

Show your support...

Promote your business!

SONOMA VALLEY YOUTH SOCCER ASSOCIATION

a 501c(3) non-profit organization serving Sonoma youth

Tax ID # 94-2734392

2009 Sponsorship Packet

Twelve Hundred Reasons

Here in the Sonoma Valley, almost 1,200 boys and girls happily play soccer, doing something healthy, staying off the streets.

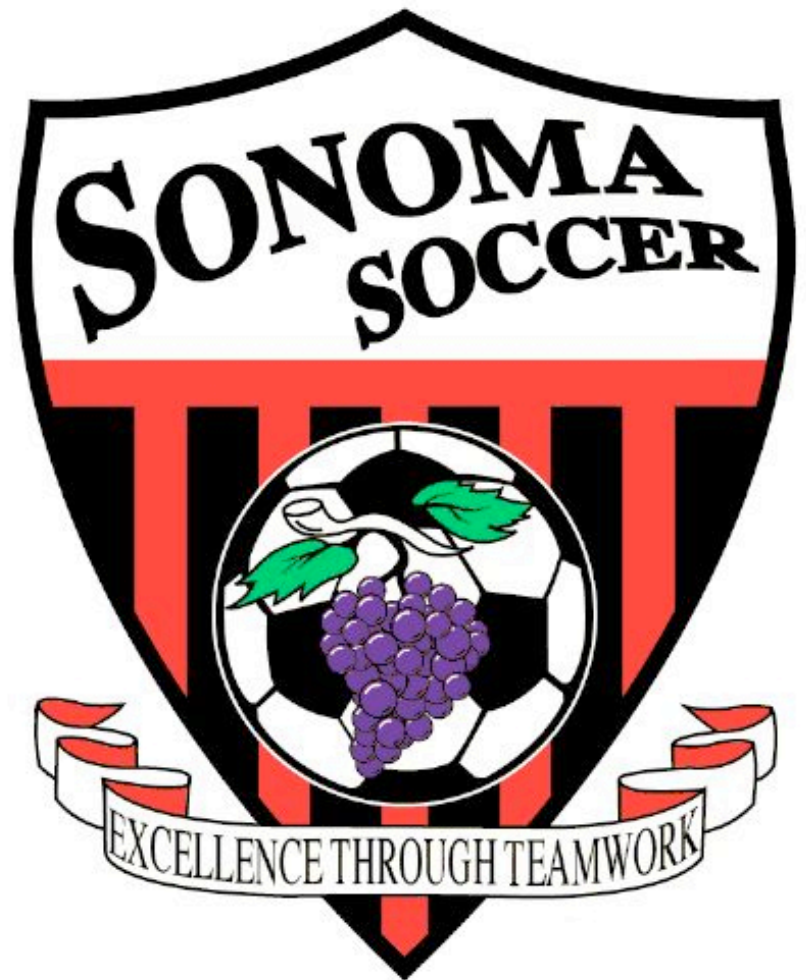
They could use your support, and your business could probably use theirs - as well as that of their extended families.

Please lend a hand to these local children by offering a donation.

And, spread the word about your product or service by donating at one of the qualifying levels on the Gifting Form!

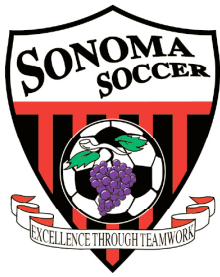
Inside this packet:

- 1. Who, what, and why we ask for your assistance*
- 2. Gifting Form*



We look forward to partnering with you
on behalf of our children & their future.

It takes each of us to make a difference in our community.



Sonoma Valley Youth Soccer Association

PO Box 1992, Sonoma, CA 95476
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www.sonomasoccer.org

Non-profit tax ID number: 94-2734392

Dear Neighbor:

Soccer is the most played youth sport in the Valley. Every year, the Sonoma Valley Youth Soccer Association (SVYSA) organizes the soccer season for approximately 1,200 Sonoma Valley youth, ages 4 - 18. Perhaps you have a family member involved in soccer. If not, you almost certainly know somebody who does. The SVYSA is a 501c (3) non-profit corporation with the sole purpose of serving the youth of the Sonoma Valley by promoting and administering the game of soccer.

In addition to organizing soccer for Sonoma's youth, we put on two tournaments in the fall involving teams from out of town. Each of these tournaments brings over 1,000 players, coaches and parents to Sonoma on two weekends. Many of these visitors stay overnight. They patronize local businesses. In short, the Sonoma soccer community encompasses and attracts thousands of your customers (and potential customers) for virtually any business in Sonoma.

The vision of the SVYSA is:

- To create a thriving soccer community for all children and their families
- To build character through the game of soccer, teaching life lessons
- To be an alternative to negative influences and peer pressure
- To bridge Sonoma's rich cultural communities, building cross-cultural harmony

The SVYSA board is entirely voluntary, but we need money to provide the best for our young players and their families. In the short term we need money for scholarships - these are partial subsidies that SVYSA provides to help children who could not otherwise afford to play. Each year we need to raise about \$15,000 to fund scholarships.

In the middle term, we need money to maintain the soccer fields where our children play. Most games are played at fields owned by the Sonoma Valley Unified School District. Unfortunately, these fields are overused and in dire need of attention. Using public funds to restore these fields is simply not an option. This year, we aim to raise \$30,000 to restore fields. We need assistance from in-kind donors, as well as cash.

In the long term we plan to build a state-of-the-art soccer facility. We are presently exploring options. We know we need land and money. The City of Redding built a soccer complex which now brings an estimated \$4.7 million to their local economy every year. We would like to do the same thing in Sonoma. With your assistance, we can. We estimate the cost of building this facility to be about \$7 million. This project has tremendous potential benefits for the community. For example, currently, we receive for just ONE tournament, approximately 125 applications from teams all over California. Due to our limited facilities, we can accept approximately 48 teams out of those 125. Imagine the possibilities for our children and our local economy, being able to accommodate additional teams!

We realize you receive many donation requests. When you support SVYSA, you directly support 1,200 children and their families. In turn, we recognize your business and ensure that the Sonoma soccer community is aware of your contribution. For examples of recognition our supporters have received, please visit www.sonomasoccer.org and click on the *Thank You!* Link.

Thank you for supporting Sonoma Valley Youth Soccer with your donation. (Please see Gifting Form)

SVYSA *Fundraising Team*