



Saint Johns Middle School Athletic Association (SJMSAA)

Sponsorship Program



SJMSAA Sponsorship Program

Thank you for your consideration in sponsoring the Saint Johns Middle School Athletics Association. We are grateful for any and all contributions that will help make their season the most rewarding experience for our young athletes.

Who We Are:

SJMSAA is an independent, private non-profit corporation responsible for the operation of the SJMSAA middle school sports programs and their individual teams throughout St. Johns County, Florida. The teams we manage are related to their respective middle schools by using a license agreement with the SJC School District to utilize the school names and logos. All SJMSAA-sponsored sports are managed independently of the schools, but within a working relationship with each school as well as the St. Johns County Parks and Recreation Department for permitted use of facilities and field space.

SJMSAA currently oversees 7 sports in 13 public middle schools and several private schools in St. Johns County. Sports include football, baseball, softball, golf, tennis, cheer and soccer. It is our vision to continue growing the program as the population of our community grows.

How We Are Funded:

Similar to most youth non-profit sports organizations, we rely on registration fees paid by participating members, fundraising events and the generosity of local businesses and organizations to fund 100% of the program. While this is not an exhaustive list, monies received by SJMSAA are applied across each sport to pay for uniforms, equipment, insurance, medical and safety personnel for live events, field use permits and much more.

We also offer scholarship opportunities through the **Keith Martin Scholarship Foundation** to extend the experience of playing on a middle school sports team to those who may not have been able to financially do so otherwise. Our scholarship program is named after Mr. Martin as one of our founders, to recognize his legacy in creating and mobilizing youth sports programs in our county, many of which our children enjoy to this day. Part of any sponsorship funds secured are allocated to the scholarship program.

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How Does an SJMSAA Sponsorship Work?

Your contribution can be in the form of a tax-deductible monetary contribution or a gift of goods or services valued at one of the levels outlined below. All sponsors will enjoy increased name recognition and goodwill in the local community. We have an expansive membership of current and past members with whom we regularly communicate, a strong social media presence as well as live venue events for community engagement.

You can choose your sponsorship target as well as the level of contribution in one of two ways:

- Option 1: league-wide which is cross-promoted among multiple sports season, not based solely on any one sport.
 - **12-month engagement, covering all sports and seasons in the calendar year from date of sponsorship confirmation.**
- Option 2: sport-specific sponsorship for a particular season.
 - **Typically 3-4 month engagement, from start to end of selected sports season (in Fall or Spring)**

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Option 1) LEAGUE-WIDE SPONSORSHIP

Length of Sponsorship: Since SJMSAA operates year-round for various sports, your sponsorship will commence upon payment and will be recognized for a full-calendar year from receipt.

Platinum Level – \$7,500 or greater

- Invitation to promote company with sponsor table and materials at any league-wide event during calendar year (physical day, equipment hand-out, jamborees, etc.)
- Invitation to set-up a table with advertising material, and place company signs/banners at 2 sporting events per each of the sports seasons during the calendar year (i.e., 2 soccer games, 2 football games, etc.) for a total of 14 events.
- Standard byline on all league-wide email announcements throughout calendar year (only for Platinum-level sponsors)
- Logo included on one SJMSAA t-shirt provided at large events (i.e., the 2021 Spring Football Game t-shirt giveaway)
- Invitation to supply an inventory of logo-imprinted promotional items that can be distributed across various sports (hand-held fans, rally towels, koozies, etc.). If you have swag, we can disseminate among the sports and have them handed out to the patrons at events.
- Sponsor information will be provided to each Sports Commissioner for the individual sports to use in their own communications as they see fit. (particularly during football season, teams who are able to have a game announcer will officially recognize platinum level sponsors over the PA system.)
- All benefits listed under Gold and Silver Levels

Gold Level - \$5,000

- Invitation to set-up a table with advertising material, and place company signs/banners at 1 live sporting event per each of the sports seasons during the calendar year (i.e., 1 soccer game, 1 football game, etc.) for a total of 7 events.
- We will distribute any logo-imprinted promotional items you supply throughout the organization to be used as giveaways during sporting events.
- All benefits listed under Silver Level.

Silver Level - \$2,500

- Logo placement and web link posted on league website, sjmsaa.com. listed according to sponsor level.
- Sponsor recognition email blast (with links to company website) to players and families recognizing all sponsors by level, one (1) time during each seasonal sport.
- Logo and company promoted on SJMSAA social media channels (Instagram and Facebook), which reach over 300 and 1200 followers respectively. (minimum of one time of recognition during each sport season throughout the calendar year).

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Option 2) SPORT-SPECIFIC FOR ONE SEASON

Length of Sponsorship: Sponsorship will commence during the registration timeframe for the chosen sport through end of the season chosen (after championship games/tournaments).

Platinum Level (Sport Specific) - \$3,000 plus whatever cost to add a logo placement to a uniform

- A logo placement can be added to team uniforms for sponsored season.
- All benefits under Gold Sport Specific Level

Timeline:

- **Fall sport sponsorship** (Soccer, Football, Fall Baseball, Cheer) – all requests due TBD **email sjmsasponsor@gmail.com for details.**
- **Spring sport sponsorship** (Tennis, Golf, Softball, Spring Baseball) – all requests must be **submitted by Dec. 1.**

Gold Level (Sport Specific) - \$2,000

- Logo and company info and web link placed on sport-specific page on the sjmsaa.com web site.
- Logo and company promoted on SJMSAA social media channels (Instagram and Facebook), which reach over 300 and 1200 followers respectively. (minimum of one time of recognition during selected sports season).
- Logo and web link will be provided to Sport Commissioner for that sport to distribute to teams. Teams that have individual online platforms (website, Facebook page, Team portals) will share information through those channels.
- Company will be recognized in one (1) email that is distributed to the registered members during that sport season as well as noted in the welcome emails sent to players upon team selection.
- We will distribute any logo-imprinted promotional items you supply throughout the organization to be used as giveaways during sporting events.
- Sponsor information will be provided to each team for each sport to use in their own communications as they see fit. (For example, during football season, teams who are able to have a game announcer will officially recognize sports-specific sponsors over the PA system.)

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Additional Sponsorship Opportunities

Leaderboard Sponsors - \$100

- We will recognize donors who submit \$100 to SJMSAA on a leaderboard on sjmsaa.com as well as through social media promotion.
- Donors will receive a car decal and a punch card that can be used for free admission to 8 events throughout calendar year.

Goods & Services: Let's Get Creative!

There are many ways to support a youth sports program that are related to your business services. We will recognize your contribution and create a sponsorship package to include your company on our website, social media, email communications, live events and other promotional activities. Examples of sponsoring through goods and services include:

- Sponsor with Food! Provide the food and drinks for a team event, compliments of your company.
- Sponsor with Stuff! We are strategically contracted with specific vendors to provide equipment and apparel for best, competitive pricing options. If you would like to be a contributing sponsor by purchasing and supplying needed equipment, please contact sjmssasponsor@gmail.com. Equipment and gear are large expenses and often need to be replaced and/or refurbished each season.
- Sponsor with Space! Our teams hold events throughout the season as well as end of season events and will often turn to local facilities for hosting. Support your local youth teams by hosting the event at your place of business for limited/no cost.

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Next Steps to Being an SJMSAA Sponsor

Fill out the Sponsorship Request Form on sjmsaa.com to start a conversation.

If you would like to design a custom sponsorship package, please contact sjmsaasponsor@gmail.com; provide your contact information and an SJMSAA representative will get in touch with you.

Once again, THANK YOU for supporting these aspiring athletes. We sincerely appreciate it.