



City of Charleston
South Carolina

John J. Tecklenburg
Mayor

Laurie Yarbrough
Director

Youth Athletic Sponsorship Package 2016 Department of Recreation

The City of Charleston offers a wide variety of athletic leagues, programs and events over the course of a calendar year. All of these activities are enjoyed by the citizens of the City of Charleston as well as the surrounding communities.

Each year the Recreation Department raises approximately \$80,000 in sponsorship revenue. This sponsorship revenue is used to provide scholarships to participants who cannot afford to pay the fees to participate in the City's recreation programs or to help supply equipment to those who cannot afford the cost. Sponsorship revenue comes from a wide variety of local businesses, corporate sponsors and individual donations. We believe that a varied sponsor pool creates a sense of "community pride" throughout the City uniting West Ashley, James Island, Johns Island, Daniel Island and the Charleston Peninsula.

This package contains a list and description of the various sponsorship levels that we offer to area businesses, corporate sponsors and individuals. Individual Team Sponsorships and Packages shall be made available to any business or company on a first come first serve basis. With the exception of the Diamond Level Sponsorship, all of our sponsorship packages allow the City of Charleston Recreation Department to solicit additional non-competing sponsors within the same financial level as well as competing sponsors in any of the lower financial package levels. If a local business or a corporation chooses the Diamond Level of sponsorship, the City of Charleston will not seek competing sponsors in the Diamond or Platinum financial package levels of sponsorship nor will the City seek other non-competing sponsors in the Diamond financial package level. Before the City agrees to enter into a Diamond level of sponsorship, the City must first approve the list of competing companies provided by the interested sponsor.

Sponsorship Agreements are for one year beginning May 1st of each year and ending April 30th of the preceding year. Sponsors may renew their Sponsorship Agreement with the City for nine (9) additional one (1) year terms if the Sponsor notifies the City in writing of its desire to renew its Sponsorship Agreement no later than sixty (60) days prior to the expiration of their Sponsorship Agreement. Sponsorships may be paid quarterly with payments due the first day of May, August, November and February or paid in one lump sum. Payments shall be made by check or credit card made payable to the City of Charleston Department of Recreation. The City may terminate a sponsorship agreement if the City in its sole discretion determines that the Sponsor:

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- (1) violates any provision or rule in the sponsorship agreement;
- (2) becomes insolvent, unable or unwilling to pay its debts or is adjudged a bankrupt;
- (3) is convicted of a crime of moral turpitude;
- (4) fails to pay the sponsorship fee as provided herein.

Sponsor shall be responsible for providing the City with Sponsor’s logo and any restrictions on its use.

The Youth Sports described below are for participants between the ages of 4 and 17. Below is a list of all of the youth sports offered by the City of Charleston Department of Recreation and a historic reference of participation:

Youth Football (Fall Season)	99 teams (approximately 2050 participants)
Youth Soccer (Fall Season)	271 teams (approximately 2450 participants)
Youth Cheerleading (Fall Season)	10 teams (approximately 200 participants)
Fall Baseball (Fall Season)	10 teams (approximately 120 participants)
Youth Basketball (Winter)	123 teams (approximately 1300 participants)
Youth Flag Football (Winter)	75 teams (approximately 650 participants)
Youth Soccer (Spring Season)	230 teams (approximately 2400 participants)
Youth Baseball/Softball (Spring Season)	112 teams (approximately 2000 participants)
Youth Lacrosse	30 teams (approximately 300 participants)
Middle School Baseball (Spring)	10 teams (approximately 150 participants)
Middle School Soccer (Spring)	15 teams (approximately 170 participants)
Middle School Softball (Spring)	6 team (70 participants)
Total	991 teams (approximately 11,860 participants)

Diamond Level Package: \$40,000.00

Currently Under Contract

Diamond Level Sponsors will receive exclusive rights to be the Title Sponsor for all of the City of Charleston Youth Sports identified above.

Title Sponsorship benefits with the Diamond Level Package include:

- Sponsor to have designation as “Official Sponsor - City of Charleston Youth Sports” to utilize in marketing communications.
- Sponsor to have designation as “Official Sponsor of the City of Charleston Youth Football Jamboree.”
- Recreation Department will put the Sponsor’s name on the back and their logo on the sleeve of the team uniforms for the youth sports identified above.
- Recreation Department will have professionally constructed signs identifying the Sponsor and its sponsorship that Sponsor may place at the following City of Charleston athletic facilities:

1. Freedom Park	3 Signs	Additional Signage Opportunities
2. Bayview Soccer Complex	5 Signs	May Come Available As The
3. Harmon Park	4 Signs	City Builds Additional Athletic
4. West Ashley Park	8 Signs	Complexes.

