

# **MADISON YOUTH SPORTS**



**2025**  
**SPONSORSHIP PACKET**



April 11, 2025

Madison Youth Sports  
P.O. Box 10  
Madison, TN 37116-0010

Greetings,

Madison Youth Sports has served the youth in the Madison community and the surrounding Nashville area since our establishment in 2010. We have been honored to provide youth sports programs in football, basketball and cheerleading for hundreds of boys and girls over the past decade. We are grateful for the sponsorships and donations that have contributed to the success of our organization over the years, and we look forward to continued success in our upcoming 2025 season.

We are currently seeking sponsors to assist with our program expenses, i.e., membership and registration fees for disadvantaged youth, youth football and cheerleader uniforms and new youth football equipment to ensure that each child that participates is equipped with the most current technology in youth sports. Your support and consideration is very much appreciated in assisting our organization in achieving this goal.

As a token of our appreciation and gratitude, Madison Youth Sports would like to offer exclusive advertisement and promotional opportunities at our Nashville Titans home games in recognition of your support, including field banners, sponsor signage and promotion of your business at our registrations, practices and on our website and social media.

We hope that you are able to contribute to our success. Your support is much appreciated, and we thank you for your consideration.

Sincerely,

A handwritten signature in cursive script that reads "Reggie Parkerson".

Reggie Parkerson  
Executive Director  
(615) 977-9308



Madison Youth Sports is a 501(c)(3) non-profit organization established in 2010. Our mission is to provide the boys and girls in the Madison community and the surrounding areas of Nashville an opportunity to experience and to participate in supervised youth basketball and football competitions and cheerleading activities throughout the Nashville area. With our certified staff of volunteer basketball, football and cheerleading coaches, our organizational goal is to provide each child in our program a positive experience in youth sports. We understand the importance of providing good role models and a positive environment for our youth, which in return gives each child an opportunity to build friendships, mold character, develop positive attitudes, learn good sportsmanship, teamwork and team spirit. We are a proud member of the Middle Tennessee Junior Football League (MTJFL), Youth Encouragement Services (YES), and we are a certified Heads-Up Football program and member of USA Football.

Our objective is to develop and teach boys and girls from ages 5 thru 12, safety, fundamentals, techniques and competitive skills in youth basketball, football and cheerleading. This is accomplished through the leadership of competent and experienced coaching, encouraging confidence, effort and accountability. Our program's commitment to excellence is a dedication to developing strength of character, promoting brotherhood/sisterhood, respect and discipline in each child that participates in our program. A registration fee is required for participation to pay for league fees, insurance, football jersey, pants, socks, decals or cheerleader uniform, pompoms and accessories. However, many of the children impacted are at-risk or from single parent and low-income households and can't afford to participate.

Your generosity and support will help to provide many of them an opportunity to participate in our program, as well as help our organization with operating expenses, program events, furnishing equipment, supplies and the maintenance of our playing field and facility. The success of our program is assured with the generosity and support from the local organizations and businesses in our community. Any sponsorship or donation that you can give would be greatly appreciated, and you will benefit from knowing that you have helped to provide children in the community a chance to experience and participate in youth basketball, football and cheerleading.

## WHY WE NEED YOUR SUPPORT

There are two major challenges and factors that our organization has historically faced since our establishment in 2010. The residents in the Madison neighborhood in Nashville are lower-middle income, making it a below average income neighborhood. NeighborhoodScout's research shows that this neighborhood has an income lower than 68.6% of U.S. neighborhoods. In addition, 7.5% of the children living in Madison are living below the federal poverty line, which is a lower rate of childhood poverty than what is found in 57.8% of the neighborhoods across the United States.

These factors breed an atmosphere that puts many of the youth in the Madison community at-risk. This reality is the driving force and the dedicated mission of Madison Youth Sports to be a refuge and positive resource for the many disadvantaged and underprivileged youth in the Madison Community. As an educator, I've taught, developed and mentored the youth in the Madison Community since 1999, and I know the disposition and disparity that many of the youth face each day. To provide an opportunity for disadvantaged, underprivileged and at-risk youth to participate in organized youth sports is our cause, our purpose and our burden. Madison Youth Sports is one of the longest tenured non-profit youth sports programs in Madison, TN, and this responsibility keeps us true to our mission. To make an impact and a difference in the lives of the youth in the Madison community and the Nashville surrounding areas is our motivation. We are humbled in knowing that if we don't...who will?

