



Since its establishment, it has been LYL's mission to *"Provide Boys and Girls an Opportunity to Play Football in a Fun, Fair and Safe Environment; Encouraging The Development of Individual and Team Skills."*

January 14, 2020

Attention:

We are writing to you on behalf of the LYL (Ledyard Youth League) Executive Board. LYL is a nonprofit (501c3) organization, meaning **ALL** funds go directly back into our sport. We operate solely on the backs of our many great volunteers and parents as well as corporate/community sponsors. We are contacting you to discuss the opportunity for corporate sponsorship assistance.

LYL continually strives to make our sport one of the easiest for parents and children to access through a variety of measures. Some of which include:

- Providing levels of play for ages ranging from 6 to 15 (Pewee, Micro's, Junior's and Senior's);
- Online registration (coming soon);
- A reasonable registration fee that is offset through sponsorships; and,
- No cost for equipment use (LYL provides all necessary equipment for every registered player)

Not unlike many sports these days, football registration and equipment costs are escalating quicker than most families can afford. To help offset the escalating costs, we are planning to hold many new fundraising events over the course of the year. All money generated from these fundraisers helps provide us with the necessities to keep football alive and accessible to families in Ledyard. However, to help it THRIVE, we need assistance through corporate sponsorships and to work together to build community partnerships.

Heading into the 2020 football season, LYL is planning a long overdue full uniform upgrade. These new uniforms will support LYL's "One Team" philosophy by providing all 4 teams with one singular uniform design which will help strengthen LYL's connection to the community. While working to achieve this goal, LYL continues to keep safety its top priority. The ongoing process of equipment replacement, maintenance and certification is of utmost importance but also challenging as costs continue to escalate.

Our children have a great time giving everything they have while playing football. In return, football helps build the skills that will inevitably serve them well moving forward in life. Sportsmanship, communication skills, teamwork, accountability, responsibility and respect are all by-products of participation. Football has always been described as the ultimate team game and a metaphor for life. It takes a whole team working together to achieve success. A community is the same way. When we work together and help each other, no goal is beyond reach.

Ledyard Youth League greatly appreciates any consideration and assistance your organization may choose to help us with and we look forward to any partnerships in the future.

Thank you for your time and consideration,

A handwritten signature in black ink, appearing to read 'Ron Johnson', with a long, sweeping underline.

Ron Johnson

President, Ledyard Youth League

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