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|-------------------------------------|---------------------------------------|
| 5. James Island Recreation Complex | 4 Signs |
| 6. Bee's Landing Recreation Complex | 3 Signs |
| 7. Governor's Park | # of Signs TBD when park is completed |

➤ Recreation Department will recognize Sponsor on scoreboards at the following City of Charleston athletic facilities:

- | | |
|--|---------------|
| 1. Moultrie Park | 1 Scoreboard |
| 2. James Island Recreation Complex | 4 Scoreboards |
| 3. Bee's Landing Recreation Complex | 3 Scoreboards |
| 4. West Ashley Park | 4 Scoreboards |
| 5. Gymnasium at the James Island Recreation Complex | 1 Scoreboard |
| 6. Gymnasium at the Bee's Landing Recreation Complex | 1 Scoreboard |
| 7. Gymnasium at the Arthur W. Christopher Community Center | 1 Scoreboard |
| 8. Governor's Park | 2 Scoreboards |

- Recreation Department will place Sponsor's Name and/or logo on every youth sports schedule that is produced and distributed by the Recreation Department to parents, coaches and players.
- Recreation Department will provide Sponsor with one Sponsor plaque for each youth athletic team in the sports identified above.
- Recreation Department will make 7-10 public address announcements per completed game identifying the Sponsor during youth athletic games, both during the regular season and tournaments, excluding soccer games and basketball games.
- Recreation Department will work with Sponsor to develop a calendar of Spirit Nights to promote to players, teams and families. The Sponsor agrees to donate to the City of Charleston Department of Recreation an agreed upon percentage of each purchase made by athletes and their families at the Sponsor's place of business on spirit nights.
- Recreation Department will communicate via e-mail with coaches and parents to promote the Sponsor's business.
- Recreation Department will provide Sponsor with a full page advertisement in the Recreation Department's Annual Information Guide which is produced in early January. Sponsor to work with Recreation Department on the design and approval of the advertisement.
- Recreation Department will place Sponsor's name and/or logo on all of the City's football goalpost pads. If new goal post pads are needed, both the City and the Sponsor agree that they will split in half the cost of the new goalpost pads. If the cost of the goalpost pads exceeds \$600.00 per pad, each party must agree to the purchase price before the Recreation Department purchases the pads.
- If the Sponsor chooses to participate in the Recreation Department's Summer Reading Program, Sponsor will be identified as the Title Sponsor for the reading program.
- Recreation Department will have one player per game to be chosen by the game officials as the Player of the Game. The Player of the Game will be awarded a free certificate or coupon which shall be provided by the Sponsor.

Platinum Level Package: \$25,000.00

Platinum Level Sponsors will receive the benefits described below for all Fall Youth Sports programs identified above during their Fall seasons.

Sponsorship benefits with the Platinum Level Package include:

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- Recreation Department will put the Sponsor's name on the back and their logo on the sleeve of the team uniforms for the youth sports identified above.
- Recreation Department will have professionally constructed signs identifying the Sponsor and its sponsorship that Sponsor may place at the following City of Charleston athletic facilities:

1. Freedom Park	3 Signs	Additional Signage Opportunities May Come Available As The City Builds Additional Athletic Complexes.
2. Bayview Soccer Complex	5 Signs	
3. Harmon Park	4 Signs	
4. West Ashley Park	8 Signs	
5. James Island Recreation Complex	4 Signs	
6. Bee's Landing Recreation Complex	3 Signs	
7. Governor's Park	2 Signs	

- Recreation Department will recognize Sponsor on scoreboards at the following City of Charleston athletic facilities:

1. Moultrie Park	1 Scoreboard	
2. James Island Recreation Complex	4 Scoreboards	
3. Bee's Landing Recreation Complex	3 Scoreboards	
4. West Ashley Park	4 Scoreboards	
5. Gymnasium at the James Island Recreation Complex		1 Scoreboard
6. Gymnasium at the Bee's Landing Recreation Complex		1 Scoreboard
7. Gymnasium at the Arthur W. Christopher Community Center		1 Scoreboard
8. Governor's Park	2 Scoreboards	

