



## BRADENTON GLADIATORS FOOTBALL, INC.

P.O. Box 2276, Oneco, FL 34264-2276, (941) 320-7576

[www.bradentongladiators.com](http://www.bradentongladiators.com)

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April 20, 2007

**Dear Partner:**

We would like to invite you and your company to join our Hall of Fame team of sponsors and partner with The Bradenton Gladiators Football, Inc. benefiting the youth and young adults in Manatee and Sarasota County.

The Bradenton Gladiators Football, Inc. is a federal 501(c) 3 non profit community organization whose mission is to bridge the gap between youth and young adulthood by instructing and playing top quality football **and** positively developing our neighborhoods and communities in the Manatee and Sarasota County area. Since inception, the organization has participated in events sponsored by the Palmetto Youth Center and Boys and Girls Club; renovated the press box and football field at the Police Athletic League, sponsored an affordable youth football camp, provided complimentary game tickets to the area youth, and worked with community service programs in the Manatee County School District. As you can see, the Gladiators place just as much importance on community service as we do the game of football.

We are writing this letter to encourage you to participate in this worthwhile community-enriching organization. Benefits you will receive for your partnership are threefold. First, your business will be promoted to hundreds of Manatee and Sarasota County's top leaders and caring citizens. Second, your contribution is tax deductible. Third, your donation will enable the Bradenton Gladiators to further fund its youth camps and mentoring programs for hundreds of at risk youths here in Manatee and Sarasota County; educational scholarship programs for local individuals seeking higher education; and our young adult minor league football program which gives young adults a second chance to better their lives.

We can only make this happen with the support of local businesses and organizations such as yours. Contributions are critical to the success of our organization. Please join in our enthusiasm and become an integral partner of the Bradenton Gladiators and help us, help our community.

Now we present to you one of the greatest opportunities of your lifetime.

Thanks,

Edrick D. Sweeting, President  
Bradenton Gladiators



## **BRADENTON GLADIATORS FOOTBALL, INC.**

### **Partnership Package and Sponsorship Levels**

The Bradenton Gladiators partnership and sponsorship packages are designed to meet the needs of a variety of business marketing strategies. The packages can be tailored individually to encourage local support at all levels. *(See sponsorship supplemental information section for benefit descriptions.)*

## **Partnership Opportunities**

### **Gold Partner – “Hall of Fame” (\$10,000.00)**

- Visible partnership with the Bradenton Gladiators a 501(c) 3 non profit organization providing programs for hundreds of at risk youth in the community and giving young adults a second chance to better their lives.
- Representative from COMPANY will be invited to flip the coin for the kick-off of the home game of your choice.
- COMPANY logo displayed on the team uniforms (home & away).
- COMPANY logo printed on the sleeve of all youth event t-shirts.
- Four (4) Billboard Announcements.
- Four (4) regular audio announcements.
- Game day banner (full color) with company name and logo predominately displayed at All Gladiators home games.
- Logo predominately displayed in all marketing and advertising materials.
- One (1) full page ad, (choice of front inside, back inside, or back cover), one (1) half page ad, one (1) quarter page ad, and one (1) business card ad in the Sword & Shield Magazine.
- COMPANY logo and link on the front page of the Gladiators website.
- Four (4) Gladiator season passes and twenty (20) complimentary tickets to ALL Gladiator home game.
- Four (4) invitations to the exclusive Gladiator events.
- Sponsor Plaque.

### **Silver Partner – “MVP” (\$5,000.00)**

- Visible partnership with the Bradenton Gladiators a 501(c) 3 non profit organization providing programs for hundreds of at risk youth in the community and giving young adults a second chance to better their lives.
- Representative from (your company) will be invited to flip the coin for the kick-off of one of the Gladiators home game.
- COMPANY logo printed on the back of all youth event t-shirts.
- Four (4) regular audio announcements.
- Game day banner (full color) with company name and logo predominately displayed at All Gladiators home games.
- Logo displayed in all marketing and advertising materials.
- One (1) full page ad, one (1) quarter page ad, and one (1) business card ad in the in Sword & Shield Magazine.
- COMPANY logo and link on the front page of the Gladiators website.
- Two (2) Gladiator season passes and ten (10) complimentary tickets to each regular season home game.
- Two (2) invitations to the exclusive Gladiator events.
- Sponsor Plaque.

The Florida Charitable Solicitations Act requires that you be advised of the following: ‘A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free (800-435-7352). Registration does not imply endorsement, approval, or recommendation by the State.’



