

Think! Sponsorship

VALLEJO JR. REDHAWKS FOOTBALL AND CHEER



Dear Friend of the Community,

On behalf of the Vallejo Jr. Redhawks Football and Cheer year around, I would like to extend an invitation to you and your company to become a sponsor for our 2018-2019 season. Vallejo Jr. Redhawks Football and Cheer is a non-profit organization whose mission is to teach and encourage good sportsmanship and fair play through the promotion and support of football for the young people of our community. Vallejo Jr RedHawks is fundamentally committed to the development of character and sportsmanship and believes that an athletic contest is an educational experience. Under the guidelines of the Vallejo Jr RedHawks Football and Cheer Board, the coaches are to instill in their players the elements of fairness, teamwork, self-control, courtesy and respect for the rules of the game as well as the other participants and officials in the sport. We do not create heroes or failures among participants who are too young to handle either role. We exist for the benefit of all kids. We do NOT exist for the benefit of the adults or a select group of kids. Each participant will learn to play positions on offense and defense during the course of the season. Each player will have a position on offense or defense for the game and should have an equal opportunity to participate in 50% of the game, except for disciplinary reasons. Equal Opportunity does not necessarily mean equal playing time. Teams at each grade level will be formed with an equal distribution of talent. There will be no "All Star", "Traveling" or "A/B/C level" teams. Tackle teams will be formed each year with a draft of talent to create teams of equal talent.

1. Provide a positive, fun-filled experience;
2. Teach the participants the skills, rules, strategy and discipline of football and encourage good sportsmanship, self-confidence and teamwork;
3. Promote healthy and safe physical activity for all participants;
4. Build character by offering a team experience, regardless of individual ability, stressing skill development and a positive attitude regardless of winning or losing;
5. Provide opportunities for equal playing time for all participants as much as possible. (Exceptions to this may include chronic missed practice time, disrespect for the game, officials or team.)

We want to provide a learning experience for both football skills and sportsmanship. We expect that our coaches and parents will not only teach this to the players but also practice it themselves during the games. By adhering to both the rules and philosophy of the program, the playing experience for all is improved. The Vallejo Jr RedHawks Football primary objective is not to win at all costs. All teams have a number of outstanding players and a short number of weaker players. Coaches must make sure all players have a starting position on either offense or defense and have an assigned position on both, with the expectation that each player will have a fair opportunity to play half the game. It is our expectation that players are trained at a number of positions on both offense and defense. For example, do not focus the offense on only one or two QBs and RB's during the season. Structure an offense and playing rotation that allows a number of players to touch the ball during the season. Coaches will rotate as many kids as possible through the backfield positions during the season in an effort to distribute the ball to a wide number of players. Although the maturity and skills of youth athletes can vary greatly at these ages, it is Vallejo Jr. Redhawks expectation that every eligible player is encouraged by their coach to try a backfield position some time during the season and be given an opportunity to carry the ball during the season. Vallejo Jr. Redhawks Football and Cheer feel that it is a disservice to the kids in our program if all players, including the physically gifted players, are not given the opportunity to develop their skills at a variety of positions throughout the season. The notion of one or two players handling the ball for a disproportionately large number of plays does not meet the goals of Vallejo Jr

RedHawks and coaches who insist upon this will not be asked to coach in the program again. As adults we must always keep in mind, regardless of the situation - that it is about ALL the kids. Not just a single kid, not your kid, my kid, a small group of kids or a single team of kids – it is about every single kid in the program... regardless of ability, athleticism, skills, physical attributes, age, sex, race or any other factor.

We are looking for sponsors who are willing to donate any dollar amount to assist in covering our major expenses such as field rental, officials, equipment, EMT fees, insurance, trophies and administrative cost. We're reaching out to Corporations and local Public Relations to partnership with Vallejo Jr RedHawks. Vallejo Jr RedHawks is a 501c3 non-profit organization founded to provide the opportunity for inner-city children to participate in youth football. The objective of the Vallejo Jr. Redhawks Football and Cheer is to provide youth, regardless of race, color, creed, or economic background the chance to learn the values of character, integrity, discipline, and team work through football. Vallejo Jr. Redhawks Football and Cheer serves children between the ages of five and fourteen teaching them the values of teamwork, good sportsmanship, discipline, and self-respect, while also stressing the importance of academics; to bring all Vallejo and other communities together through a common interest in sports; to promote fair play and fellowship; to teach the game elements promoting safety, enjoyment, and healthy competition. Vallejo Jr RedHawks is continuously looking for funding partners. We invite you to become a proud supporter of a very worthy organization by making a financial contribution, donating equipment, volunteering, or just stopping by to watch one of our games.

If providing sponsorship for Vallejo Jr. Redhawks Football and Cheer is an option for you and your company, please take some time to review the sponsorship information I have included with this letter. I am confident you will find a level of sponsorship that will be comfortable for your company as well as beneficial to our organization.

The Vallejo Jr. Redhawks Football and Cheer looks forward to building a strong partnership with your company that will enable us to fulfill the hopes and dreams of our youth.

I welcome any comments or questions regarding the details of your sponsorship and look forward to forming a mutually beneficial partnership.

Thank you in advance for your consideration and support of Vallejo Jr. Redhawks Football and Cheer.

Sincerely,

Marques Roberts

Coach Roberts
President
Quesjrob@gmail.com

Erica Thomas Vice-
President

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VALLEJO JR. REDHAWKS FOOTBALL AND

CHEER



Dear Friends & Business Owners,

Our kids are counting on you to sponsor the Vallejo Jr. Redhawks Football and Cheer. Each year our expenses continue to increase. Your donation is used to defray expenses such as purchasing football uniforms, football equipment, insurance, field usage, referee fees and most important scholarships for those that cannot afford the costs. It has been said that any child participating in football will never regret the experience. Football has been called the ultimate sport because it teaches the valuable lessons in team work and all levels of leadership. It's easy for you to support us. Just send us your camera ready artwork and we can easily put your advertisement on our sponsor section of our Web Site. There are four levels of sponsorship, as follows:

Bronze Sponsor - \$150 - Company Name and phone number listed on our sponsor page.

Silver Sponsor - \$250 - Company logo along with phone number, web site address and contact name listed prominently on our sponsor page.

Gold Sponsor - \$500 - Company logo along with phone number, web site address and contact name listed on our sponsor page and main page.

Platinum Sponsor - \$1000+ - Company Logo along with Phone number, Web Site address, contact name listed on front our sponsor page and main page. Platinum sponsors also receive special recognition at home games.

Diamond Sponsor - \$5,000+ - PRIORITY RIGHT SPONSORSHIP - Platinum Sponsor benefits with yearly reoccurring advertisement (website, t-shirts, banners, Redhawk memorabilia, announcements, etc.) and a full page business listing in yearly directory. An honorary plaque for being Sponsor MVP.

Vallejo Jr. Redhawks Football and Cheer
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Please make your donation payable Vallejo Jr. Redhawks Football and Cheer and mail it directly to the address above, website. Thank you again for making Vallejo Jr. Redhawks Football and Cheer a reality for our kids. With your support we will continue to keep our kids well equipped and allow them to be a part of the football experience.