



Dear Potential Sponsor:

The American Youth Soccer Organization (AYSO) is a non-profit organization, founded in 1964, to promote fitness, good sportsmanship and self-esteem in children through the game of soccer. The AYSO motto, "Everyone Plays" is an idea that has become a reality for hundreds of thousands of young people across the country. Every girl or boy who registers plays at least half of every game regardless of their ability.

AYSO is an all-volunteer organization. Parents, friends and families donate their time and expertise to ensure that we uphold the AYSO philosophies and run a successful program. There are many costs associated to running a region which include but not limited to uniforms, pictures, trophies, insurance, field rental and lighting, goals, nets and balls. Team and region sponsorships help defray the cost which allows us to keep our registration fees as low as possible.

As a sponsor, you can reach hundreds of families that live, work and shop in the Antelope Valley. Your tax-deductible contribution allows you to promote your business in many ways. Here are some of the benefits you may receive:

- Your sponsor name on the team banner
- Your sponsor name on practice t-shirts given to the players, team coach and one for the sponsor
- A personalized sponsor plaque with your team's picture
- Recognition in our weekly newsletter and yearbook or DVD

AYSO Palmdale Region #393 has over 700 players. Advertising your company via a sponsorship will be seen and remembered by hundreds of families. It is a win-win situation for all. The sponsor receives a tax-deductible benefit, advertising and the knowledge that they are making a positive impact in a child's life.

We realize that there are many charitable organizations from which to choose. Your consideration and thoughtfulness is appreciated by Palmdale Region #393's army of volunteers but mostly by the children you will be helping.

Most sincerely,

David Tapia  
Regional Commissioner