



Cherokee Youth Football Association Advertising and Donation Opportunities

Cherokee Youth Football Association (CYFA) is dedicated to teaching the fundamentals of football and cheerleading to families of any financial means with an emphasis on fun and good sportsmanship. We are looking for businesses and individuals interested in becoming partners in helping the youth of Cherokee County, Georgia.

By purchasing an advertising package or making a tax-deductible donation to CYFA, a non-profit organization, you gain valuable exposure for your business with 1000 + local families. Because sponsorships also allow CYFA to fund scholarships for economically disadvantaged children, you can make a real difference in the life of a young athlete.

Annual sponsorships

\$1500 CYFA Platinum Sponsor Level

- Full-page color ad in CYFA season program (inside front or back cover)
- One 3'x 8' sign hung through 2011 season under announcer's booth at Kenny Askew Park
- Banner ad on CYFA website for 12 months (7/1/2011- 7/1/2012)

\$1000 CYFA Gold Sponsor Level

- Full page, color ad in CYFA season program
- One 3'x 8' sign hung at ballpark through 2011 season
- Banner ad on CYFA website for 12 months (7/1/2011- 7/1/2012)

\$800 CYFA Silver Sponsor Level

- Half-page, color ad in CYFA season program
- One 2'x 6' sign hung at ballpark through 2011 season
- Banner ad on website for 12 months (7/1/2011- 7/1/2012)

\$500 CYFA Bronze Sponsor Level

- Quarter -page color ad in CYFA season program
- One 2'x 6' sign hung at ballpark through 2011 season
- Banner ad on website for 12 months (7/1/2011 – 7/1/2012)

Jamboree Booth (Saturday August 13, 2011)

1500 players and families attend our Jamboree cheer/football event and fair. Booths allow a unique opportunity to showcase your service/product and all fees support our scholarship fund. 25 booth spots are available per year.

Craft/service/product booth - \$100

Food booth - \$250 (* some restrictions apply, please contact marketing@CYFA.org for more information)

CYFA Annual Program Advertising

CYFA football and cheer programs are available to participants to commemorate each season. (Note: if you have digital artwork for your ad please email it to webmaster@cyfa.org in any of the following formats : .PDF, .JPG, .PNG, .PDS, .EPS, .GIF or .TIFF. If you need help creating artwork for your ad please contact us for assistance)

\$800 Cover Ad, Inside Back or Front, Full-page 4/Color (7 ½ “wide x 10” tall)
\$600 Cover Ad, Inside Back or Front, Full-page Black & White (7 ½ “wide x 10” tall)
\$400 Full page (7 ½ “ wide x 10” tall)
\$200 ½ page vertical (3 ¾ “ wide x 10” tall)
\$200 ½ page horizontal (7 ½ “ wide x 5” tall)
\$100 ¼ page vertical (3 ¾ “ wide x 5” tall)
\$100 ¼ page horizontal (7 ½ “ wide x 2 ½ ” tall)
\$50 Business Card (3 ¾ “ wide x 2 ½ ” tall)
\$50 One Liners (7 ½ “ wide)

Ballpark Signs

*CYFA football parks attract 600 + attendees for football/cheer events each game day (Saturdays, September- November). This advertisement opportunity will provide high visibility for your business name, website, logo and/or slogan through the full season. **Cost - 3’x 8’ - \$300/ 2’x 6’ - \$200***

Banner ad on CYFA website

*CYFA.com is the hub of all activities from registration to schedules to rain out information. This highly trafficked site will maximize online visibility for your business. **Cost - \$200 for ad running July 1, 2011 to July 1, 2012***

Donation opportunities

CYFA also accepts direct donations to support football and cheer scholarships for financially challenged families in our communities. To participate, please submit your check to CYFA with an accompanying correspondence stating that their donation is a scholarship sponsor donation.

To find out more about CYFA, visit our website at <http://www.cyfa.org>. To purchase sponsorships, please contact the CYFA Marketing Director at marketing@CYFA.org. Please provide company name, type of business, product/service sold and contact information.

CYFA represents six Cherokee County districts – Cherokee, Creekview, Etowah, River Ridge, Sequoyah and Woodstock

Revised 5/6/2011