

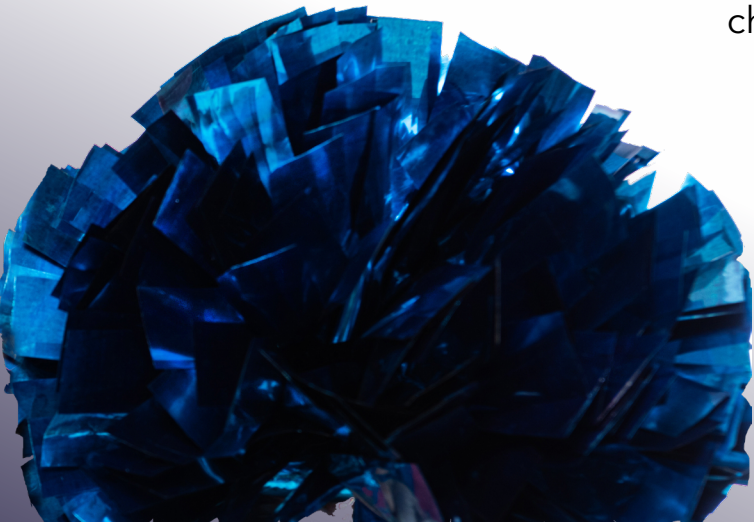
MACOMB MUSTANGS FOOTBALL & CHEER



2023 Sponsorship Guide

The Macomb Mustangs Youth Football and Cheer Club has been a fixture of the vibrant youth athletic community in central Macomb County for 23 years.

Trained by committed, passionate, and knowledgeable coaches, Mustangs athletes learn the skills, techniques, and strategies they need to excel in football and cheerleading, along with valuable life lessons in teamwork, resilience, and self-discipline.



GOOD FOR THEM*



73% of parents believe sports have a positive impact on their child's mental health



Youth sports benefit:

- creativity & cognitive performance
- fitness
- overall quality of life



Youth sports are associated with:

- lower rates of anxiety, depression, & stress
- reduced risk of suicide
- less substance abuse



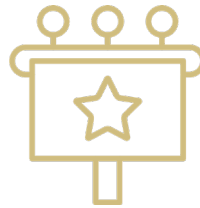
Youth sports are associated with higher levels of academic achievement

Youth sports lead to a stronger long-term labor market



...GOOD FOR YOU**

Youth sports sponsorships often cost less than what many businesses spend on advertising, making the most of any budget



Increase brand awareness and word-of-mouth marketing

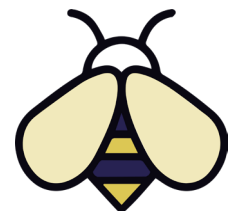


Positively support the kids in the community where you live, work, and build your business



Strengthen existing client relationships and establish new ones

Directly engage with your target audience and community



Create buzz for new products, promos, & locations

*https://health.gov/sites/default/files/2020-09/YSS_Report_OnePager_2020-08-31_web.pdf

**<https://www.fundingcircle.com/us/resources/should-my-business-sponsor-a-local-youth-sports-team/>
<https://leagueside.com/why-your-company-should-sponsor-a-youth-sports-team/>



2023 Sponsorship Levels

platinum

- Recognition over the PA system at every home game; multiple times per game
- Company name, logo displayed on individual Platinum Sponsorship Banner; hung at every home game
- Recognition on Mustangs website (name, logo, link)
- Personalized, engraved sponsorship plaque



gold

- Recognition over the PA system at every home game; multiple times per game
- Company name, logo displayed on individual Gold Sponsorship Banner; hung at every home game
- Recognition on Mustangs website (name, logo, link)
- Personalized, framed sponsorship certificate



silver

- Recognition over the PA system at every home game; multiple times per game
- Company name and logo displayed on Silver Sponsorship Banner; hung at every home game
- Recognition on Mustangs website (name, logo, link)



bronze

- Recognition over the PA system at every home game; at least once per game
- Company name and logo displayed on Bronze Sponsorship Banner; hung at every home game
- Recognition on Mustangs website (name, logo, link)



What We Do...

All funds raised by the Macomb Mustangs are poured right back into ensuring our athletes experience the very best that youth sports have to offer. Dedicated volunteers carefully steward donated funds so that our athletes' needs are met, whether that is new cheer uniforms to outfit our cheerleaders, or reconditioning or purchasing football helmets to protect our football players, or making sure our practice fields are sufficiently lit when fall evenings darken the skies over Macomb Township.

What You Can Do...

We are a 501(c)(3) organization that relies on the participation of our local community, both in supporting our athletes at games, as well as in sponsoring the vital impact that youth sports provide thriving neighborhoods.

To sponsor the Macomb Mustangs Youth Football and Cheer Club, contact Antonio Zucca, Sponsorship Director.



Antonio Zucca, Sponsorship Director
Macomb Mustangs Youth Football and Cheer Club
51194 Romeo Plank Rd PMB #309
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