



The Clarksville Fox

Proud Member of the Independent Women's Football League

www.IWFLSports.com

& USA Football www.USAFootball.com

Women's Semi-Professional Full Contact Football 2011 Sponsorship Packet

Owner/General Manager

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www.TheClarksvilleFox.com

Fox Sponsors and Partners

The Clarksville Fox is a Women's Full Contact Semi-Pro Football team and is a Non-Profit organization doing volunteer activities to promote a healthy lifestyle for children and adults in the Clarksville Fort Campbell community. The Fox does this through promoting education, saying NO to drugs, exercising daily, and encouraging children and adults to take part in their community.

A football season with The Fox offers an exciting atmosphere for the entire family and establishes an exhilarating community attraction during the summer months, drawing huge crowds at the games and creating a marketing opportunity you do not want to miss. The football field is always a great time for businesses to get their name out to prospective clients. Being a sponsor for the Fox is an exciting and fun adventure for your business.

The Fox provides an excellent opportunity for you to promote your image and/or products, utilize the Fox advertising network, and support your community in a way that is unique and that will increase your sales! We are asking you to be not just a sponsor, but a partner in our success as we pursue it on and off field. As our partner, you will have your name and/or logo associated with our marketing efforts, advertising, activities, service and community projects, and events. Not only will you receive great awareness as our partner, but we will work with you to implement your own personalized marketing strategy with the Fox that is directed to create your incremental sales specifically for you.

Sponsorships, donations, fund raising events, and ticket sales are the primary source of income for the Fox. Volunteer participation is integral to the success of The Fox from coaches, medics, marketing, administration, and players.

The IWFL provides women's tackle football teams the opportunity to play in the top competition of their sport, while fostering an environment of goodwill and sportsmanship throughout the organization. The Fox, being in the IWFL, will be competing with the best teams from across the nation on the road and bringing these teams, families, and their fans to Clarksville. This will bring revenue to the city of Clarksville and Middle Tennessee area and local businesses as a tourist location for IWFL teams.

www.TheClarksvilleFox.com

As our sponsor, according to the package you select, you can get.....

- **Appearances by Team Mascot Trixy**

Trixy is a full size mascot outfit of a female fox in a football outfit. Trixy will do community outreach projects. These projects include going to local schools promoting the D.A.R.E. program, Book of the Month Club, churches promoting youth revivals, visiting the children in local hospitals, and public appearances with local radio and TV personalities. With some Sponsorship packages, Trixy will come to your business and promote your projects. This is a way to advertise your company in a unique way not available to most businesses.

- **Banners**

Your name, logo, and/or design will be on a banner, that your company provides, displayed around the Clarksville Fox football field at Northwest High School.

- **The Clarksville Fox Website**

Your name, logo, and/or design will be on the Clarksville Fox's website along with a link to your website.

- **Newsprint/Magazine Advertising**

As our partner, you will be featured in our print advertising planned to promote the Clarksville Fox.

- **TV, Radio & News Paper Advertising**

You will receive your logo and/or name mention in all scheduled commercials and in promotional schedules with media partners.

- **Event Marketing Opportunities**

During the numerous events and service projects that are planned in conjunction with the Clarksville Fox; you will have the opportunity to showcase your products or services at the activities, by displaying your banners and signage at designated areas during these events. This provides a great avenue to promote a sweepstakes or campaign that will help you gain information, awareness, and sales.

- **Game Programs**

The Fox will have a game program available for everyone attending the Fox Football Home Games. Your business will have the opportunity to advertise in the program generating more exposure. The amount and size of advertising depends on the sponsorship level your business decides to take part in. Quarter page up to full page, and black & white or color advertising is available.

Fox Red

\$2,500

- ★ 50 Tickets to every Clarksville Fox home game.
- ★ Full page advertisement in full color in the Clarksville Fox Game Programs for the season giving you full exposure.
- ★ Sponsor-supplied banner displayed at Northwest High School's Field
- ★ Logo on game posters & marketing materials
- ★ Link on Clarksville Fox Website
- ★ Tags on all advertisement: TV, Radio, Newspaper, ETC.
- ★ 10 Team/Mascot appearances during 2011.

Yellow

\$1,000

- ★ Full page advertisement in Clarksville Fox Game Programs for the season
- ★ Sponsor-supplied banner displayed at Northwest High School's Field
- ★ Link on Clarksville Fox Website
- ★ Tags on all advertisement: TV, Radio, Newspaper, ETC.
- ★ 4 Team/Mascot appearances during 2011.

Gray

\$500

- ★ Half-page advertisement in Clarksville Fox Game Programs for the season
- ★ Sponsor-supplied banner displayed at Northwest High School's Field
- ★ Link on Clarksville Fox Website
- ★ Tags on all advertisement: TV, Radio, Newspaper, ETC.

Black

\$250

- ★ Quarter-page advertisement in Clarksville Fox Game Programs for the season
- ★ Sponsor-supplied banner displayed at Northwest High School's Field
- ★ Link on Clarksville Fox Website

**Please complete the following information and return to the
Clarksville Fox:**

Print Name of Sponsor: _____

Print Contact Name: _____

Title: _____ **Date** _____ / _____ / _____

Address: _____

City _____ **State** _____ **Zip** _____

Phone: _____ **Fax:** _____

Email: _____

Sponsorship Level: _____ **Amount:\$** _____

Payment Method (Please Check One)

Cash: ____ **Check:** ____ **Money Order:** ____ **Credit Card:** ____

Card Number _____

Expiration Date _____ / _____ / _____

Name on Card _____

Signature: _____ **Date** _____ / _____ / _____

**All Payments Make Payable To
The Clarksville Fox**

www.TheClarksvilleFox.com