2020 EMERALD YOUTH SPORTS SPONSORSHIP OPPORTUNITIES

Sansom Sports Complex
234 Dale Avenue
Knoxville, TN 37921

North Area Ministry Complex
1718 N. Central Street
Knoxville, TN 37917

Haslam-Sansom Ministry Complex
1740 Texas Avenue
Knoxville, TN 37921
Founded in 1991, Emerald Youth Foundation is a Christian, non-profit youth and community development ministry that serves thousands of children, teens, and young adults in Knoxville’s city neighborhoods each year. Working alongside a robust network of churches and faith-based organizations, its programs focus on producing promising, godly young adult leaders for Knoxville.

Sports are integral to Emerald Youth’s work to engage more Knoxville youth in health and wellness initiatives.

Emerald Youth Sports collaborates with Fellowship of Christian Athletes (FCA) to connect a greater number of youth with recreational and competitive sports teams, while teaching young athletes about the importance of caring for their bodies in God-honoring ways.

Emerald Youth Sports provides a year-round, comprehensive program of leagues, teams, and clinics.
Sansom Sports Complex

In 2012, Emerald Youth Sports was experiencing growth in its soccer program. Around that time, local businessman Bill Sansom attended an Emerald Youth prayer breakfast. Mr. Sansom and his family have long-standing ties to the East Tennessee community. His commitment to Knoxville and a love of sports first led Mr. Sansom to consider the possibility that the vacant H.T. Hackney property on 17th Street and Dale Avenue could be repurposed as a sports complex. The complex includes synthetic turf fields and fitness facility.

Thanks to the generosity of the Sansom family and The H.T. Hackney Co., thousands of children from the heart of Knoxville and around the region now enjoy the world-class Sansom Sports Complex, which opened in 2015.

Haslam-Sansom Ministry Complex

In April 2017, Emerald Youth Foundation embarked on a new project in partnership with the Sansom family and Dee and Jimmy Haslam to build a neighborhood complex for young people and residents of Lonsdale. Emerald Youth’s driving vision is that Knoxville will become a city where every child, in every neighborhood, has the opportunity for a full life, and the Lonsdale Area Ministry Complex is another important step in that direction.

The complex includes two multipurpose, synthetic turf fields for soccer, flag football and other sports. Additionally, the complex includes a more than 30,000 square foot multipurpose facility featuring a learning center; two full-size gymnasiums with basketball courts, locker rooms, concessions and kitchen; fitness area with weight room, dance/aerobics room and cardio theater; assembly room for gatherings; and a worship and performing arts area with practice rooms.

The complex is owned by the two families and leased to Emerald Youth Foundation for $1 a year.

North Area Ministry Complex

Emerald Youth Foundation has had a presence in North Knoxville’s Oakwood-Lincoln Park neighborhood since the formation of the ministry.

In 2000, Saint Mary’s Health System purchased and renovated an old jewelry company building at 1718 North Central Street for Emerald Youth. Saint Mary’s added offices, kitchen, classrooms, game room and a gymnasium, and then leased the building to Emerald Youth for $1 a year. The arrangement lasted until 2012 when Emerald Youth was gifted the deed to the 22,000 square foot facility by Tennova Healthcare.
WAYS TO ENGAGE WITH EMERALD YOUTH

Advertising Impressions

Lamar Advertising estimates that 27 million vehicles annually travel the portion of I-40 that borders the Sansom Sports Complex.

Emerald Youth estimates 81,000 impressions per year by people visiting the Sansom Sports Complex for athletic events.

The City of Knoxville estimates that average daily traffic in 2017 on 17th and Dale Avenue was 7032 vehicles per day.

The Lonsdale Area Ministry Complex site has an estimated average daily traffic counts on Texas Ave at 1-275 at 13,322 and 6,950 at Western Ave. A snapshot of the neighborhood provides more than 13,000 residents.

Strategically placing your logo in your target demographic will build your brand!

Exposure with Gym Banners

Roughly 10,000 people will visit our gymnasium at the North Area Ministry Complex annually for competitive and rec league volleyball and basketball.

Emerald Youth estimates an additional 1,000 visits with gym rentals, meetings, special events, and various programs.

Opportunity for Growth

Emerald Youth Sports has enjoyed tremendous growth in recent years. Our 170 sports teams have expanded marketing to reach more urban Knoxville youth.

