



FSS RATTLEERS Basketball

Sponsor/Donation Request Letter

Dear Business Owner:

We would like to take this opportunity to introduce you to the **FSS RATTLEERS Basketball Program**. Established in February 2022, The Fredericksburg, Stafford, Spotsylvania (FSS) Rattlers is a new organization created to provide a competitive, and positive environment that is founded on developing youth into leaders, through: discipline in their daily lives; being respectful of all persons; selfless to family and the team; showing honor in all they do; letting their integrity be a watch word; and, having the personal courage to accept all challenges.

We are offering this opportunity to all businesses to become Program Sponsors. Your contributions will be targeted exclusively to lower the growing costs for the Program's players, enabling them to fully participate in off-season training, league play, and tournament play while also off-setting costs for equipment and uniforms.

The FSS Rattlers Basketball Program is guided by dedicated volunteers, most of which have many years of high school coaching, youth and military coaching experience. However, we are different from other basketball programs in that we are a small nonprofit program that does not receive any governmental or grant assistance.

Our primary revenue source is registration fees paid by families, proceeds from our fundraisers, and donations received from generous individuals and businesses such as yourself. Since these funds do not cover the entire Program's operating expenses, families often must raise their own funds to pay for equipment, jerseys, training fees, court rentals, insurance, travel, and tournament entry fees. The average cost per player per year to participate is over 500 dollars, particularly difficult for families with more than one player and/or modest means.

In order to make this rewarding experience a reality for our youth, we are reaching out directly to area businesses, family, and friends, and offering the opportunity to help by becoming a Program sponsor! While any sponsorship level you select will be greatly appreciated, a donation of \$1000 or more will earn you a Proud Team Sponsor Plaque to display on your office wall, a valuable marketing tool as well.

Please take a moment to review and select the sponsorship package that best fits your business and budget.

Respectfully yours,

Coach Edward Gaines
Director of Operations
FSS Rattlers Basketball

P.S. For tax-reporting purposes, all checks must be made payable to the "FSS Rattlers Basketball".

2022 FSS Rattlers BASKETBALL SPONSORSHIP PACKAGES

Program Sponsorships

In return for your support, Program Sponsors will receive the following:

\$2,000+ PLATINUM SPONSORS:

- ✓ One-year advertising on a "FSS Rattlers Basketball Banner" (displayed at all major Program events, Scrimmage games, league games and local/regional tournaments)
- ✓ Advertising (Logo) on the team's website with a link to your website
- ✓ A Proud Sponsor Plaque for your display
- ✓ A FSS Rattlers Basketball Sponsors Gift (T-shirt and hat)
- ✓ Inclusion on Sponsor's List sent to all families of FSS Rattlers Basketball Players
- ✓ Team patronage of sponsor's business

\$1500 GOLD SPONSORS:

- ✓ One-year advertising on a "FSS Rattlers Basketball Banner" (displayed at all major Program events, Scrimmage games, league games and local/regional tournaments)
- ✓ Advertising (Logo) on the team's website with a link to your website
- ✓ A Proud Sponsor Plaque for your display
- ✓ Inclusion on Sponsor's List sent to all families of FSS Rattlers Basketball Players
- ✓ Team patronage of sponsor's business

\$1000 SILVER SPONSORS:

- ✓ One-year advertising on a "FSS Rattlers Basketball Banner" (displayed at all major Program events, Scrimmage games, league games and local/regional tournaments)
- ✓ A Proud Sponsor Plaque for your display
- ✓ Advertising (Logo) on the team's website with a link to your website
- ✓ Inclusion on Sponsor's List sent to all families of FSS Rattlers Basketball Players
- ✓ Team patronage of sponsor's business

\$500+ BRONZE SPONSORS:

- ✓ Advertising (Logo) on the team's website with a link to your website
- ✓ Inclusion on Sponsor's List sent to all families of FSS Rattlers Basketball Players
- ✓ Team patronage of sponsor's business

\$250 BOOSTER SPONSORS:

- ✓ Inclusion on Sponsor's List sent to all families of FSS Rattlers Basketball Players
- ✓ Team patronage of sponsor's business

Thank you for your Support!

Policy for FSS Rattlers Basketball Sponsorships

The FSS Rattlers Basketball Program has adopted the following policy regarding sponsorships:

1. Any player/parent can freely solicit sponsorships from any person, business, or organization. All money collected will go toward the operating fees for the team.
2. All team sponsorship money must be used for the equipment, uniforms, tournaments, player registrations, clinics, camps, team practice fees, or travel expenses for tournaments.
3. In order to receive tax benefits from the sponsorship, the sponsorship check must be made out to the FSS Rattlers Basketball and identified as a Program or Team sponsorship.
4. FSS Rattlers Basketball will send a thank you letter to the sponsor, including the Tax Identification Number and receipt for the sponsorship level your business has selected.
5. Donations may not be considered tax-deductible as advertising expenses. Please check with your accountant.
6. In the event that all the money is not used for the team approved expenses, the remaining money is to be used for cost reduction for Team players or future registration fees.
7. FSS Rattlers Basketball banner is going to be a vinyl banner that will be displayed at all team events, scrimmage, league and tournament games. The banner will be viewed by thousands of people throughout the 2023 season.
8. We will be in contact with sponsors to coordinate logo, business name and graphic requirements for the website and advertising banner.
9. Please visit the FSS Rattlers Basketball website for more info.

<http://fssbasketball.com>

- Please send payment to: FSS Rattlers Basketball
 - ATTN: Edward Gaines, Coach
PO Box 61
Garrisonville, VA 22463
- Questions: Email Coach Gaines: fssrattlers@gmail.com
- Please email sponsor logo in PDF format to Edward Gaines: fssrattlers@gmail.com



Team Sponsorships Selection Form

The sponsorship year runs from November 1st to August 1st (of the following year).
Please consider making your selection below and returning it with your sponsorship payment today.

Program Sponsorships

_____ \$2,000+ PLATINUM SPONSOR

_____ \$1500 GOLD SPONSOR

_____ \$1000 SILVER SPONSOR

Boosters Team Sponsorships

_____ \$500+ BRONZE SPONSOR

_____ \$250 BOOSTER SPONSOR

Team Donation

\$ _____ Enter amount of your Team donation.

Please choose your sponsorship level above and mail your completed form with your check made payable to the "FSS Rattlers Basketball" at the address below.

Sponsor contact: _____

Business name (if any): _____

Street address: _____

City/ State/ Zip Code: _____

Phone: _____

Email address: _____

- FSS Rattlers Basketball – ATTN: Edward Gaines PO Box 61, Garrisonville, VA 22463
- Questions: Email Coach Gaines: fssrattlers@gmail.com
- Please email sponsor logo in JPEG format to Edward Gaines: fssrattlers@gmail.com