

NEW MEXICO YOUNG AMERICA FOOTBALL LEAGUE



SEEKING
50 SPONSORS
FOR THE 50TH

NMYAFL
5300 PONDEROSA AVE NE
ALBUQUERQUE, NM 87110
WWW.NMYAFL.ORG (505) 883-9303

ABOUT THE NEW MEXICO YOUNG AMERICA FOOTBALL LEAGUE

Welcome to the New Mexico Young America Football League. For 50 years, we've remained New Mexico's largest, most exciting gathering of youth Football Players in the Southwest! Our non-profit organization is dedicated to providing youth an opportunity to participate in a program designed to build leadership skills, character and good **SPORTSMANSHIP!**

The New Mexico Young America Football League (NMYAFL) is a non-profit corporation dedicated to teaching football and cheer for boys and girls in Albuquerque, Belen, Los Lunas, Rio Rancho, Bernalillo and other surrounding areas. Every year we provide over 3500 boys and girls the opportunity to participate and compete in both youth football and cheer. In addition, we also provide scholarships to those in need. Our league has an "Everybody can Play" philosophy and each year we budget well over **\$30,000** towards scholarships for deserving children. We have several League sponsorship opportunities which include: Golf Tournament Sponsor, Game of the Week Sponsor and Title Sponsor of our Championships. Your League sponsorship is how we are able to continue to provide scholarships to the kids in our community.

NMYAFL turns 50 years old in 2016 season! To celebrate our anniversary, we will have special recognition for the ***First 50 Sponsors who donate \$1,000 or more*** to NMYAFL and each "50 for the 50th" Sponsor will receive a 30 second commercial spot during the Games of the Week and the Championships! The NMYAFL "Games of the Week" and Championships are broadcast live on cable channel 26 and streamed live on www.proviewnetworks.com. This season we will play more than 26 games over a 12 week period starting August 8th 2016.

At the end of our regular season we host our Superbowl Championships. These Championships have a large in person, digital and on air media following. They are by far our most watched and exclusive sponsorship opportunities.

We are seeking commercial sponsors who wish to participate by promoting their businesses while partnering with our League. This is a unique and cost efficient way to advertise your business and to help the youth of New Mexico.

Please see the attached sponsorship rates. For more information on this opportunity, please contact the League Executive Director at (505) 328-1536 or email at executivedirector@nmyafl.org

NEW MEXICO YOUNG AMERICA FOOTBALL LEAGUE TEAM MOM MEETING SPONSORSHIP PACKAGE

TEAM MOM MEETING HOST SPONSOR PACKAGE: FEE: \$1,500

Speaking to all team moms for the spring and fall season at event

Ability to showcase your venue

Host Team Mom Meeting providing:

Dinner and meeting space for 100 people for the March and June Team Mom Meetings

Supply podium and Microphone for event

Ability to speak at the Annual Golf Scholarship Classic

(3) Email Blasts to over 7000 recipients for the 2015 Season

(1) April 1st for spring Season

(3) July, August and September for fall season

Sponsor Logo on NMYAFL Website

(2) Sponsor Message (Commercial) spots per Game of the Week • Standard sponsor spot production fees included in this price

(2) Sponsor Live Read Ins/Game • Sponsor logo included on all DVD packaging

(1) Listing in NMYAFL Superbowl Program

Logo listed on all NMYAFL email blasts to over 7000 email recipients for 2015 season

2013 BANQUET STATISTICS

- **110 TEAMS**
- **REACHING 3000 HOUSEHOLDS**
- **RECEIVED OVER 35 BANQUETS**
- **AVERAGE 165 ATTENDEES PER BANQUET**

2014 BANQUET STATISTICS

- **106 TEAMS**
- **REACHING 2889 HOUSEHOLDS**
- **RECEIVED OVER 28 BANQUETS**
- **AVERAGE OF 165 ATTENDEES PER BANQUET**
- **AVERAGE OF 931 OPENS OF BANQUET PROVIDER EMAIL BLASTS**
- **328 WEBSITE CLICKS FOR 2014**

