✦ CLUBS · LEAGUES · TEAMS · BOOSTER CLUBS ✦

CLUB SPONSOR PACK TEMPLATE

Everything a local business needs to say yes to sponsoring your club, team or league.

WHAT GOES IN A SPONSOR PACK

- [ ] Cover: club name, season and a strong team photo (with parent permission for minors)
- [ ] About us: who you are, ages and teams, where you play
- [ ] Who sponsors reach: families, events and channels, using your real numbers
- [ ] Sponsorship options with clear benefits and prices
- [ ] How the money is used (fields, travel, scholarships, equipment)
- [ ] Timeline and how to say yes
- [ ] Contact person, phone and email

ABOUT THE CLUB

Club / league name

Season

Age groups and number of teams

Home fields or venues

Our mission in one sentence

WHO OUR SPONSORS REACH (USE REAL NUMBERS)

Channel	Reach	Notes
Registered families		
Home events per season		
Social followers		
Email list		
Website visits per month		

SPONSORSHIP OPTIONS

Level	What the sponsor gets	Investment
Community	Name on website and season thank-you post	$
Field / Banner	Banner at home field plus social thank-you	$
Team	Logo on one team's warmups plus a team photo with sponsor	$
Tournament	Presenting name on one event, booth space and announcements	$
Premier	Jersey placement, all of the above and a season recap report	$

HOW SPONSORSHIPS HELP

NEXT STEPS

Commitment deadline

Artwork due by

Payment method

Contact name · phone · email

Tip · At the end of the season, send every sponsor a one-page recap with photos and a thank-you from the players. Recaps are what make renewals easy.

General guidance only. Not legal, tax, financial or compliance advice. NIL, recruiting and eligibility rules vary by state, school, conference and association and change often, so always check the current rules that apply to you.