you have a Bills child, exempt from 1 athletes fundraising activity (\$100 value)									000
# Of Marketing Strategies for Business	2	2	5	7	10	17	19	36	49