



To Whom It May Concern:

In 1995, Strength of the Young, Inc. (S.O.T.Y.) began as an effective mentoring program serving Marion County and has since grown to include captivating school assemblies across neighboring counties and a highly successful summer basketball league.

S.O.T.Y. is dedicated to providing a weekly mentoring relationship to students of all ages who are at risk of education failure, truancy, and juvenile delinquency. We use strategies that are designed to encourage young people to look beyond their current condition of life, set realistic goals and focus on the future. S.O.T.Y. uses a relevant, fun & creative format to instruct young people in the area of conflict resolution, self-esteem, character development, drug and alcohol resistance and overall life success.

S.O.T.Y. launched our annual basketball league in 1999 and through the years we have seen hundreds of young people participate. We have received tremendous support from the Ocala Police Department and our Mayor for the positive impact we have made in the city. Our purpose is to develop teamwork, strengthen communication, and practice good sportsmanship. It also gives teens in our community a safe, competitive environment to keep them active and focused during the summer months. Our league is open to all males and females, ages 12 to 18, and runs all summer long. All costs are kept to the bare minimum in order to make joining our league accessible to everyone.

This is where we need your help! Since we are a non-profit organization, we run solely on the donations of generous people who genuinely want to make a difference in our community. Please see the attached sheet for a list of ways you can contribute.

Thank you for your consideration and support!

Sincerely,
Tristan Kennedy

Program Director - Strength of the Young, Inc.
TK@strengthoftheyoung.com
352-433-1178



Needed Donations **2010**

*All of our generous sponsors will receive a tax receipt & an honorable mention on strengthoftheyoung.com. Companies that make a \$250 or higher contribution towards our Basketball League will be featured on a promotional banner hung throughout the season. A detailed listing of all our levels of sponsorship for the Basketball League is listed on the next page.

Weekly Mentoring Program:

- Incentives: Candy, Gift Cards, iPods, Game Systems, Computers, Cameras, Bikes, etc. (Anything that can be used to motivate students to do better in school & life.)
- Food for Giveaways & Year-End Graduation Parties
- Strength of the Young Promotional Materials: T-Shirts, Wristbands, Pens, Banners, etc.
- Strength of the Young Lap Top Mac Computers
- Funding for Weekly Operations

Assemblies/Presentations:

- Set Materials: Scaffolding, Lighting, Fog Machine, Drumsticks, Trash Cans, etc.
- Prizes: Candy, Gift Cards, Game Systems, iPods, etc.

Summer Basketball League:

- Food for Concessions
- Prizes for Basketball Tryouts
- Team Jerseys & Shorts
- Equipment: Basketballs, Nets, Whistles, Trophies etc.
- Sound System Upgrade
- Large Covering for Outdoor Basketball Courts
- Repave Basketball Courts
- Replacement Bulbs for Outdoor Basketball Lights
- Trailer for Equipment Storage



Levels of Sponsorship Descriptions

Banner

All banners are 3x5 in full color. We will advertise the banners all around our courts and facilities. Please provide us with your company logo.

Company Night

Your company will be assigned one night during the league. You may advertise your company that night. You may use halftime to advertise as well.

T-Shirts

T-Shirts will be printed with your company logo. On your assigned company night we will give them to the audience for free. Please provide us with your company logo.

Weekly mention

Each week the announcers will mention your company name as one of our generous donors several times throughout the night.

Web advertisement

Your company will be advertised on our websites: www.strengthoftheyoung.com and www.strengthoftheyoung.com/basketball

Seasonal advertisement is displayed for the entire basketball season.

Annual advertisement is displayed for the entire year beginning at the start of the basketball season and ending one year later.

Our websites are continuously viewed by the players, the teens we mentor, and their families.

Levels of Sponsorship

Level	Donation Amount	What You Receive
1	\$150	Seasonal advertisement on our websites
2	\$250	½ of a banner
3	\$350	½ of a banner Company Night 5 T-Shirts
4	\$500	Full Banner Company Night 10 T-Shirts Weekly Mention
5	\$750	Full Banner Company Night 15 T-Shirts Weekly Mention Annual Web Advertisement
*6	\$1500	Full Banner Weekly Mention Annual Web Advertisement 1 Company Night and 2nd Company Night on the Championship Game 15 T-Shirts

**Level 6 is only available to one company. Our Championship Game has our highest attendance. Your company would receive that night and one regular season game night for advertisement.*

If you are interested in making a donation, please contact Program Director Tristan Kennedy by calling (352) 433-1178 or email TK@strengthoftheyoung.com.

Thank you for your generosity!