- Recreation Department will place Sponsor's Name and/or logo on every youth sports schedule that is produced and distributed by the Recreation Department to parents, coaches and players.
- Recreation Department will provide Sponsor with one Sponsor plaque for each youth athletic team in the fall sports identified above. Sponsor may purchase additional plaques at City's cost.
- Recreation Department will make 7-10 public address announcements per completed game identifying the Sponsor during youth athletic games, both during the regular season and tournaments, excluding soccer games and basketball games.
- Recreation Department will work with Sponsor to develop a calendar of Spirit Nights to promote to players, teams and families. The Sponsor agrees to donate to the City of Charleston Department of Recreation an agreed upon percentage of each purchase made by athletes and their families at the Sponsor's place of business on spirit nights.
- Recreation Department will communicate via e-mail with coaches and parents to promote the Sponsor's business.
- If the Sponsor chooses to participate in the Recreation Department's Summer Reading Program, the Sponsor will be identified as the Title Sponsor for the reading program.

Gold Level Package: \$18,000.00

Gold Level Sponsors will receive the benefits described below for all Spring Youth Sports programs identified above during their Spring season.

Sponsorship benefits with the Gold Level Package include:

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- Recreation Department will put the Sponsor's name on the back of the team uniforms for the youth sports identified above.
- Recreation Department will have two professionally constructed signs identifying the Sponsor and its sponsorship that Sponsor may place at two City of Charleston athletic facilities.
- Recreation Department will recognize Sponsor on two scoreboards at two different City of Charleston athletic facilities.
- Recreation Department will place Sponsor's Name and/or logo on every youth sports schedule that is produced and distributed by the Recreation Department to parents, coaches and players.
- Recreation Department will provide Sponsor with one Sponsor plaque for each youth athletic team in the spring sports identified above. Sponsor may purchase additional plaques at City's cost.
- Recreation Department will make public address announcements identifying the Sponsor during youth athletic games, both during the regular season and tournaments, excluding soccer games and basketball games.
- Recreation Department will work with Sponsor to develop a calendar of Spirit Nights to promote to players, teams and families. The Sponsor agrees to donate to the City of Charleston Department of Recreation an agreed upon percentage of each purchase made by athletes and their families at the Sponsor's place of business on spirit nights.

Silver Level Package: \$15,000.00

Silver Level Sponsors will receive the benefits described below for all City of Charleston Middle School Leagues which consists of Middle School Baseball, Middle School Soccer, Middle School Football, Middle School Cheerleading, Middle School Lacrosse and Middle School Wrestling.

Sponsorship benefits with the Silver Level Package include:

- Recreation Department will put the Sponsor's name on the back of the team uniforms for the middle school sports identified above.
- Recreation Department will have a professionally constructed sign identifying the Sponsor and its sponsorship that Sponsor may place at a City of Charleston athletic facility.
- Recreation Department will recognize Sponsor on a scoreboard at a City of Charleston athletic facility.
- Recreation Department will place Sponsor's Name and/or logo on every middle school sports schedule that is produced and distributed by the Recreation Department to parents, coaches and players.
- Recreation Department will provide Sponsor with one Sponsor plaque for each middle school athletic team in the sports identified above. Sponsor may purchase additional plaques at City's cost.
- Recreation Department will make public address announcements identifying the Sponsor during middle school athletic games, both during the regular season and tournaments with the exception of basketball and soccer games.
- Recreation Department will work with Sponsor to develop a calendar of Spirit Nights to promote to players, teams and families. The Sponsor agrees to donate to the City of Charleston Department of Recreation an agreed upon percentage of each purchase made by athletes and their families at the Sponsor's place of business on spirit nights.

Bronze Level Package: \$8,500.00

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Bronze Level Sponsors will receive the benefits described below for all Winter Youth Sports programs identified above during their winter season.

Sponsorship benefits with the Bronze Level Package include:

- Recreation Department will put the Sponsor's name on the back of the team uniforms for the youth sports identified above.
- Recreation Department will place Sponsor's Name and/or logo on every youth sports schedule that is produced and distributed by the Recreation Department to parents, coaches and players.
- Recreation Department will provide Sponsor with one Sponsor plaque for each youth athletic team in the winter sports identified above. Sponsor may purchase additional plaques at City's cost.
- Recreation Department will make public address announcements identifying the Sponsor during the games, both during the regular season and tournaments.

INDIVIDUAL TEAM SPONSORSHIPS AND PACKAGES

Team Sponsorship Red Level: \$6,000.00

Red Team Sponsors will have the ability to sponsor 30 Youth Sports Teams. Sponsors at this level may work with the Youth Sports Coordinators to choose teams, sports and ages that they desire to sponsor.

