Dear Sponsor,

Mooresville Youth Athletics (MYA) is a non-profit youth sports organization in Mooresville established in 2014. MYA currently supports cheer and football for kids ages 5 – 12 and in 2019 our Lacrosse program was established to support MGSD middle school aged children. We average over 400 participants each year.

Our program not only teaches players to know, understand, and appreciate the sports of lacrosse, football, and cheer, but our coaches help our players develop skills they can use both on and off the field. MYA’s motto is One Team One Goal and our coaching staff and board are committed to working together to see each young player develop skills needed to master the sport, while also becoming the best teammates they can be.

Please look at the sponsorship packet and let us know if you would be interested in becoming a sponsor. Our programs are a direct feeder to the Mooresville Graded School District and our goal is to help every child be able to participate in our programs regardless of their financial situation. Without our sponsors, we would not be able to provide updated equipment, provide the lowest registration fees in Iredell County and offer free/reduced registration fees for those needing assistance.

On behalf of our entire MYA Football, Cheer and Mooresville Demons Lacrosse family, we thank you in advance for your thoughtful consideration of our request. Together we can make a real difference for our Mooresville youth through the love of sport and teamwork.

Sincerely,

Staci Harbinson

*MYA Volunteer Director*

myavolunteerdirector@gmail.com

**Sponsorship Levels**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Titanium****$2,500** | **Platinum****$1,500** | **Gold****$750** | **Silver****$500** | **Bronze****$250** |
| **Shooter / Roster Shirts\***Company logo included on the LAX shooter shirts & on the Football/Cheer Roster Shirts | **Checkmark with solid fill** |  |  |  |  |
| **Banner**Company logo included on the sponsor banner, which is used for local games and events | **Checkmark with solid fill** | **Checkmark with solid fill** |  |  |  |
| **Roster Cards\***Company recognized as a team sponsor featured on all roster cards  | **Checkmark with solid fill** | **Checkmark with solid fill** | **Checkmark with solid fill** | **Checkmark with solid fill** |  |
| **Website**Company logo included on our website, linked to your company website | **Checkmark with solid fill** | **Checkmark with solid fill** | **Checkmark with solid fill** | **Checkmark with solid fill** | **Checkmark with solid fill** |
| **Social Media**Company recognized through our social media outlets | **Checkmark with solid fill** | **Checkmark with solid fill** | **Checkmark with solid fill** | **Checkmark with solid fill** | **Checkmark with solid fill** |

*Logos will be sized proportional to and displayed relative to sponsorship amount.*

*MYA is a 501(c)3 charitable organization. Tax ID #* 46-2089134

**SPONSORSHIP COMMITMENT AND AGREEMENT**

This sponsorship agreement is entered by and between Mooresville Youth Athletics and Mooresville Demons Lacrosse (hereinafter, “MYA”) and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (hereinafter, “Sponsor”). The agreement sets forth the terms and conditions upon which the Sponsor agrees to support MYA.

**General.** Sponsorship of MYA must be, for the Sponsor, out of a sense of duty to support the community and help MYA achieve its mission.

**Term.** This Agreement is for the current \_\_\_\_\_\_\_ (year) season and shall be effective from the date of signature through July 31 of the following year as written.

**Payment.** Sponsor agrees to donate the amount marked below to MYA, understanding its donation is to benefit all MYA programs.

Sponsorship Levels: \_\_\_ $2,500 \_\_\_ $1,500 \_\_\_ $750 \_\_\_ $500 \_\_\_$250 Other $\_\_\_\_\_\_\_\_\_

 \_\_\_Enclosed is our check. *Please make checks payable to Mooresville Youth Athletics*

**Benefits.** Sponsor shall receive the benefits set forth Sponsorship Levels document.

**Logos.** Sponsor shall provide logo in high-resolution format (e.g. PNG, EPS and AI formats). Logo will be used in a variety of ways based upon sponsorship. Please email the logo to myavolunteerdirector@gmail.com

**Mooresville Youth Athletics & Mooresville Demons Licensed Marks.** MYA grants Sponsor a limited, non-exclusive license to use the Mooresville Demons & Mooresville Youth Athletics name and accompanying logo solely for marketing purposes. All advertising and promotional materials (e.g. advertisements, posters, brochures, newsletters, etc. should refer to the Sponsor’s relationship to MYA in the following form: “Sponsor of Mooresville Youth Athletics.” Sponsorship does NOT give the Sponsor the right to use the word “official” in connection with its Sponsorship. Any reference to the Sponsorship under this agreement must make it clear that the Sponsorship is with Mooresville Youth Athletics only. Use of the Mooresville Youth Athletics & Mooresville Demons logo is prohibited, unless permission is expressly granted in writing by MYA.

**Sponsor’s Licensed Marks.** Sponsor grants MYA a limited, non-exclusive license to use Sponsor’s name, logo, service and/or trademarks solely for including Sponsor in listings and descriptions of sponsors during the Term of this Agreement. MYA shall not sublicense or transfer the use of the name or marks to any person or entity without prior written consent of Sponsor.

**Entire Relationship.** Sponsorship of MYA does not permit the Sponsor to have any rights or responsibilities in the operation of MYA. Nothing herein shall make MYA and the Sponsor partners or joint ventures. The Sponsor and MYA are independent contractors with respect to one another, and neither shall have any authority to represent or bind the other in any manner or to any extent whatsoever, except as specified herein. This Agreement represents the entire agreement between the parties and supersedes any prior understandings or agreements.

**Indemnity.** Each party to this Agreement indemnifies and hold the other harmless from and against any and all expenses, including reasonable attorneys’ fees, that the other party may incur by reason of any claim arising out of the indemnifying party’s negligence, intentional misconduct, performance, or failure to perform pursuant to this Agreement, or any service or product sold or provided by the indemnifying party.

**Sponsor Personnel.** All individuals provided by or associated with Sponsor who perform services for MYA shall perform such services at the direction of, under the supervision and control of, and for the benefit of Sponsor. Such individuals shall not perform such services on behalf of MYA and shall not be agents or representatives of MYA. Sponsor shall be responsible, as between Sponsor and MYA, for any injuries or damages caused by or to said individuals.

**Governing Law.** This Agreement shall be governed by the laws of the State of North Carolina.

By signing below, I accept and agree to the terms and conditions listed above.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sponsor Representative Signature Date

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sponsor Representative Printed Name Title

Business Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mailing Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Website Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please remit signed agreement and check to:

Mooresville Youth Athletics

PO Box 461

Mooresville, NC 28115