

**Cornelius Parks & Recreation Department  
and  
Davidson Parks & Recreation Department  
2021-22 Youth Basketball League  
Sponsorship Executive Summary & Level Benefits**

**Season Dates:** December 2021 – February 2022

**Sponsorship Deadline:** Monday, November 15

**What:** A developmental youth basketball program consisting of seven individual divisions for girls and boys between the ages of 7-14.

**Why:** Why should you become a sponsor of the 2021-22 Cornelius - Davidson Youth Basketball League?

\* The Cornelius - Davidson Youth Winter Basketball League is now entering its 24th season. Historically this program serves over 800 girls and boys. Though this season will be modified due to COVID-19, we anticipate still serving several hundred participants 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 \$62,500 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: \$250 (\$400 for 2 teams; \$550 for 3 teams)**

- Benefits
- \* Company name, screenprinted 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
  - \* "Thank you" plaque including team picture at the conclusion of the season
  - \* Listing within sponsor acknowledgement section to be included on 2021-22 Cornelius CPRD Youth Basketball League webpage, the DPRD Athletics webpage, on one CPRD e-newsletter (distribution: over 13,200), and one DPRD e-newsletter (distribution: over 3,800)