In 2019, Emerald Youth Foundation engaged more than 1,800 young people in sports and health activities.
SANSOM SPORTS COMPLEX SPONSORSHIPS
234 Dale Avenue, Knoxville, TN 37921

- Field Scoreboard
- Ground Sign
- 2 Bleacher Banners
- 4 Light Pole Banners

- 2 Ground Signs
- 2 Pavilion Fence Banners
- 3 Light Pole Banners

- Ground Sign
- Fence Banner
- 4 Light Pole Banners

Add-On Options:

- $10,000
  - 4 Net Pole Banners, located on H.T. Hackney Field

- $5,000
  - H.T. Hackney Field Fence Banner (2 Remaining)
    18 ft. x 4 ft., all weather, tight, mesh banner

- $3,500
  - Lewis Sansom Pavilion Banners
    10 ft. x 4 ft., all weather, tight, mesh banner

- $3,000
  - 2 Net Pole Banners, located on Kathryn Field

- $1,000
  - Trash Can Sponsor (10 available)

- $500
  - Bleacher Sponsor

- $500
  - League Photo Sponsor

H.T. Hackney Field
$25,000

Lewis Sansom Field
House & Pavilion
$20,000
(SOLD OUT)

Kathryn Field
$15,000

Add-On Options:

- $10,000
  - 4 Net Pole Banners, located on H.T. Hackney Field

- $5,000
  - H.T. Hackney Field Fence Banner (2 Remaining)
    18 ft. x 4 ft., all weather, tight, mesh banner

- $3,500
  - Lewis Sansom Pavilion Banners
    10 ft. x 4 ft., all weather, tight, mesh banner

- $3,000
  - 2 Net Pole Banners, located on Kathryn Field

- $1,000
  - Trash Can Sponsor (10 available)

- $500
  - Bleacher Sponsor

- $500
  - League Photo Sponsor
SPORTS COMPLEX
SPONSORSHIPS COMMITMENT FORM

Name of Sponsoring Company/Organization

Contact Name      Contact Phone

Mailing Address

E-mail       Website

SPONSOR LEVELS AND LOCATIONS

Please check your sponsorship level

Sansom Sports Complex

○ H.T. Hackney Field       $25,000
○ Lewis Sansom Pavilion   $20,000
○ Kathryn Field           $15,000
○ H.T. Hackney Net Pole Banner $10,000
○ H.T. Hackney Field Fence Banner $5,000
○ Lewis Sansom Pavilion Banner $3,500
○ Kathryn Field Net Pole Banner $3,000
○ Trash Can Sponsor       $1,000
○ Bleacher Sponsor        $500
○ League Photo Sponsor     $500

Haslam-Sansom Ministry Complex

○ Dee Haslam Field         $20,000
○ Elisabeth Sansom Field   $20,000
○ Fence Banner 1 (Either Field) $5,000
○ Fence Banner 2 (Either Field) $3,500
○ Trash Can Sponsor        $1,000
○ Bleacher Sponsor         $500
○ League Photo Sponsor     $500
○ Team Photo Sponsor       $250

Gym Banner Sponsorship

• Haslam–Sansom Ministry Complex
• North Area Ministry Complex
○ Gym Banner               $500

○ Please Bill Me
○ Payment Enclosed

All payments need to be received by September 15, 2020.
### HASLAM-SANSOM MINISTRY COMPLEX SPONSORSHIPS

1740 Texas Avenue, Knoxville, TN 37921

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Field</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Dee Haslam Field</td>
<td>Field Scoreboard</td>
<td>$20,000</td>
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<tr>
<td></td>
<td>Ground Sign</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fence Banner</td>
<td></td>
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<tr>
<td></td>
<td>Pole Banner</td>
<td></td>
</tr>
<tr>
<td>Elisabeth Sansom</td>
<td>Field Scoreboard</td>
<td>$20,000</td>
</tr>
<tr>
<td>Field</td>
<td>Ground Sign</td>
<td></td>
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<tr>
<td></td>
<td>Fence Banner</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pole Banners</td>
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### Add-On Options:

<table>
<thead>
<tr>
<th>Amount</th>
<th>Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000</td>
<td>Field Fence Banner 1</td>
</tr>
<tr>
<td></td>
<td>All weather, tight, mesh banner (size TBD)</td>
</tr>
<tr>
<td>$3,500</td>
<td>Field Fence Banner 2</td>
</tr>
<tr>
<td></td>
<td>All weather, tight, mesh banner (size TBD)</td>
</tr>
<tr>
<td>$1,000</td>
<td>Trash Can Sponsor</td>
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<tr>
<td>$500</td>
<td>Bleacher Sponsor</td>
</tr>
<tr>
<td>$500</td>
<td>League Photo Sponsor</td>
</tr>
<tr>
<td>$250</td>
<td>Team Photo Sponsor</td>
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</tbody>
</table>

