



Dear Sponsor:

Thank you for the opportunity for us to tell you about our program goals to impact the youth in our local community. **We need your help.**

Since 2009, Middle Tennessee Youth Basketball, (MTYB) a Non-Profit 501c(3), has been working with young boys and girls within the Middle Tennessee area using basketball as an avenue to teach hard work, dedication, teamwork, self-discipline, competitiveness, and a focus on physical fitness. MTYB focuses on the overall development of youth in the Middle TN community by working with all our athletes fairly and giving each individual an opportunity to improve the many skills associated with basketball and life. We believe their positive experiences allow us to reach our youth and mentor the participants to develop them into the future leaders of our community.

Because our players come from various households, we strive to provide all players with a learning, challenging, and rewarding environment regardless of their background. **We believe MTYB's true success is primarily due to the support from families, businesses, and donors within our community committed to helping with our mission toward "Developing Future Leaders."**

We are asking for your assistance to help reach our program goals. Any assistance either personally or through your work or business would be greatly appreciated and put to very good use.

Sincerely,

A handwritten signature in black ink, appearing to read 'Cedric Alford', with a large, stylized flourish at the end.

Cedric Alford
Executive Director
615.482.5900
cedric@midtnbball.com
www.midtnbball.com



The MTYB Mission

Our mission is to provide every individual with the key fundamentals necessary to play basketball at the highest levels.

- Become the premiere non-profit organization for the overall development of youth basketball in the Middle Tennessee area.
- Help to develop character, teamwork, and sportsmanship by stressing the importance of character development, setting goals, dedication, and the value of hard work.
- Help players to grow both athletically and academically so that they can be better prepared to advance to the next level of their career and become future leaders.
- Provide players with knowledge of the game of basketball by instruction and techniques that are designed to improve skills, and enable players to compete at a high level.
- Develop self confidence, promote sportsmanship, and teach the value of teamwork and life skills.

Program Challenges

- MTYB's biggest challenge is obtaining financial support for the programs goals.
- Approximately 40% of our participants need some type of financial assistance to participate in all activities.
- Coaches and other volunteers usually supply their time as well as finances to support the players.
- Program wants to serve a larger portion of the community but needs additional support to do so.
- Many of our youth are receiving negative influences within the community.
- Family structure at several homes do not provide appropriate support which allows for some players to not reach their potential .
- Obtaining additional volunteers that are willing to make the necessary commitments needed to mentor players.

Solutions

- Obtain appropriate funding for the program goals.
- Provide clear goals and expectations for all participants
- Provide coaches, mentors and volunteers with the support needed to reach players and accomplish goals.
- Use mentorships to build relationships with players to provide them with the right influences for the future.

Community Programs

We support our community also by:

- Volunteering time coaching local elementary school teams
- Providing youth fitness camps and training
- Donating equipment and uniforms
- Working with and supporting Boy's and Girl's Club of Rutherford Co.
- Donating shoes annually to Soles 4 Souls
- Incorporating college tours for high school players

MTYB SPONSORSHIP LEVELS



PROGRAM SPONSOR

- Exclusive Category Marketing Rights
- 12 Players (Uniform, Shooting Shirts, Shoes, Bag)
- Shooting Shirt (Sponsor Name)
- Sponsor Shirt & Certificate
- Website Recognition (Link if available)
- Sponsor Page on Site (Details of Business)
- Back Cover of Team Publication & Prominently Displayed at MTYB & YBOA Tournaments
- Booth or Table set-up at all Host Events
- Invitation to Team Banquet (8 persons)
- Admission to YBR & YBOA Tournaments
- \$10,000 +

EXECUTIVE SPONSOR

- Category Marketing Rights (Max 2 Sponsors)
- 5 Players (Uniform, Shooting Shirts, Shoes, Bag)
- Shooting Shirt (Sponsor Name)
- Sponsor Shirt & Certificate
- Website Recognition (Link if available)
- Sponsor Page on Site (Details of Business)
- Back Inside Cover of Team Publication & Displayed at MTYB & YBOA Tournaments
- Booth or Table set-up at all Host Events
- Invitation to Team Banquet (4 persons)
- Admission to YBR & YBOA Tournaments
- \$5,000 - 9,999

PREMIUM SPONSOR

- 2 Players (Uniform, Shooting Shirts, Shoes, Bag)
- Shooting Shirt (Sponsor Name)
- Sponsor Shirt & Certificate
- Website Recognition (Link if available)
- Sponsor Page on Site (Details of Business)
- Back Cover of Team Publication & Displayed at MTYB & YBOA Tournaments
- Invitation to Team Banquet (4 persons)
- Admission to YBR & YBOA Tournaments
- \$2,500 - 4,999

TEAM SPONSOR

- 1 Player (Uniform, Shooting Shirt, Shoes, Bag)
- Shooting Shirt (Sponsor Name)
- Sponsor Shirt & Certificate
- Website Recognition (Link if available)
- Listed in Team Publication & Displayed at MTYB & YBOA Tournaments
- Invitation to Team Banquet (4 persons)
- Admission to YBR & YBOA Tournaments
- \$1,000 - 2,499

AFFILIATE SPONSOR

- 1 Player (Uniform, Shooting Shirt, Shoes, Bag)
- Sponsor Shirt & Certificate
- Website Recognition
- Listed in Team Publication
- Invitation to Team Banquet (1 person)
- Admission to YBR & YBOA Tournaments
- \$500 - 999

NAME SPONSOR

- Website Recognition
- Sponsor Shirt & Certificate
- Admission to MTYB & YBOA Tournaments
- \$250 - 499

PATRON

- \$50 - \$249