



Forney Youth Athletic Association (F.Y.A.A.)

A 501c3 Non-Profit Organization

Corporate Sponsorship



F.Y.A.A. proudly offers football, baseball, co-ed basketball, drill and cheer to the youth in your community!

Our Mission

To provide a platform for local youth (kindergarten through 6th grade) to have a safe place to play sports. We strive to teach our players to D.R.I.V.E!

What does it mean to DRIVE?

Discipline- A strong commitment to achieving goals

Responsibility- Taking ownership of actions and outcomes

Integrity -Always do the right thing

Vision - Having a clear goal or direction to strive towards

Execution - Putting plans into action effectively

Why F.Y.A.A.?

You aren't just sponsoring 1 team, you are sponsoring over 350 student athletes from the local community that are eager to strive for greatness. We work diligently to ensure all of our sponsors are promoted and become well known in the Spartan Community. We are united across all our sports and truly believe players, families, and our sponsors are part of Spartan Nation.

Not only that, please consider the following facts about the area in which we participate.



Some demographic information that may be appealing to potential sponsors in Forney and Kaufman County include:

Population: According to the 2020 US Census, Forney had a population of approximately 20,000 and Kaufman County had a population of approximately 125,000. This is a significant market that sponsors can reach out to. Kaufman County is the fastest growing county in Texas.

Age: The median age of Forney is around 34 years, which is considered to be a desirable age group for many sponsors.

Income: The median household income for Forney is around \$85,000, which is considered to be relatively high. This suggests that there is a significant portion of the population with disposable income that can be used to purchase goods and services.

Sports: Football, Baseball, Basketball, Drill and Cheer are incredibly popular sports in Texas, and is likely to attract a lot of attention from the local community, which can be beneficial for sponsors.

Education: A large percentage of the population in Forney and Kaufman County have completed high school and a significant percentage have completed some college or higher education. This suggests that there is a well-educated population that may be more likely to engage with and respond to marketing messages.

Family-oriented: Forney and Kaufman County are considered to be family-oriented communities with a high percentage of married couples and families with children. This may be appealing to sponsors that sell family-friendly products or services.

Growth: Forney and Kaufman County are considered to be growing communities with new businesses and housing developments coming up. This could be beneficial for sponsors as it indicates a growing market for their products or services.

There is a significant amount of research that suggests that sponsorship of youth sports can provide value to your business. Here are a few examples:

Increased brand awareness: A study conducted by the University of Southern California found that sponsorship of youth sports can lead to increased brand awareness among consumers. The study also found that consumers were more likely to purchase products or services from companies that sponsored youth sports teams.

Positive brand association: Research conducted by the University of Michigan found that sponsorship of youth sports can lead to positive brand associations among consumers. The study found that consumers view companies that sponsor youth sports teams as being more community-minded, trustworthy, and socially responsible.

Increased sales: A study conducted by the University of Central Florida found that sponsorship of youth sports can lead to increased sales for businesses. The study found that consumers were more likely to purchase products or services from companies that sponsored youth sports teams.

Increased customer loyalty: A study conducted by the University of Illinois found that sponsorship of youth sports can lead to increased customer loyalty among consumers. The study found that consumers were more likely to remain loyal to companies that sponsored youth sports teams.

Positive ROI: Research conducted by the International Journal of Sport Management found that sponsorship of youth sports can lead to a positive return on investment (ROI) for businesses. The study found that companies that sponsored youth sports teams saw a higher ROI than those that did not.

Sponsorship Levels

ATHLETE SCHOLARSHIP: \$400

- Social media post that a scholarship has been given in your business name

COPPER LEVEL: \$500

- Company logo printed on the back of tee shirt distributed to all athletes in the league.
- Schedule poster to be hung in your business
- Logo on the team website

BRONZE LEVEL: \$1000

- Everything in the previous level +
- Promotion on our team social media
- Logo printed on banner displayed at all home games and team events

SILVER LEVEL: \$2500

- Everything in the previous level +
- 1 email blast per season to all parents of registered athletes per season (fall and spring)
- 4 Spartan Nation tee shirts
- Marketing material of your choice (Swag, Coupons, ETC.) included given to all athletes at start of season with gear (provided by business)
- Company logo on banner displayed at all way games

GOLD LEVEL: \$5000

- Everything in the previous level +
- Booth to promote business at home game (must provide staffing)
- 4 Spartan Nation sweatshirts
- Company sponsorship announced at all home games
- Clickable link on website directly to your business (including a full write up of your services)
- Event hosted at your business (as applicable)

PLATINUM LEVEL: \$10,000

- Everything in previous level+
- Cheerleaders to throw company merchandise into stands at game
- Company mascot at a home game
- Company logo printed on team bags
- Custom banner exclusive to your business to represent your business at all games
- Company logo printed on additional gear (coaches shirts, jerseys, etc.)
- Invitation to season banquet and special recognition during program
- Engraved plaque for display at your business
- Custom Spartan home and away Jerseys

DIAMOND LEVEL: \$25,000

- Everything in previous level+
- Exclusive Placement of logo on our Spartan Inflatable Run out tunnel at all Events, and games
- Touchdown Announcement at all home games as our premier Sponsor
- Thank you video produced and shared on our Social media, website, and given to you for your use.

All of the above packages can be adjusted to fit our sponsors needs. Overall our goal is to be a partner our sponsors can be proud of, and that starts with a strong relationship with you and our community.

We look forward to YOU joining Spartan Nation!

AWOO! AWOO! AWOO!



LEVEL	1 YEAR	3 YEAR
Athlete Scholarship	\$400 <input type="checkbox"/>	
Copper Level	\$500 <input type="checkbox"/>	\$400 per year <input type="checkbox"/>
Bronze Level	\$1,000 <input type="checkbox"/>	\$800 per year <input type="checkbox"/>
Silver Level	\$2,500 <input type="checkbox"/>	\$2,000 per year <input type="checkbox"/>
Gold Level	\$5,000 <input type="checkbox"/>	\$4,000 per year <input type="checkbox"/>
Platinum Level	\$10,000 <input type="checkbox"/>	\$8,000 per year <input type="checkbox"/>
Diamond Level	\$25,000 <input type="checkbox"/>	\$20,000 <input type="checkbox"/>

Company Name: _____

Company Address: _____

Contact Person: _____

Contact Phone: _____

Contact Email: _____

Please make all checks payable to FYAA.

Checks can be mailed to:

FYAA

519 I-30 #1112

Rockwall, TX 75087

Please email logo to FYAASpartans@gmail.com

Thank you for your partnership.



Digital
sponsorship
form

