



2011 NorCal Lawmen Team Sponsorship Proposal

The NorCal Lawmen are a Federally Registered 501(c)(3) Non-Profit Organization. 10% of all Sponsorship Donations of \$500.00 or more and 10% of all Team Proceeds are Donated Directly to Children's Hospital Oakland (CHO)



NORCAL LAW MEN

FOOTBALL ORGANIZATION

2011 - 16TH SEASON - LEAGUE CHAMPIONS 2006, 2002, 2000 AND 1999

4759 Malabar Ave. Castro Valley, CA 94546 - (510) 329-6035 - <http://www.lawmenfootball.org>

To Potential Team Sponsors:

The NorCal Lawmen Football Organization, a federally registered 501(c)(3) non-profit organization, is currently seeking sponsorship donations for the Spring 2011 Northern California Football League (NCFL) Season. Since the 2008 season, the NorCal Lawmen have been working directly with Children's Hospital Oakland and the team is giving 10% of all sponsorship donations of \$500 or more directly to the hospital, as well as 10% of all team proceeds at home games. Lawmen players and staff members also volunteer at Children's Hospital Oakland fund raising events throughout the year. Over 50% of our entire team budget currently also goes directly to California public schools to rent our practice and playing fields. The Lawmen won the Golden Coast Football League (GCFL) championship with a 12-1 record in 2006, and ended up losing the 2008 GCFL Championship game in the last few minutes, finishing 2008 with a 10-3 record. The Lawmen have appeared in the league title game six times in the last eleven years, winning four titles, including the California State Title in 2002. Over the past twelve years, the Lawmen have gained national recognition through our success on the field and our commitment to the community.

Our team goal for 2011 is to obtain the sponsorship donations that will enable us to compete for the NCFL championship while providing the community with quality football entertainment. And, to help the kids at Children's Hospital Oakland through the donation of time and money. Sponsoring the Lawmen can benefit your company through our growing fan base, highly successful Web presence, local community involvement and national recognition. This partnership would allow us to build our fan base and attract top players through team marketing, promotions, giveaways, community events, and special events at home games. At the same time a portion of your donation as well as proceeds from the team go directly to help Children's Hospital Oakland.

The Lawmen are very excited about our upcoming football season and the prospect of having you become one of our new sponsors or continue as an existing sponsor. The following pages list exactly what we do with sponsorship donations and describe our involvement with children, schools, charities and the local community, as well as our team's off-the-field success. At the end of the proposal are the details on our available sponsorship packages for 2011, and an official sponsorship form. Please take the time to look through this information and we look forward to hearing from back from you about this exciting proposition.

George French
Team President / CEO
NorCal Lawmen Football Organization

Website: <http://www.lawmenfootball.org>

Email: norcal_lawmen@lawmenfootball.org

Phone: (510) 329-6035



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Sponsorship and Donation Policies and Usage

The Lawmen accept sponsorship donations from all types and sizes of business, large and small. These donations typically range from \$250 to \$5,000. We are a federally registered non-profit organization EIN 37-1532234 (CA State ID: [C2793470](#)).

The Lawmen give 10% of all sponsorship donations of \$500 and above, directly to Children's Hospital Oakland, along with 10% of all home game proceeds. Lawmen players and staff members volunteer at Children's Hospital Oakland fund raising events throughout the year. Over 50% of our entire team budget currently also goes directly to California public schools to rent our practice and playing fields. All of our current team staff, including management, coaches, team assistants and training staff members work for us on a volunteer basis.

The sponsorship donations are used to build the organization and pay team expenses as follows:

- Pay league and game fees: Fees are required to participate in the various football leagues and each game requires fees to pay for the referees and sometimes other game related expenses
- Rent practice and game facilities including fields, locker rooms, security, janitors, and lights for night games, etc.
- Promote youth organizations and high school athletes for exceptional performances and academic achievement
- Purchase medical training equipment and supplies
- Pay team travel expenses
- Purchase football equipment
- Purchase Lawmen team merchandise including hats, jackets, shirts, sweat shirts, etc. to be used by the team players and staff, sold from our Website and at our games and given away at special events and promotions
- Purchase team and sponsor banners and signs
- Pay for printing and design services for team programs, posters, fliers and other Lawmen marketing collateral
- Help build our world class Web presence
- Make charitable donations to various organizations

The Lawmen greatly appreciate any sponsorship donations that you can help us with as it greatly benefits our organization both on and off the field.



