

**South Fulton Panthers Basketball**  
**P.O. Box 235**  
**Fairburn, Georgia 30213**

Dear Future Sponsor,

Although considered a new youth basketball program, we here at South Fulton Panthers Basketball Organization is proud to have already accomplished so many magnificent athletic and academic achievements. Our Basketball Program, the South Fulton Panthers, would like to propose to you the unique opportunity to be associated with our wonderful youth basketball program by becoming a valued sponsor for our 2012 basketball programs.

We humbly request your support for funds to be used for uniforms, equipment's, supplies, meals, tournaments, basketball functions, transportation, operational expenses, as well as assistance for athletes who are unable to afford their dues. All contributions are tax deductible through AAU under section 501 (c) (3) or the Internal Revenue Code.

Our school's cluster, Langston Hughes and Renaissance Middle, is considered one of the most desirable school districts in the state of Georgia. Many families move within this district so they can have their children be a part of our successful educational and athletic programs. An affluent community, we have several high-priced subdivisions located within our cluster. Many of our students and players live within these subdivisions and it's their family and friends who will participate in and observe our games, and who will recognize your contributions to our program.

Our basketball program also benefits from frequent publicity for our events. This includes website highlights on key games as well as articles featuring our superior players. As a result, we routinely see attendance in excess of 70% to "standing room only" for most of our games. This provides an outstanding opportunity for your organization to be viewed and admired by thousands of spectators.

We believe that your organization, is a perfect partner for this type of opportunity due to your continuous support for community programs and your commitment to education. As a sponsor, your company will receive a multitude of benefits while providing a phenomenal opportunity for brand loyalty. Through your company's participation with a project such as this, you are reaching out to a valued consumer market and will be seen as a leader in our community.

Please review the attached proposal. Upon your review, if necessary, I can be available to set up a meeting to discuss the next steps. Should you have any questions, please do not hesitate to contact me at 678-789-1273 or by email at [southfultonpanthers@yahoo.com](mailto:southfultonpanthers@yahoo.com). We at South Fulton Panthers Basketball Program look forward to the opportunity to work with you.

Thank you again for your consideration.

Sincerely,

Keisa Hoffman  
Director of Operations

**South Fulton Panthers Basketball  
Sponsorship Package**

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## **Sponsorship Objective and Benefits**

### ***Objective***

South Fulton Panthers Basketball is seeking sponsorship to help fund our basketball program for the 2012 season.

### ***Benefits***

The South Fulton Panthers Basketball sponsorship program is designed to offer the following benefits and opportunities for you as a sponsor:

- All contributions are tax deductible through AAU under section 501 (c) (3) of the Internal Revenue Code.
- Your company logo will be displayed on materials that are distributed to the participants and spectators during games.
- Your company logo will not only be exposed to the basketball teams' audience, but also to the other teams that use the same gymnasium during practice and competitions.
- This is a low cost approach to build product and service awareness to a committed target audience.
- This program allows your product/service to gain exposure in a non-traditional method inside facilities that would normally not allow corporate associations.
- This program allows your organization the opportunity to demonstrate to your target market that your company is committed in conducting community service, with the focus to our youth and our educational are able to afford to participate in this program.
- For many of our student-athletes, a college education is only possible from athletic scholarship. With your aid they are able to participate on our team making their dreams possible.

## **Sponsorship Information**

South Fulton Panthers Basketball Program offers extraordinary promotional opportunities in a range of areas that provide exposure to potential consumers as well as various media outlets.

### ***Package Options***

#### **ESPN Sponsorship: \$40**

- 2-year subscription
- (52) issues to ESPN The Magazine

#### **Website Sponsorship: \$100**

- Team Website Recognition for the Season
- Over 60,000 Viewers
- Plaque with Team Photo

#### **Gold Level Sponsorship: \$300**

- Team Website Recognition for the Season
- Over 60,000 Viewers
- Plaque with Team Photo
- Announcement Recognition at all team home games
- Your Business promotional materials provided to every participant

#### **Student-Athlete Sponsorship: \$500**

- Team Website Recognition for the Season
- Over 60,000 Viewers
- Plaque with Team Photo
- Announcement Recognition at all team home games
- Will cover Student-Athlete fees for the season, which includes uniform, team shoes, team bag, team shirt, AAU card and gym rental

