



2/5/2023,

Greetings Community Partner!

I am contacting you on behalf of Rising Sun Athletic League (RSAL), a local sports league that offers seasonal sports to local charter schools in the Phoenix Urban core. With 100% of the schools enrolled in our league identified as Title I schools, we would like to speak with you about partnering with your business to sponsor our league either on a seasonal basis or yearlong basis.

The RSAL offers 3 seasons comprised of the fall sports of volleyball and flag football, the winter sports of girls' and boys' basketball, and the spring sport of co-ed soccer, which we are also transitioning into adding a second co-ed sport like softball. We are only geared towards junior high students but are looking to expand to younger students and perhaps high school eventually. We are actively looking for community partners to amplify this experience for our student athletes, families, communities, all schools involved, and make a memory that they would never forget. When I speak to adults who played organized sports, we all shared that same excitement for tryouts, the "agony" (in teen terms) of conditioning practices, and the spirit of competition.

The RSAL was formed by school leaders in the local valley that grew up here in Phoenix, AZ in rough neighborhoods but are also educated. We were looking to start a league founded on the notions of safe participation, skills development, character building, but even more to give back to our communities in the same areas that our coaches and leaders changed our lives.

**Our proposed seasonal package varies on season but includes:**

- A complimentary nylon jersey for each participating student with their last names and number printed on the back. On the front of the jersey would have your and other community partners' logos, RSAL logo, and the individual schools' logo. They would also have shorts with the number on one side and the same logos on the other side. Nothing more exciting than seeing your business' name on a jersey of a student riding by on his bike or in line at your business!
- Student necessary attire such as mouth guards, knee pads, but more importantly duffle bags, water bottles, football gloves, cleats/basketball shoes, shin guards, long socks that would all be personalized with all necessary logos on them.

**Our proposed end of the season tournament package includes:**

- Plaques and individual trophies for category awards such as "Most Valuable Player", "Most Improved Player", "Best Offensive Player", "Best Defensive Player", and "Leadership Awards" for each school that qualified in semi-final and championship games.
- Banners for each school in the championship like "Runner-Up" and "Champions" that will have all partnership and RSAL logos on there.



**Our proposed league package includes:**

- All sports equipment such as traveling ball bags, ball carts, volleyball nets, football pylons and numbered pylons, 1<sup>st</sup> down markers, soccer balls, soccer nets and goals, electronic scoreboard, etc.
- Of course all balls, volleyballs, footballs, basketballs, soccer balls will be personalized with all logos on them! Canopies and score table with personalized logos on them. Referee and staff shirts and hats with logos on them.
- To pay for referees to train and be certified through ASRA Association. Also payment for all staff, coaches, and referees to obtain a level 1 fingerprint clearance card.

We are looking for 5 or 6 businesses that would like to partner up with us either on a seasonal basis or reoccurring yearly basis. No two partners are alike... community partnerships might include:

- Financial sponsorship to reach our \$2000 goal for each sport. (Money would go directly to proposals listed above ONLY and NOTHING else.
- Time donations...working a clock or book for a game for our tournaments.
- Supply donations that support hydration, reduction of sun exposure, items for the snack bar...etc.

Last but certainly not least we are forever grateful for ANY donation you are willing to provide but also our potential long term partnership of building a dynasty together through helping our communities that desperately need us! We will not turn our back to those in need, so as way of appreciation of your donations and/or support in any way we will ensure and follow through on our promises of personalizing all what we mentioned with your logos, we do pregame announcement for every single game so we will also mention your business and our partnership, but we will also put your logo on our Website, Facebook, and Instagram so others may click on it which will lead to your businesses websites. No individual can conquer anything worth fighting for alone, we are ALL IN this together!

Sincerely,

Frank Niño IV

RSAL Commissioner