NEW MEXICO YOUNG AMERICA FOOTBALL LEAGUE

SCHOLARSHIP GOLF CLASSIC PACKAGES

TITLE SPONSOR (1 ONLY) - \$3,500

- Signage at registration, lunch and prominent locations at course
- Recognition & logo placement in all printed materials
- Opportunity to place company promotional materials in goodie bag
- Sponsor Logo on NMYAFL Website
- 2 teams included (8 players)
- **10 Weeks of 30 second Commercials During The NMYAFL Game of the Week**
- 4 tee signs

PLATINUM SPONSOR (4) - \$1,500

- Sponsor Logo on NMYAFL Website
- 1 teams included (4 players)
- **10 Weeks of 30 second Commercials During The NMYAFL Game of the Week**
- Half page Ad in NMYAFL Superbowl Program
- 2 tee signs
- Logo on Sponsor Banner

GOLD SPONSOR (4) - \$1,000

- Sponsor Logo on NMYAFL Website
- 2 Players Included
- **10 Weeks of 30 second Commercials During The NMYAFL Game of the Week**
- Quarter page Ad in the NMYAFL Superbowl Program
- 1 tee signs
- Logo on Sponsor Banner

LUNCH SPONSOR (1) - \$1,000

- 2 Players Included
- **10 Weeks of 30 second Commercials During The NMYAFL Game of the Week**
- Signage During Lunch
- Logo on Sponsor Banner

PUTTING CONTEST SPONSOR (1) - \$750

- 1 players included
- Putting Contest signage
- Logo on Sponsor Banner

HOLE IN ONE CONTEST SPONSOR (2) - \$750

- 1 players included
- 1 Hole in one tee sign each
- Logo on Sponsor Banner

LONGEST DRIVE CONTEST SPONSOR (1) - \$500

- 1 Longest Drive tee sign
- Logo on Sponsor Banner

STRAIGHTEST DRIVE CONTEST SPONSOR (1) - \$500

- 1 Straightest Drive tee sign
- Logo on Sponsor Banner

CLOSEST TO THE PIN SPONSOR (1) - \$500

- 1 Closest to the Pin tee sign each
- Logo on Sponsor Banner

TEE SIGN SPONSOR (18) - \$100

- 1 tee sign
- Logo on Sponsor Banner

NEW MEXICO YOUNG AMERICA FOOTBALL LEAGUE GAME OF THE WEEK (10 WEEKS) SPONSORSHIP PACKAGE

BROADCAST TITLE SPONSOR PACKAGE: FEE: \$5,000 •

Sponsor identification promo at beginning and conclusion of all games • ie: This 2015 New Mexico YAFL Game of the Week is being brought to you by Standard promo production fees included in this price

Sponsor Logo on NMYAFL Website

(2) Sponsor Message (Commercial) spots per game • Standard sponsor spot production fees included in this price

(2) Broadcast Title Sponsor Live Read Ins/Game • Sponsor logo included on all DVD packaging
Logo listed on all NMYAFL email blasts to over 7000 email recipients for 2015 season

SCOREBOARD SPONSOR PACKAGE: FEE: \$2,500 •

Sponsor logo embedded in broadcast scoreboard in all games • Standard graphic production fees included in this price

Sponsor Logo on NMYAFL Website

(2) Scoreboard Sponsor Live Read Ins/Game

Logo listed on all NMYAFL email blasts to over 7000 email recipients for 2015 season

PRE-GAME SPONSOR PACKAGE: FEE: \$1,500 •

Sponsor identification (with logo) run during Pregame of all games • ie: This 2015 New Mexico YAFL Game of the week pregame Report is being brought to you by • Standard promo production fees included in this price

Sponsor Logo on NMYAFL Website

(1) Pregame Sponsor Live Read Ins/Game

Logo listed on all NMYAFL email blasts to over 7000 email recipients for 2015 season

HALFTIME SPONSOR PACKAGE: FEE: \$1,500 •

Sponsor identification (with logo) run at halftime of all games • ie: This 2015 New Mexico YAFL Game of the Week Halftime Show is being brought to you by • Standard promo production fees included in this price

Sponsor Logo on NMYAFL Website

(1) Halftime Sponsor Live Read Ins/Game

Logo listed on all NMYAFL email blasts to over 7000 email recipients for 2015 season

