



UNDERDAWGS SPORTS ACADEMY

The UnderDawgs Sports Academy (USAWY) is the newest team to emerge from the Casper area and the fastest growing team in Wyoming. We are very proud to represent the Casper, WY area on a local level and national level to help spotlight the great athletics in the state of WY.

We are currently looking for sponsorship for the upcoming AAU Summer Basketball season.

Your sponsorship donation will cover the large seasonal cost to run a youth sports program. The sponsorship funds acquired go directly to Practice Jerseys, Game Uniforms, Player Dufflebags, Tournament Travel, Team Food/Lodging and Season Banquet.

The National Tournaments scheduled for the team will increase the exposure for each athlete maximizing the opportunities of College Scholarships. The USAWY program will also work with each athlete on Character building which is key to earning collegiate scholarships. Community Outreach Projects such as Feeding the Homeless, Toy Drive for Children's Hospital, Camping Trip and much more are mandatory as being part of the program.

As AAU is the most competitive and nationally recognized league for youth basketball in the United States, each team normally has a \$200- \$300 program fee on top of the \$50 - 200 registration fee for each tournament, then add about \$200 for athletic gear per child, which can add up quickly for parents, especially with multiple children. So the USAWY program has made it our mission to always be pro-actively searching for sponsors to alleviate this expense for parents and insure that every child gets the opportunity to learn the life lessons taught in our program.

Every parent wants their player to come out of a youth sports experience feeling like a winner with a confident self awareness and a healthy attitude about sports. Which is why we believe it's more important to develop an early understanding of work ethic, fundamentals, respect and teamwork rather than to win by any means or only prepare for the HS program.

Once famously said by Vince Lombardi "Sports are a microcosm for life", which is why our focus at the USAWY is to teach mental fortitude, physical health, emotional balance and general life skills through sports.

Our Motto is "An uncoachable child becomes an unemployable adult, we must reach them before the streets do!"

We hope that you also share this philosophy and can help us build a great sports program in wonderful Casper, WY with your sponsorship donation.



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Practice Jersey Sponsor: \$1,000 Sponsorship

Each Player gets a Practice Jersey & Shorts with Team Name, Player NickName, Player Brand and Sponsor Logo. These are for practice and outdoor park tournament play.

2023 SPONSOR: BLACK WIDOW WINDOW TINT



Game Uniform Sponsor: \$2,000 Sponsorship

Each Player gets a Game Jersey & Shorts with Team Brand, Team Name, Player Brand and Sponsor Logo. These are for National Tournaments and NCAA Camps.

2023 SPONSOR: PENDING



Team Travel Sponsor: \$10,000 Sponsorship

Team will always Travel together to All Events to maintain team bonding, focus and a strict schedule. Travel Bus will have Team Branding and Sponsorship wrap.

2023 SPONSOR: TBD



Team Lodging Sponsor: \$15,000 Sponsorship

Lodging Sponsor will cover team lodging in a Airbnb to keep the team together during All Events to maintain game focus, mental preparation and a strict schedule and meal plan.

2023 SPONSOR: TBD



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All Sponsors Receive



Team Sponsorship Plaque to be displayed at your place of business as a symbol of your community outreach.



Team Sponsorship Banner to be displayed at all practice, games or community events throughout the season as a symbol of your community outreach



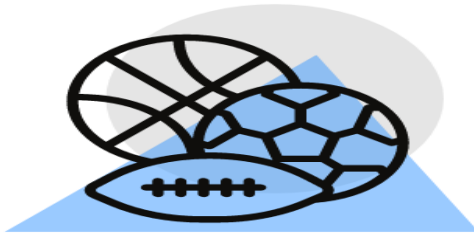
Sponsor Logo on the Shoulders of Every Game Jersey (Jerseys are also worn at all Community Outreach Events)

+ Sponsor will be tagged in all Team & Player Social Media Post



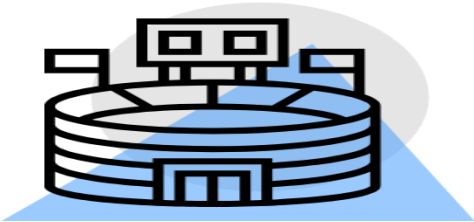
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Why Companies Should **SPONSOR A YOUTH SPORTS TEAM**



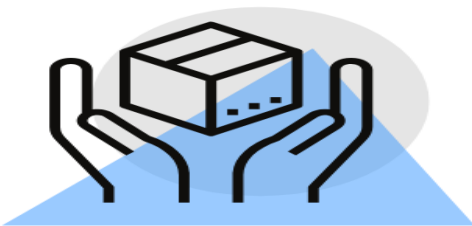
ENGAGEMENT

By deciding to build a sponsorship with a youth sports team or league, a sponsor is given the opportunity to directly engage with their target audience and community.



MARKETING

When you use sports sponsorships to support your other marketing initiatives, it aids in brand recognition and recall amongst current and prospective customers.



RELATIONSHIPS

Sponsoring a youth sports team sends the message that your brand supports youth sports and genuinely cares about the community. This can help instill loyalty in current and potential customers and builds long-term relationships.

IMPACT

Sponsoring a youth sports team positively impacts your company, the league, and the community. Providing a youth sports team with funding gives them access to positive times and experiences. You're helping keep kids off the streets and on the field.



EXPOSURE

From physical and in-person assets such as signage, logos on jerseys, and in-venue advertising to on-site activation and sampling to integrated digital and social media campaigns, a sponsorship can garner a brand tons of exposure.



PROMOTION

Building a partnership with a youth sports team gives you the ability to promote new products and service lines to engaged fans and potential customers, which helps increase brand awareness and drives traffic to locations.



Sponsorship can be one of the most powerful ways to reach your target customers when it aligns with your marketing mix and brand goals.