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### **Partnership Package and Sponsorship Levels**

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#### **Bronze Partner – “Pro Bowl” (\$2,500.00)**

- Visible partnership with the Bradenton Gladiators a 501(c) 3 non profit organization providing programs for hundreds of at risk youth in the community and giving young adults a second chance to better their lives.
- Two (2) regular audio announcements.
- Company banner predominately displayed at All Gladiators home games (provided by donor).
- Recognition in all marketing and advertising materials.
- COMPANY logo printed on the back of all youth event t-shirts.
- One (1) half page ad and one (1) business card ad in the Sword & Shield Magazine.
- COMPANY logo and link on the front page of the Gladiators website.
- Two (2) Gladiator season pass and five (5) complimentary tickets to each regular season home game.
- Two (2) invitations to the exclusive Gladiator events.
- Sponsor Plaque.

#### **Sponsorship Opportunities**

##### **Green Level III – Gladiator Sponsor (\$2,000.00)**

- Two (2) regular audio announcements.
- Mentioned in marketing and advertising materials.
- One (1) quarter page ad and one (1) business ad in the Sword & Shield Magazine.
- COMPANY logo or company information on sponsor page of team’s website.
- Ten (10) complimentary tickets to each regular season home game.
- Two (2) Sword & Shield Magazines.

##### **Orange Level II – Sword Sponsor (\$1,000.00)**

- One (1) regular audio announcement.
- One (1) business card ad in the Sword & Shield Magazine.
- COMPANY logo or company information on sponsor page of team’s website.
- Five (5) complimentary tickets to each regular season home game.
- Two (2) Sword & Shield Magazines.

##### **White Level I – Shield Sponsor (\$500.00)**

- One (1) business card ads in the Sword & Shield Magazine.
- COMPANY logo or company information on sponsor page of team’s website.
- Two (2) complimentary tickets to each regular season home game.
- One (1) Sword & Shield Magazine.

##### **Gladiators Booster Club Membership (\$250.00)**

- Opportunity exists to become an official Member of the Gladiators Booster Club, which grants you an all excess pass to assist and participant in exclusive Gladiator fund raiser events.
- Gladiator Season Pass.
- One (1) official Gladiator polo shirt.

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## Partnership Package and Sponsorship Levels

### Season Pass Sponsor (\$2,500.00)

An opportunity exists to fully sponsor the print and production of the Gladiators season passes for the season. Sponsorship would include a customized front and back cover in which you can include your company's business coupons. You would be recognized as a Shield Sponsor and would be entitled to all of the benefits listed above. This is an excellent method to advertise your company for a relatively low price.

### Game Day Ticket Sponsor (\$1,500.00)

An opportunity exists to sponsor the print and production of the tickets for one of the Gladiators home games for the season. Sponsorship would include a customized back cover in which you can include your company's business coupons. Also, as a team, the Gladiators will visit your business establishment before or after the sponsored game.

### Player Sponsor (\$1,000.00)

An opportunity exists to sponsor a player for the season. You would be recognized as a Shield Sponsor and would be entitled to all of the benefits listed above. Your sponsorship would cover the sponsored player's team fees. In addition, as the game is played and your sponsored player makes a great play, our announcer will mention your company name (e.g. "What a play by John Smith, sponsored by [company name]").

### Donation To Defray Equipment Cost

\$ \_\_\_\_\_

The cost of uniforms and equipment is very expensive. Your pledge ensures that all our players and staff are equipped with the best and safest equipment and tools available to us and helps the team maintain a professional appearance.

### Donation To Defray Administrative Expenses

\$ \_\_\_\_\_

The entire staff of the Bradenton Gladiators consists of volunteers. As we all know, the cost of doing business grows each year. Our administrative expenses include training and educational expenses for our coaches and league administrators, phone, fax, travel, dues, charter fees, insurance cost, and field rental fees.

## SPONSORSHIP SUPPLEMENTAL INFORMATION

**Billboard Announcements:** Included in the "Hall of Fame" level partnership, audio billboard announcements will profile your company at the opening and closing of the Gladiators home game of your choice. The presentations will include your company slogan and tag line, e.g. "Tonight's game is brought to you by (company name), the best in (city, county, etc.)."

**Audio Announcements during games:** As the game is played our announcer will mention your company name as part of the commentary according to your chosen sponsorship level. The number of announcements may vary depending on the number of times a team may score, time-outs, and length of game.

**Game Day Banners:** Included in the higher level of partnerships, a Game Day banner (approximate size 3' x 6') will be printed with your company name and logo in two colors. Banners will be placed prominently on the perimeter of the playing field to maximize exposure.