PLAYER OF THE GAME SPONSOR PACKAGE: FEE: \$1,000 •

Sponsor identification (with logo) run at halftime of all games • ie: Our Player of the Game is brought to you by • Standard promo production fees included in this price

Sponsor Logo on NMYAFL Website

Logo listed on all NMYAFL email blasts to over 7000 email recipients for 2015 season

COMMERCIAL PACKAGE: PACKAGE FEE: \$1,000 •

Sponsor Logo on NMYAFL Website

(1) Sponsor spot in all games* *Sponsor to provide production spot. Spot development is available

for an additional fee. (Typical fee for standard spot production = \$250)
Logo listed on all NMYAFL email blasts to over 7000 email recipients for 2015 season

PROGRAM READ IN: PACKAGE FEE: \$500 •

Sponsor Logo on NMYAFL Website

(1) Program read-in at all games* *Sponsor to provide production spot. Spot development is available for an additional fee. (Typical fee for standard spot production = \$250)

2013 VIEWER STATISTICS

- **OVER 26 GAMES SHOWN LIVE ON COMCAST CHANNEL 26**
 - **REACHING 130,000 HOUSEHOLDS**
 - **RECEIVED OVER 20,000 ONLINE VIEWERS**
 - **AVERAGE 479 VIEWERS PER GAME**
- **AVERAGE 205 UNIQUE VIEWERS PER GAME**
- **AVERAGE 8,619 UNIQUE VIEWERS FOR 2013**
- **GAMES ARE STILL ARCHIVED FOR VIEWING**

2014 VIEWER STATISTICS

- **OVER 26 GAMES SHOWN LIVE ON COMCAST CHANNEL 26**
 - **REACHING 130,000 HOUSEHOLDS**
 - **RECEIVED OVER 20,000 ONLINE VIEWERS**
 - **AVERAGE 423 VIEWERS PER GAME**
- **AVERAGE 187 UNIQUE VIEWERS PER GAME**
- **AVERAGE 9,474 UNIQUE VIEWERS FOR 2014**
- **GAMES ARE STILL ARCHIVED FOR VIEWING**

NEW MEXICO YOUNG AMERICA FOOTBALL LEAGUE SUPERBOWL AND DIVISIONAL CHAMPIONSHIPS (2 WEEKS) SPONSORSHIP PACKAGES

CHAMPIONSHIP TITLE SPONSOR PACKAGE: FEE: \$5,000 •

Sponsor identification promo at beginning and conclusion of all Semi-final and Championship games
• ie: This 2015 New Mexico YAFL Championships are being brought to you by Standard promo production fees included in this price

Sponsor Logo on NMYAFL Website

(2) Sponsor Message (Commercial) spots per game • Standard sponsor spot production fees included in this price

(2) Broadcast Title Sponsor Live Read Ins/Game • Sponsor logo included on all DVD packaging
Logo listed on all NMYAFL email blasts to over 7000 email recipients for 2015 season

SCOREBOARD SPONSOR PACKAGE: FEE: \$2,500 •

Sponsor logo embedded in broadcast scoreboard in all games • Standard graphic production fees included in this price

Sponsor Logo on NMYAFL Website

(2) Scoreboard Sponsor Live Read Ins/Game

Logo listed on all NMYAFL email blasts to over 7000 email recipients for 2015 season

PREGAME SPONSOR PACKAGE: FEE: \$1,500 •

Sponsor identification (with logo) run at the beginning of all games • ie: This 2015 New Mexico YAFL Championship Pregame report is being brought to you by • Standard promo production fees included in this price.

Sponsor Logo on NMYAFL Website

(1) Halftime Sponsor Live Read Ins/Game

Logo listed on all NMYAFL email blasts to over 7000 email recipients for 2015 season

HALFTIME SPONSOR PACKAGE: FEE: \$1,500 •

Sponsor identification (with logo) run at halftime of all games • ie: This 2015 New Mexico YAFL Championship Half Time Show is being brought to you by • Standard promo production fees included in this price

Sponsor Logo on NMYAFL Website

(1) Halftime Sponsor Live Read Ins/Game

Logo listed on all NMYAFL email blasts to over 7000 email recipients for 2015 season