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Building Community Relationships

The Lawmen team prides itself on creating maintaining relationships with the local community and working with kids. The following are some of the major accomplishments that the Lawmen have made in this area over the past few seasons. Our plan for 2011 is to gain enough sponsorships to allow us to further excel in this area through charitable donations and community events.

- Children's Hospital of Oakland: The Lawmen donate 10% of all team proceeds at home games, as well as 10% of all sponsorship donations of \$500 or more, directly to Children's Hospital Oakland. Players and staff members from our team also volunteer at hospital fund raising events throughout the year.
- Castro Valley High School Athletics Boosters: In 2010, the Lawmen allowed the Castro Valley High School Athletic Booster program to sell concessions at Lawmen Home games to make money for the school's athletic programs. The Boosters also sell tickets to Lawmen games throughout the Castro Valley Community and keep over 50% of the proceeds.
- Pittsburg High School Band: In 2008 and 2009, the Lawmen allowed the Pittsburg High School Band to sell concessions at their home games in Pittsburg, and keep all the proceeds to use towards their trip to the Macy's Thanksgiving Day Parade, where they performed on November 2009.
- Martinez Youth Football - Punt, Pass and Kick Events: During 2004-2006, the Lawmen worked together with the Martinez Youth Football to put together this event, and they hold their punt, pass and kick competition finals during half time at a Lawmen home game each season.
- Benicia High School Sports: When it was announced in 2003 that the Benicia High School athletes would have to pay their own way to maintain sports programs at their school, the Lawmen began actively helping their football program to raise money so that the kids could continue the tradition of football at their school.
- Antioch High School Sports: Volunteers from our team work as coaches and perform other needed duties for the Antioch High School sports program.
- Berkeley Jr Bears Youth Football Organization: The Lawmen have donated their time and assets to the Berkeley Jr. Bears to create and update the organization's website at <http://www.berkeleyjrbears.com>.



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Team Success

If you review our Website at <http://www.lawmenfootball.org>, you can quickly see that we are successful both on the field and off the field. In the last few years, we have had the following major accomplishments outside of just winning football games:

- On the field the Lawmen have a record of 122 Wins and 47 losses since 1997 and have scored 4112 points while only allowing 1861, winning four League championships and one California State Championship during that period.
- The Lawmen have been covered in news stories by KRON 4 TV, KCBS News Radio 740 and the Oakland Tribune. There are links to each of these on our Website.
- Oakland Raiders Head Coach Norv Turner visited our practices in 2005
- We held our first annual Pro-Player Autograph night in 2005 featuring Former All-Pro Oakland Raiders tight end Raymond Chester and Former All-Pro Oakland Raiders defensive end Art Thoms among others.
- Lawmen Offensive Lineman Randy Moore starred in an Outback Steakhouse TV commercial with John Madden in 2004. A link to this video clip is posted on the home page our Website.
- Multiple Lawmen players have moved on to professional football leagues
- Chuck Muncie, the former NFL Pro Bowl MVP and Heisman Trophy runner up at CAL University helped coach the Lawmen running backs and offense in 2004
- Lawmen Kicker Mike Gianni kicked a record breaking 53 yard field goal in 2003, gaining national recognition.
- In 2003, the Lawmen announced Tom Kano, the Bay Area renowned Chiropractor, as team Medical Director. Tom still serves in this role, along with head trainer Akash Rajan D.C. and a complete medical training staff to support the Lawmen team at all games, home and away.
- In 2006, the Lawmen were 12-1 in GCFL league play and won the GCFL title. The team then moved on to compete in the MLFA national championships, finishing 2006 with a 15-4 overall record and losing a very close battle 17-20, missing a 42 yard game-tying field goal with 2 seconds on the clock in the MLFA national semi-finals.
- In 2008, the Lawmen finished 10-3. Finishing second in the GCFL after losing the lead in the championship game with less than 7 minutes left in the 4th quarter.