### GYM BANNER SPONSORSHIPS

| Amount | Industry Exclusive
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>$500</td>
<td>Logo on 6 ft. x 3 ft. banner to hang in a gym location for one year</td>
</tr>
</tbody>
</table>

**SPORTS FIELD SPONSORSHIP OPPORTUNITIES**

Field sponsorship banners will stay up for one year from the beginning of a commitment. For details, contact Stephanie Erb at serb@emeraldyouth.org.
EMERALD YOUTH TEAM
SPORTS SPONSORSHIPS

Rec League Sponsorships
$1,000-$5,000

- Swimming: 100 youth
- Baseball: 60 youth
- Wrestling: 15-20 youth
- Flag Football: 40 youth
- Soccer: 250 youth

Club and AAU Sponsorships
$5,000-$10,000

- Soccer: 300 youth
- Volleyball: 70 ladies
- Basketball: 80 youth

Emerald Academy Team Sponsor
$1,000

- Basketball (boys and girls)
- Cheerleading (girls)
- Cross Country (boys and girls)

Add-On Options:

- $500
- $500
- $250

Sponsorship Details:
Rec and Club Leagues – Your logo on team apparel, game day jerseys, as well as any team promotional items.

Rec league sponsors supplement costs for Emerald Youth staff, uniforms, equipment and fee scholarships. Club league sponsors supplement costs for Emerald Youth staff, uniforms, equipment and team travel expenses.

Sponsorship logo placement coincides with the sport season. Please call for ordering deadlines.
EMERALD YOUTH TEAM SPORTS
SPONSORSHIP COMMITMENT FORM

Please check your sponsorship level

League Sponsorships

- Flag Football
  - $5,000
- Soccer
  - $5,000
- Performance Training
  - $3,000
- Swimming
  - $2,500
- Volleyball
  - $2,500
- Basketball
  - $2,500

Emerald Academy Team Sponsorships

- Cheerleading
  - $1,000
- Basketball
  - $1,000

Club & AAU Sponsorships

- Soccer
  - $10,000
- Volleyball
  - $5,000
- Basketball
  - $5,000

Add-On Options

- League Banquet Sponsor
  - $500
- League Photo Sponsor
  - $500
- Team Photo Sponsor
  - $250

Please Bill Me
Payment Enclosed

All payments need to be received by September 15, 2020.
Elston Turner is a native Knoxvillian who was a star basketball player at Austin-East High School and Ole Miss. An eight-year NBA Career followed, including as a teammate to Michael Jordan with the Chicago Bulls. After retiring as a player, he became an assistant coach and is currently with the Sacramento Kings.

Every summer Elston gives back to the community by hosting a weeklong camp in July at Austin-East High School. With your partnership, our city’s young people have a safe place to go, and a place that encourages healthy minds, bodies, and most importantly – hearts. We are thankful for the generosity of the supporters who make this camp a reality.

**Game Changer**
$4,000

- Co-branding on all printed and digital materials
- Recognition on radio advertisements
- Listed as “Presented By” on all signage
- Logo on t-shirts, signage and camp webpage (with link)

**Athlete Advocate**
$3,000

- Name/company listed on t-shirts and camp webpage (with link)
- Sponsor recognition via e-newsletter (reach ~2,900)
- On-site signage (4x6 sign)

**Success Starter**
$2,000

- Name/company listed on camp webpage (with link) and t-shirts
- Scholarship presentation with opportunity to include sponsor provided promotional item
- On-site signage (4x6 sign)

**Difference Maker**
$1,000

- Name/company listed on camp webpage (with link) and t-shirts
- Sponsor recognition via Emerald Youth social media (~2.6K likes)
- On-site signage (18 x 24 inches)

**Camp Champion**
$750

- Name/company listed on camp webpage (with link)
- Event on site signage (18 x 24 inches)

**Straight Shooter**
$300

- Name/company listed on camp webpage
ELSTON TURNER PRO HELP BASKETBALL CAMP
SPONSORSHIP COMMITMENT FORM

Name of Sponsoring Company/Organization

Contact Name      Contact Phone

Mailing Address

E-mail       Website

SPONSOR LEVELS

Please check your sponsorship level

☐ Game Changer              $4,000
☐ Athlete Advocate          $3,000
☐ Success Starter           $2,000
☐ Difference Maker          $1,000
☐ Camp Champion             $750
☐ Straight Shooter          $300

☐ Please Bill Me
☐ Payment Enclosed

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