

# **Santa Clara Lions Football Club**



**'Be Part Of The Legend'**  
[sclionsfootball.org](http://sclionsfootball.org)

On behalf of Santa Clara Lions Pop Warner, I would like to extend an invitation to you and your company to become a sponsor for our 2021 season. Santa Clara Lions is a non-profit organization whose mission is to provide a quality youth football and cheer program with emphasis on developing athletes while promoting safety, fun and participation for all; to advocate good sportsmanship, respect, and to honor the game. Through the encouragement of teamwork, self-discipline, leadership and academic achievement, our commitment is to promote a positive culture that builds self-esteem and instills the importance of both athletics and scholastics, which go hand-in-hand to foster confident, responsible, well-rounded young men and women.

We are looking for sponsors who are willing to donate any dollar amount to assist in covering our major expenses such as Equipment, Facilities, Officials, EMT fees, Insurance, Awards and administrative costs.

If providing a sponsorship for Santa Clara Lions Pop Warner is an option for you and your company, please take some time to review the sponsorship information I have included with this letter. I am confident you will find a level of sponsorship that will be comfortable for your company as well as beneficial to our organization.

Santa Clara Lions Pop Warner looks forward to building a strong partnership with your company that will enable us to fulfill the hopes and dreams of our youth.

I welcome and comments or questions regarding the details of your sponsorship and look to forming a mutually beneficial partnership.

Thank you in advance for your consideration and support of Santa Clara Lions Pop Warner.

Sincerely,

*Craig Connelly*

Craig Connelly

Santa Clara Lions Football, President

sclionsi@aol.com

408-221-3056

## About Lions Football

The Lions Football Club is a 'Legendary' Youth Organization that operates within the City of Santa Clara. Established in 1960 and throughout the Program's over 60 year history, Lions Football has a time-honored and illustrious reputation of success within our city, state and across the country.

The Santa Clara Lions Football Club sponsors 4 Spring Tackle Football Teams, 20 to 24 Flag Football Teams and a Conditioning Camp in the spring. In the fall our Program sponsors 5 tackle football teams and 4 to 5 cheer squads. All of our programs are for age groups from 5 to 14 year olds. Annually our Program has the involvement of over 625 participants, which defines Lions Football the largest Pop Warner Organization in the Bay area.

Lions Football operates and maintains the historic 'Townsend Field' located at Buchser Middle School as our home field. All of our games and practices are located there. Maintaining a football stadium is a monumental undertaking every year. Our Program always need assistance from community minded volunteers who are willing to give back to youth sports in our city.







## Our Mission, Vision and Values

Santa Clara Lions Football Club provides a quality youth tackle, flag football and cheer program with the emphasis on developing athletes while promoting safety, fun and participation for all; to advocate good sportsmanship, respect, and to honor the game. Through the encouragement of teamwork, self-discipline, leadership and academic achievement, our commitment is to promote a positive culture that builds self-esteem and instills the importance of both athletics and scholastics, which go hand-in-hand to foster confident, responsible, well-rounded young men and women.







## Our Goal

Santa Clara Lions' goal is to ensure that every young child who would like to participate in the Santa Clara Lions Football and Cheer programs have the opportunity to do so. In order to accomplish this goal, it is necessary to seek support from our community. Sponsorships will help to assist in covering our major expenses such as field rental, officials, equipment, EMT fees, insurance, trophies and administrative costs. Each child works hard for this opportunity to participate and they need your help.







### **Super Bowl Level Sponsor - \$3000**

-  Logo on home page Santa Clara Lions website for one (1) year
-  Full-page ad in the Lions season yearbook
-  Opportunity to distribute company novelties at games
-  Signage (individual) at home games
-  Name recognition at homes games
-  Name recognition on Santa Clara Lions website as a sponsor







### **Trophy Level Sponsor - \$2500**

-  Logo on home page of Santa Clara Lions website for one (1) year
-  Full-page ad in the Lions season yearbook
-  Opportunity to distribute company novelties at games
-  Signage (individual) at home games
-  Name recognition at homes games
-  Name recognition on Santa Clara Lions website as a sponsor

### **Conference Level Sponsor - \$2000**

-  Logo on home page of Santa Clara Lions website for one (1) year
-  Half page ad in the Lions season Yearbook
-  Opportunity to distribute company novelties at games
-  Signage (individual) at home games
-  Name recognition on Santa Clara Lions website as a sponsor
-  Name recognition at homes games

### **Division Level Sponsor - \$1500**

-  Logo on home page of Santa Clara Lions website for one (1) year
-  Quarter page ad in the Lions season Yearbook
-  Opportunity to distribute company novelties at games
-  Signage (combined for all Division Level Sponsors) at home games
-  Name recognition at homes games
-  Name recognition on Santa Clara Lions website as a sponsor

A variety of sponsorship opportunities are available now to fit the needs and budget of any individual or business.

