



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

ATHLETIC SCOREBOARDS: Relevancy with our Youth

Basketball and Football have deep roots in the Athens Y history. Basketball at the University of Georgia was started by Y leadership shortly after it was invented in 1891 by a Y instructor in Massachusetts. The first UGA basketball games were held at the Y gym located on the corner of Lumpkin and Broad, presently the Holiday Inn. Football in the South is a huge part of the fall calendar. UGA has been a strong supporter of youth programs in the area. Our kids have been able to experience pre-game activities on the field at Sanford Stadium and have had football players visit to talk about the importance of education along with the sport.

At the Y, we believe that all kids can achieve amazing things. Sports are a great motivational tool to help them reach their potential. We see it all the time. Sports help build positive self-esteem, reduce stress, and increase physical and mental well-being. Coaching staff have the influence to help with behavior and grades as well. As each child grows and fulfills their potential, they will truly make the world a better place for everyone. To continue our commitment to cultivate each child, we must stay relevant.

Our current football and basketball scoreboards are antiquated. Technology has increased tremendously leaving our "old school" scoreboards unusable. We have been living on borrowed time for several years. We must update our scoreboards to continue offering a nurturing environment that teaches the fundamentals of football and basketball. Sponsoring a scoreboard is a great opportunity for your organization to support a worthy cause and realize valuable exposure with year-round marketing. On average 14,000 people check into the Athens Y each month. This does not include guests and athletic events which bring in additional foot traffic. Basketball gyms have increased exposure being inside the facility. Fall and spring athletic programs bring a large crowd to the fields giving football scoreboards the spotlight during those two seasons.

- Board Sponsorship—Initial investment of \$4,000 includes 3 years of marketing on sponsored board. After the three-year term, there is an opportunity to renew sponsorship with a \$1,000 donation to our Annual Campaign.

Enclosed, please find a brief overview of scoreboard sponsorship opportunities. Your involvement will keep athletic programming relevant and competitive in our community.

I would love to see your logo in our building. Please feel free to reach out to me with any questions. Thank you for your consideration.

Sincerely,

M. Shae Wilson-Gregg
Athens YMCA