Sponsors benefits with the Team Sponsorship Red Level include:

- Recreation Department will put the Sponsor's name on the front of the team uniforms for the youth sports identified above.
- Recreation Department will provide Sponsor with one Sponsor plaque for each athletic team sponsored. Sponsor may purchase additional plaques at City's cost.

Team Sponsorship White Level: \$3,000.00

White Team Sponsors will have the ability to sponsor 15 Youth Sports Teams. Sponsors at this level may work with the Youth Sports Coordinators to choose teams, sports and ages that they desire to sponsor.

Sponsors benefits with the Team Sponsorship White Level include:

- Recreation Department will put the Sponsor's name on the front of the team uniforms for the youth sports identified above.
- Recreation Department will provide Sponsor with one Sponsor plaque for each athletic team sponsored. Sponsor may purchase additional plaques at City's cost.

Team Sponsorship Blue Level: \$1,000.00

Blue Team Sponsors will have the ability to sponsor 5 Youth Sports Teams. Sponsors at this level may work with the Youth Sports Coordinators to choose teams, sports and ages that they desire to sponsor.

Sponsors benefits with the Team Sponsorship Blue Level include:

- Recreation Department will put the Sponsor's name on the front of the team uniforms for the youth sports identified above.
- Recreation Department will provide Sponsor with one Sponsor plaque for each athletic team sponsored. Sponsor may purchase additional plaques at City's cost.

Individual Team Sponsorship - \$250

Individual Team Sponsors will have the right to sponsor one Youth Sports Team. Sponsors at this level may work with the Youth Sports Coordinators to choose teams, sports and ages that they desire to sponsor.

Sponsors benefits with the Team Sponsorship Level include:

- Recreation Department will put the Sponsor's name on the front of the team uniforms for the youth sports identified above.
- Recreation Department will provide Sponsor with a Sponsor plaque for the athletic team it sponsors. Sponsor may purchase additional plaques at City's cost.

Baseball/Softball Field Sign Sponsorship Package - \$600.00 for 1 year and \$1,000.00 for 2 years

- Signs are 48 inches square and are made with either ½ inch MDO plywood or corrugated plastic.
- Plywood signs are affixed with bolts and plastic signs are affixed with zip ties.
- All of the signs on a field shall be made of the same material.
- Banner-style signs are prohibited.
- Signs shall be white with text and graphics limited to two colors.
- The back sides of all signs are blank.
- Signs shall be grouped with six in the centerfield and three in each corner with a maximum of twelve signs per field.
- Signs shall be for commercial purposes only and personal messages will not be allowed.
- Signs will be installed as practices begin and removed at the end of each season.
- Signs would be priced at \$600 for a one year commitment and \$1000 for a two year commitment



City of Charleston Recreation Department Athletic Program Sponsorship Form

_____ *Yes, I want to support youth sports programming!*

_____ *Sorry, but I am unable to commit at this time. Please keep me in mind for future sponsorship opportunities.*

Business: _____ Contact Person: _____

Address: _____

Phone: _____ Email Address: _____

Name of Coach : _____ Area you would like to sponsor in: DI JI WA PEN please circle

Please check the category you would like to sponsor:

- | | | | |
|--------------------------------------|--------------------------------|-------------------------------------|--------------------------------|
| <input type="checkbox"/> \$40,000.00 | DIAMOND (SOLD) | <input type="checkbox"/> \$6,000.00 | RED LEVEL TEAM |
| <input type="checkbox"/> \$25,000.00 | PLATINUM | <input type="checkbox"/> \$3,000.00 | WHITE LEVEL TEAM |
| <input type="checkbox"/> \$18,000.00 | GOLD | <input type="checkbox"/> \$1,000.00 | BLUE LEVEL TEAM |
| <input type="checkbox"/> \$15,000.00 | SILVER | <input type="checkbox"/> \$250.00 | INDIVIDUAL TEAM |
| <input type="checkbox"/> \$8,500.00 | BRONZE | | |
| <input type="checkbox"/> \$600.00 | 1 YEAR SIGN SPONSORSHIP | <input type="checkbox"/> \$1,000.00 | 2 YEAR SIGN SPONSORSHIP |

PAYMENT METHOD

- Check, payable to the City of Charleston Master Card Visa

Card No. _____ Exp. Date: _____ Name as it Appears on Card _____

Completed sponsorship forms and payment may be given to your team coach or Athletic Coordinator. They may also be mailed to the City of Charleston Recreation Department at the address below.

**Questions: Contact Robin Cooper, Athletic Superintendent at (843)724-7327
cooperr@charleston-sc.gov or**

**Main Recreation Office
823 Meeting St. Charleston, SC 29403**

Thank you for your support!

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