#### **Black Level Sponsorship: \$600**

- Team Website Recognition for the Season
- Over 60,000 Viewers
- Plaque with Team Photo
- Recognition on Student-athletes shooting shirts
- Shooting shirts will be worn by all student-athletes in the youth program to all traveling events, which includes in-state and out-of-state tournaments
- Announcement Recognition at all team home games
- Your Business promotional materials provided to every participant

## **Coaches Biographies**

**Coach Wallace Hoffman has been a Volunteer Coach in the AAU/YBOA/Recreational Basketball circuit since 2003 starting with their daughters basketball program The Junior Seminoles. During the time their daughter was participating with The Junior Seminoles it went under management reconstruction. The couple was asked to take over The Junior Seminoles program and they were more than willing to accept.**

**The following season he began coaching recreational basketball for the Brady Recreational Center in College Park, Ga. During his time at the Brady Center he coached their youngest son for five years in Recreational Basketball and AAU/YBOA Basketball. If that wasn't enough he was also the Assistant and Head Coach of their oldest son team for Recreational and AAU/YBOA Basketball.**

**Since their youngest daughter only played for one season, she also had her Daddy as her Head Coach for her recreational basketball experience.**

**In this present season Coach Hoffman is the proud Head Basketball Coach for the South Fulton Panthers AAU Basketball Program. With every experience he still has the same dedication, loyalty and hard work he has had since the he began coaching.**

**Keisa Hoffman have been in the AAU/YBOA/Recreational circuit in sports management for youth basketball programs for nine years. It all began with their oldest daughter wanted to play basketball, she was unaware on how much she loved making sure student athletes needs were met. This is where her first coaching experience began as an Assistant Basketball Coach to her oldest daughter basketball team.**

During the time their children were student athletes at the Brady Center her experience began with organizing student athletes data to obtain AAU and YBOA cards, informing Parents via texts and emails with vital information, team schedules, snack lists, fundraisers, and staffing the concession stands. It also includes hosting, working, and staffing AAU Basketball Tournaments.

Since their children became student athletes at Langston Hughes High School, she became the team mom for the girls and boys basketball program. Of course that detailed a lot of volunteer work but of course she was grateful to do, it included communicating with Parents via email, text, or in person. Coordinating fundraiser activities for the basketball program, organizing teams snack list and pregame meals. Staying involved with the Athletic Booster Club and in the School.

Coach Hoffman and Coach Keisa are very hands on Parents which motivated them to start their own youth basketball program. As you know her duties does not stop there, she is also the Director of Operations of their youth basketball program named South Fulton Panthers AAU Basketball. With her management experience, her certification as an sport psychology coach and her certification in mentoring, she will be able to offer detail strategies and guidance to everyone who is involved in the youth program. Their focus and goals has always been child advocates

and to provide a quality youth programs. They are dedicated, determine and dependable to get the job done and the best results.

**We would welcome the opportunity to earn your trust and deliver you the best service in the industry.**

## **Conclusion**

South Fulton Panthers Basketball Program is very proud of all our accomplishments, especially how it has been achieved in such a short time frame. Many athletic programs have taken an abundance of years to reach the level of success that our physical programs have already established. But, to continue our success, we need your help. Your generous donations can reach our student athletes on and off the court. These athletes are very bright and well-mannered individuals with an objective to continue their growth of self-improvement that can last their life time (college scholarships).

The benefit from your support will also reach the thousands of fans as you become a champion in our community and vital foundation for the success in the rejuvenation of the dreams and goals of our teams.

To understand the importance of building a generation of harmonious and unified citizens from diverse backgrounds is to understand that the answer to the future lies within our youth. The success of tomorrow's youth can only be achieved through the combined efforts of today's leaders in both the corporate sector and the educational system. We must continue to pass the torch and be the guiding light by steadfastly remaining involved in the community, which is also consistent with guiding principles in most companies.

South Fulton Panthers Basketball Program has not only welcomed this challenge through the development of our distinguished basketball teams, but has also taken the initiative in establishing a bridge between your company and our community.