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**Marketing and Advertisement:** All sponsorship levels include a company advertisement in the Official Sword & Shield Magazine. Higher-level sponsors will be included on the game day programs. Your e-banner displayed on the Bradenton Gladiators website.

**Gladiator Season Passes:** Included in the higher levels of sponsorship, a specific number of corporate season passes will be provided to all home games for the Bradenton Gladiators (Value: \$110.00 each). The pass allows free admission to all pre-season, regular season and post-season (if any) home games, free parking, and complimentary meal at the concession stand.

**Complimentary Tickets:** Each level of sponsorship receives a specific number of complimentary tickets to each regular season home game for the Bradenton Gladiators (Value: \$7.00 each). These are a perfect gift to distribute to your employees, clients, distributors, or suppliers.

**Exclusive Gladiator Events:** Annual Awards and Reception Banquet, Golf Tournament, Youth Camps, and our Casino & Game Night. This allows you to promote your company and participate with the Bradenton Gladiators Football, Inc. throughout the year.

### SWORD & SHIELD MAGAZINE

Annually the Bradenton Gladiators will publish a colorful magazine. The magazine will provide an overview of the Gladiators’ prior year SSFL season, the teams involved, schedules, and other exciting information. In addition to this, the magazine will feature in-depth articles on Gladiators players and how they are helping their communities, as well as a review of their on-field exploits.

This colorful, exciting magazine is an ideal way to show the community that your company is an active supporter of the Bradenton Gladiators and its players. You can also advertise your company by inserting coupons (coupons, discounts, etc...).

The magazine will have a cover price of \$2.00.

#### **Magazine Specifics and Advertising Rates:**

- Full Page Special Ad (Back Cover, Inside Front or Inside Back) \$500.00
- Full Page Ad \$300.00
- Half Page Ad \$200.00
- Quarter Page Ad \$125.00
- Business Card Ad \$75.00

Please note that camera ready artwork is required for each advertisement.

#### **Full Magazine Sponsorship \$3,000**

An opportunity exists to fully sponsor the print and production of the Gladiators Sword & Shield Magazine for the season. Sponsorship would include a customized back cover, advertising on all the cover positions, and the center spread.

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**Instructions: All sponsors should complete the sponsorship form indicating an agreement with Bradenton Gladiators Football, Inc. All the information on this form must be completed by type or printed in ink.**

### I. GENERAL INFORMATION

Individual / Company Name: \_\_\_\_\_

Representative Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### II. PARTNERSHIP PACKAGES & TAX DEDUCTIBLE DONATIONS

*(Please check appropriate sponsorship package, donation indicator, and/or magazine advertisement level.)*

<u>Partnership Packages</u>	<u>Sponsorship Levels</u>	<u>Other Donations</u>	<u>Sword &amp; Shield Magazine</u>
<input type="checkbox"/> Gold Partner (\$10,000.00)	<input type="checkbox"/> Green Level III (\$2,000.00)	<input type="checkbox"/> Season Pass Sponsor (\$2,500.00)	<input type="checkbox"/> Full Page Special (\$500.00)
<input type="checkbox"/> Silver Partner (\$5,000.00)	<input type="checkbox"/> Orange Level II (\$1,000.00)	<input type="checkbox"/> Game Day Ticket Sponsor (\$1,500.00)	<input type="checkbox"/> Full Page (\$300.00)
<input type="checkbox"/> Bronze Partner (\$2,500.00)	<input type="checkbox"/> White Level I (\$500.00)	<input type="checkbox"/> Player Sponsor (\$1,000.00)	<input type="checkbox"/> Half Page (\$200.00)
	<input type="checkbox"/> Booster Club Membership (\$250.00)	<input type="checkbox"/> Equipment Cost Donation \$ _____	<input type="checkbox"/> Quarter Page (\$125.00)
		<input type="checkbox"/> Administrative Cost Donation \$ _____	<input type="checkbox"/> Business Card (\$75.00)

Special Details (if any): \_\_\_\_\_

**TOTAL SPONSORSHIP/DONATION AMOUNT: \$ \_\_\_\_\_**

**This form represents a full agreement between the undersigned and Bradenton Gladiators Football, Inc.**

Mastercard  Visa      Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

\_\_\_\_\_  
*Company / Individual Signature* *Date*

**Please make check or money order payable to: Bradenton Gladiators Football, Inc., P.O. Box 2276, Oneco, FL 34264-2276**

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