**Wild Card Level Sponsor - \$750**



- Logo on home page of Santa Clara Lions website for one (1) year
- Name recognition at homes games
- Signage (combined for all Wild Card Level Sponsors) at home games
- Name recognition on Santa Clara Lions website as a sponsor

**Snack Bar Level Sponsor (\$500)**



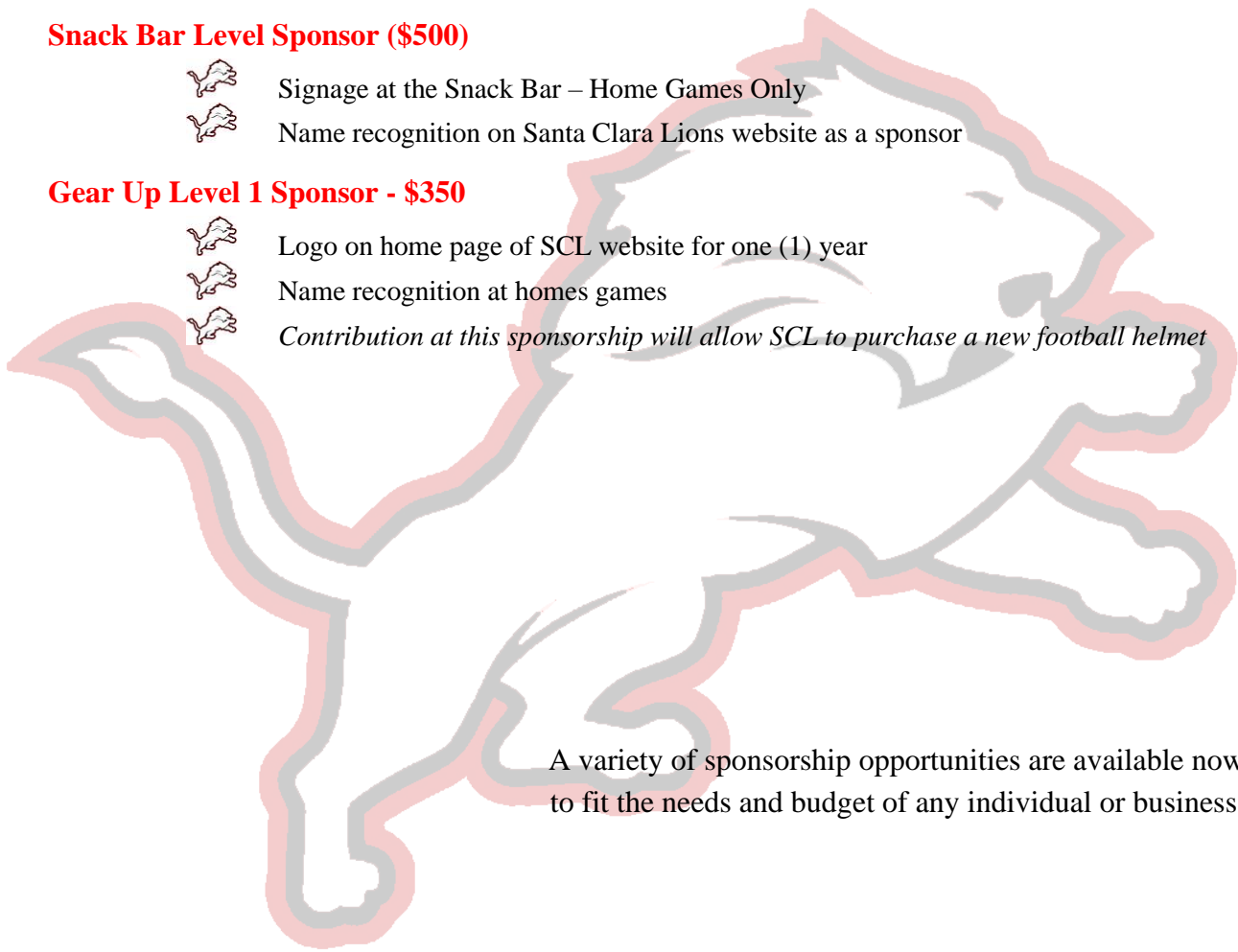
- Signage at the Snack Bar – Home Games Only
- Name recognition on Santa Clara Lions website as a sponsor

**Gear Up Level 1 Sponsor - \$350**



- Logo on home page of SCL website for one (1) year
- Name recognition at homes games
- Contribution at this sponsorship will allow SCL to purchase a new football helmet*

A variety of sponsorship opportunities are available now to fit the needs and budget of any individual or business.



Santa Clara Lions Pop Warner Football and Cheer  
3320 Lochinvar #54 Santa Clara Ca. 95051

Date: \_\_\_\_\_

Name/Company (exactly as you want listed): \_\_\_\_\_

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

Primary Contact: \_\_\_\_\_

Email Address: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Sponsorships available on a first-come-first serve basis (including payment). To ensure that your name and/or logo is included in all promotional material, please email this form to Craig Connelly at [sclionsi@aol.com](mailto:sclionsi@aol.com) as soon as possible

**Annual Sponsorships**

Super Bowl Sponsor (\$3000)

Trophy Sponsor (\$2500)

Conference Sponsor (\$2000)

Division Sponsor (\$1500)

Wild Cat Sponsor (\$750)

**Supporter Sponsorship**

Gear Up Level 1 (\$350)

Snack Bar Sponsor (\$500)

**Payment**

**Checks payable to:**

**Santa Clara Lions Football Club**

**3320 Lochinvar #54**

**Santa Clara Ca. 95051**

**THANK YOU FOR SPONSORING SANTA CLARA LIONS FOOTBALL & CHEER**  
**[sclionsfootball.org](http://sclionsfootball.org)**