

**Cornelius Parks & Recreation Department
and
Davidson Parks & Recreation Department
2023-24 Youth Basketball League
Sponsorship Executive Summary & Level Benefits**

Season Dates: December 2023 – February 2024

Sponsorship Deadline: Monday, November 13

What: A developmental youth basketball program consisting of seven individual divisions for girls ages 5- 14, and boys ages 5-16.

Why: Why should you become a sponsor of the 2023-24 Cornelius - Davidson Youth Basketball League?

- The Cornelius - Davidson Youth Basketball League is now entering its 26th season! Historically, this program serves over 800 girls and boys, and we anticipate the same demand this year.
- Within the seven divisions this season, children will participate in a over 700 practice sessions and more than 200 total games.
- Program focal points: positive social interaction, good sportsmanship, individual skills development, physical fitness/health, teamwork, competition, and fun!
- The league provides a wonderful experience for youth. Players/participants will have weekly practice sessions, plus regular season games and post-season tournaments.
- The league is available to all children within the Cornelius-Davidson and surrounding communities.
- Excluding staff salaries, this program typically costs over \$66,000 to administer. Program sponsorships are intended to help offset production costs while keeping program registration fees affordable for every participant.
- Program sponsorships help provide scholarship opportunities for children who might not otherwise be able to participate due to financial restrictions.

How: Program sponsorships are packed with value and provide a fabulous opportunity for businesses, companies, or individuals to market their products and services, while also providing support for the children in our communities.

TEAM SPONSORSHIP: \$270 (2 teams-\$250 per team; 3 or more teams-\$220 per team)

Benefits:

- Company name, screen printed in approximately two-inch block letters, located on the back of one (1) team's set of jerseys. Maximum per sponsored team: 10 individual jerseys
- Great exposure for your business! Each team has up to 10 players with approximately 10 games in a season with each game commonly having 40-60 spectators which exposes your business to 400-600 spectators over the course of the season!
- "Thank you" plaque at the conclusion of the season
- Listing within sponsor acknowledgement section to be included on 2023-24 Cornelius CPRD Youth Basketball League webpage, the DPRD Athletics webpage, on one CPRD e-newsletter (distribution: over 14,000), and one DPRD e-newsletter (distribution: over 5,000)