

Dear Indiantown Stakeholders:

I am writing this letter to update Indiantown Citizens and Stakeholders on our latest effort to improve Indiantown Sports for our children. With all the turmoil of this last year our Kids are yearning for something positive in their lives. Its time to get our communities' kids back on the Playing fields and enjoying the childhood we all enjoyed growing up.

One of the key benefits that were promised with Incorporation was a New Youth Sports funding mechanism to fund youth sports activities which have struggled in Indiantown for decades. We have a New Village, with a New Approach. With that said we formed the Indiantown Community Athletics Association, Inc. (ICAA)

The Indiantown Community Athletics Association, Inc. is a 501 C3, which is acting as a sports funding and resource umbrella to all Indiantown sports organizations that wish to participate in our organization. Each sport or league has a seat on the Master Board along with other citizens, business leaders and professionals who wish to participate. The concept is simple, supporters write one check a year to ICAA to fund all sports programs in Indiantown, with the peace of mind knowing the organization is being run in a professional manner with accountability at all levels.

ICAA has been in operation for over three years now and we are moving the youth sports programs in the right direction. Indiantown now has its own Very successful Soccer program with Five of our teams winning World Cup Championships; our cheerleaders have new uniforms and safety equipment, winning their first completion right out of the gate. We are very excited about our other sports programs which have new leadership and heading in the right direction. We are in the process of adding Spring & Fall Football, Baseball/Softball, Volleyball to name a few, and as we all know with new programs, we have new demands for funding.

Funding thus far has come from private contributions and the Village of Indiantown. There is plenty of need, so we are asking everyone to step up to the plate and show their support for our community's children. Attached you will find of Sponsorship Packages, pick one and enjoy the Smiles of our Indiantown Athletes as they get to live the dream we all want for them.

Promise Made and a Promise Kept!

We ask for your support!

Please see Sponsorship Opportunities attached.

Chairman

Scott Watson

Indiantown Community Athletics Association, Inc.

772-370-4835

ICAA Trustee Sponsorship

ICAA Board of Directors are very excited about our expanding Sports program opportunities for the

Children of Indiantown. With increased programming comes the increase in demand for funding and now is your opportunity to get involved helping us to provide the youth sports programs the children of Indiantown should have! That is why we are reaching out to a select few business leaders like you.

As we prepare for the 2021/2022 seasons your help is critical to ICAA's 300+ children, ages 5 to 14,

and their families involved in our Program. Your generous sponsorship helps provide a safe and enjoyable youth sports program experience for all these kids and their families. Your tax deductible donation is used to upgrade equipment, uniforms, facilities and allows ICAA to offer support to financially challenged families to participate in a truly rewarding team experience in sports through our scholarship program. While the reward of helping our program succeed is fulfilling personally, it can be equally rewarding for your business. We know that as a business leader a large part of your job is controlling expenses and maximizing your return on investment.

- 300 + children involved in our sports organization
- 5,000 + hits(estimated) annually on www.Indiantownsports.org
- 100 + in attendance at each game
- 25 + home games anticipated in 2020/2021
- We encourage and foster strong community pride.

Our sponsorship packages are a great value. Your name is promoted to 100's of families in the community that buy your products and services throughout the season.

This year we have 5 unique Trustee Level packages. While these packages are tailored to maximize exposure for your business, **we can customize** them to meet your specific industry needs. We will gladly discuss additional options that you feel would enhance the sponsorship value for your business.

Trustee Level Sponsor: \$5,000

1. Field Sponsor Package

- Naming rights to the field for the 2020 or 2021 season (Insert Business Name Field)
Example: "Welcome to Center State Bank Field @ Big Mound Park"
- Large banner posted at street entrance to park
- Scoreboard banner
- Promotional Materials: Distributed
- Each game is started with the announcement "The (team Name)" welcome you to (your business name) Field"
- Business Logo on ICAA website

2. Team Sponsor

- Sponsor name printed on the backs of all practice jerseys
- Sponsor name printed on the backs of all coaches shirts
- Business Logo on ICAA website

3. Promotional Sponsor

- T-shirts handed out to all youth participants in ICAA with your sponsor logo printed on back
- Banner at all Home Games
- Business Logo on ICAA website

4. Communication Sponsor

- Name on local mailers announcing registration
- Magnet business cards with our name and website provided to all families
- Name on laminated team rosters
- Name on all printed handouts
- Business Logo on ICAA website

5. Cheer Team Sponsor

- Sponsor name printed on the backs of all cheer practice uniforms
- Sponsor name printed on the backs of coaches' shirts
- Business Logo on ICAA website

In addition to the unique value listed above for each package, each also includes the following:

- Window sign for the business stating "proud sponsor of the ICAA"
- Business name and logo listed on our website
- Sponsorship appreciation plaque
- 2 Free registrations (can be assigned)
- Business name listed in our opening day ceremony's, add (Local Newspaper)
- 3' x 5' Banner displayed at field
- Opportunity to set up booth at all home games (typically 4 – 6 home game days, (Sat 9:00 – 5:00)

STANDARD 2021/2022 SPONSORSHIP PACKAGE OFFERINGS

If you don't see a package that meets your business needs, contact us to discuss a custom package

First Down Sponsor \$ 500

- Window sign identifying you as a proud sponsor of ICAA
- Your business name posted on Website (Indiantownsports.org)
- Your business name mentioned during opening day ceremony announcements
- Field banner posted at each home game
- Sponsor appreciation plaque
- Your business mentioned in our opening day ceremony newspaper add (Indiantown News)
- Opportunity to set up a booth promoting your business for (1) full day of home games at

Touchdown Sponsor \$ 1000

All business offerings of First Down Sponsor Package (above) plus:

- One free participant registration for a sports program (must be an immediate family member)
- Opportunity to set up a booth promoting your business for (2) full day of home games at Indiantown Parks.
- Your business name on the back of practice jerseys for (1) sports program (for 2 teams - \$1750)

Hall of Fame (only 2 packages available) \$ 2750

All business offerings of Touchdown Sponsor Package (above) plus:

- Opportunity to set up a booth promoting your business at each day of home games at Indiantown Parks.
- Your business name on the back of practice jerseys for (2) teams
- Name on laminated team rosters
- Option of:
 - Your business name on the back of practice jerseys for (2) sports programs and all Coaches' shirts (approximately 80 coaches), or
 - Your business name on the back of all cheerleaders practice shirts and all cheerleader coaches' shirts.

2021 SPONSORSHIP Registration

Business Name: _____

Address: _____

Phone Number: _____

Contact Name: _____

Website: _____

Email: _____

Sponsorship Level *Non-Profit tax ID number will be provided:

Opening Night Booth _____ First Down _____

Touchdown _____ Hall of Fame _____

Artwork for banners and website should be e-mailed to:

indiantowncaa@gmail.com

Make Checks Payable to:

Indiantown Community Athletics Association, Inc. (ICAA)

Mail to:

ICAA

P.O. Box 177

Indiantown, Fl. 34990

We appreciate your support of the Indiantown Community Athletics Association Inc.