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2011 Standard Sponsorship Packages

The following are the standard Lawmen Team sponsorship packages that range from \$250 - \$5,000. For details on packages for all sponsorships above \$5,000, please contact Team Representative Robert Cunningham, at (925) 518-3682 or email him at norcal_lawmen@lawmenfootball.org.

Sponsorship of \$5,000 or More

- Large Company Banner displayed at each Home Game
- Company Logo Included on Lawmen Team Poster
- Full page ad linked from Logo on Home page of Lawmen Web Site with link to company Web Site
- Additional ad on HostedSports.com national Website (<http://www.hostedsports.com>)
- Full page color ad in Team Program sold at each Home Game
- 10 PA announcements at each Home Game
- 10 Tickets to each Home Game
- 10 Lawmen Window Stickers - clear vinyl 4"x4" with Logo
- 5 Lawmen Team Hats and Shirts
- Mention in all Lawmen Radio Advertisements or Announcements

Sponsorship of \$2,500

- Company Banner displayed at each Home Game
- Company Logo Included on Lawmen Team Poster
- Full page color add in Team Program sold at each Home Game
- Company Logo with Link include on Home Page of Lawmen Web Site
- Additional ad on HostedSports.com national Website (<http://www.hostedsports.com>)
- 8 PA announcements at each Home Game
- 10 Tickets to each Home Game
- 10 Lawmen Window Stickers - clear vinyl 4"x4" with Logo
- 4 Lawmen Team Hats and Shirts
- Mention in all Lawmen Radio Advertisements or Announcements

Sponsorship of \$1,500

- Full page color add in Team Program sold at each Home Game
- Company Logo with Link include on Home Page of Lawmen Web Site
- Large size add on sponsors page of Lawmen Web site with link to company Web Site
- 8 PA announcements at each Home Game
- 8 Lawmen Window Stickers - clear vinyl 4"x4" with Logo
- 5 Tickets to each Home Game
- 2 Lawmen Team Hats and Shirts



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Sponsorship of \$1,000

- Half Page color add in Team Program sold at each Home Game
- Standard size add on sponsors page of Lawmen Web Site with link to company Web Site
- 6 PA announcements at each Home Game
- 10 Tickets to each Home Game
- 5 Lawmen Window Stickers - clear vinyl 4"x4" with Logo
- 2 Lawmen Team Hats and Shirts

Sponsorship of \$500

- Standard size color add in Team Program sold at each Home Game
- Standard size add on sponsors page of Lawmen Web Site with link to company Web Site
- 4 PA announcements at each Home Game
- 5 Tickets to each Home Game
- 4 Lawmen Window Stickers - clear vinyl 4"x4" with Logo
- 2 Lawmen Team Hats and Shirts

Sponsorship of \$250

- Covers the team fee for one player. Note that this just covers the team fees for one player and is fully tax deductible through the team's 501(c)(3) status, but it does not count as a sponsorship donation package that is used to give 10% to Children's Hospital Oakland since the full \$250 is needed to cover the player fee.
- Standard size color add in Team Program sold at each Home Game
- Standard size add on sponsors page of Lawmen web site with link to company Web Site
- 4 PA announcements at each Home Game



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Please make all sponsorship donation checks payable to **NorCal Lawmen Football Organization** and remit to:

NorCal Lawmen Football Organization
4759 Malabar Ave
Castro Valley CA 94521

You can use the form on this page as you tax deductible receipt, however, upon receiving your sponsorship donation we will send you a confirmation letter with an official tax deduction receipt.

NorCal Lawmen Official 501(c)(3) Federal Registration Information:

- **Non-Profit Name:** NorCal Lawmen Football Organization
 - **Federal Non-Profit Tax ID (EIN):** 37-1532234
 - **DLN:** 17053088029017
 - **IRS Contact Person:** Judy Y Chan: ID#95051- (877) 829-5500
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Team Sponsorship Tax Deduction Receipt

Company Name: _____

Company Contact: _____

Amount Donated: _____

Check Number: _____

Date Check was Mailed: _____