



# 2022 YOUTH BASKETBALL LEAGUE SPONSORSHIP PROPOSAL

## INTRODUCTION

On behalf of Redlands Legacy, we would like to thank you for your interest and extend an invitation to you and your company to become a sponsor partner of our youth basketball program. We are a non-profit, all volunteer organization dedicated to serving the youth of Redlands and surrounding communities. Our desire is to help equip the young athletes in our communities with skills and training that allow them to compete at a high level in basketball but also are critical to their success in life.

### **Our mission also includes:**

- Serve our youth and their families with integrity and transparency.
- Teach sportsmanship, teamwork and accountability, build character and discipline on and off the court.
- Encourage players to have respect for the game, others, and themselves.
- Provide opportunities for youth to be active, healthy and engaged in the community
- Remove economic barriers for as many youths as possible through our scholarship/grant program (based on economic need).

Sponsorships are critical for the success of our program and help offset some of the costs associated with league operations such as uniforms, equipment and gym rentals, tournament/event participation, insurance and other administrative costs to operate the league. All sponsorship funding is directly invested into the program and is used to manage and improve opportunities for athletes in Redlands and surrounding communities.

If providing sponsorship for youth athletes and Redlands Legacy is an option for you and your company, please take some time to review the sponsorship information I have included with this letter. I'm confident you will find a level of sponsorship that will be comfortable for you and your company as well as beneficial to our organization and community youth participants.

The youth of today are the leaders of tomorrow. It's important to make a positive impact on them today so they can leave a legacy tomorrow.

Thank you for your consideration.

Redlands Legacy Board of Directors & Management Team

For more information or questions, please email [redlandslegacy@outlook.com](mailto:redlandslegacy@outlook.com)