*Teach a Child to Excel and Show them the Right Way today, and they will Know How and Where to go tomorrow...*

The support needed to provide a positive atmosphere for the youth in the Madison community is a constant challenge. Over the years, with the support of sponsors and local businesses our organization has provided youth sports for the children in the Madison community and the Nashville surrounding areas. However, each year is a challenge to obtain sponsorships or needed support from businesses in Madison, including the many car dealerships, stores and restaurants in the Rivergate Mall area and the many churches throughout Madison. Unfortunately, with so much economy surrounding the percentage of children living below the federal poverty line in the Madison community, little support is given to their cause. For this reason, any support or consideration in assisting our youth sports program is appreciated, and it has allowed us to make a difference in the lives of hundreds of boys and girls in the Madison community and the Nashville surrounding areas.

Each season our organization has football and cheerleading registrations in the Madison community for youth ages 5 thru 12 years old. We provide programs for youth football and cheerleading in the following age groups: 5 - 7 yrs. old, 8 - 9 yrs. old, and 10 - 12 yrs. old. The fee for football registrations averages about \$125 per player, which covers the league fees and insurance, game jersey, pants and socks. The cost per cheerleader averages around \$250, which covers the uniform top, skirt and shorts, shoes, pompoms, league fees, insurance and cheer competitions. Each year our organization registers over a hundred boys and girls in the Madison community and the surrounding areas. However, many of the parents that register their children to participate cannot afford to pay the full registration. Parents registering two or more children to participate in our youth sports program become discouraged when they realize the cost of membership for all of their children. A majority are single parents living in low-income housing on fixed incomes with little to no extra money to register their children. With donations and fundraisers our organization does our best to assist as many children as we possibly can.

The mentoring of our youth is an important role in the lives of many children, and the reward is seeing the impact that is made in the lives of so many of our youth. Since our establishment in 2010, the fruits of our labor are now ripening as several young men from our inaugural youth football and basketball teams were recruited by college universities and received athletic scholarships. The college scholarships and enrollments of the young men is our greatest goal and a fulfillment in our mission with many more to come. Understanding the historical socio-economic circumstance of the Madison community, our organization strives to register as many children as financially possible. Any support that we receive assists with this endeavor, and also provides funding for operating expenses such as practice and home field rentals, field equipment and supplies, as well as athletic equipment, i.e., football helmets, shoulder pads, blocking pads, tackling dummies, basketballs, footballs, practice jerseys, integrated pants, cleats, mouth guards and chin straps. Our organization is in immediate need of new youth football helmets for safety upgrades to ensure that our youth are equipped with the most current technology in helmets to help prevent concussions. Your support and consideration is appreciated in assisting our organization in achieving our mission.

Respectfully,



Reggie Parkerson  
Executive Director  
(615) 977-9308



## Sponsorship & Donation Form

Madison Youth Sports is a 501(c)(3) non-profit organization that provides boys and girls in the Madison area, ages 5-12, an opportunity to participate in youth basketball, football and cheerleading activities throughout the Nashville area. We are a proud member of MTJFL, YES and USA Football.

Any sponsorship or donation that you can make would be greatly appreciated and you will benefit from knowing that with your generosity, many disadvantaged youths in the community will be able to participate in our program. Your support will ensure them an opportunity to experience and participate in youth football and cheerleading, promoting physical fitness, molding character, encouraging teamwork, team spirit, good sportsmanship, self-confidence, discipline and respect. We would like to thank you for your consideration.

Business or Individual Name: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

### Please Check Your Choice Of Sponsorship

\_\_\_\_\_ Madison Youth Sports - Official Sponsorship..... \$5,000 +

*Official Sponsor receives:*

- Official Program Sponsorship Plaque with team photo.
- Field Banner (Displayed at all home games and program events)
- Official Sponsor Signage (Displayed at all program activities and events)
- Official Sponsor Advertisement and promotion on our program signage and website.
- Program Team Apparel

\_\_\_\_\_ Madison Youth Sports - Event Sponsorship..... \$3,500

*Event Sponsor receives:*

- Event Sponsorship Plaque.
- Field Banner (Displayed at program event)
- Event Sponsor Signage (Displayed at program activity or event)
- Event Sponsor Advertisement and promotion on our program signage and website.
- Program Team Apparel

\_\_\_\_\_ Madison Youth Sports - Program Sponsorship..... \$2,500

*Program Sponsor receives:*

- Program Sponsorship Plaque.
- Field Banner (Displayed at home games and program events)
- Advertisement and promotion on our website.
- Program Team Apparel

\_\_\_\_\_ Madison Youth Sports - Team Sponsorship..... \$1,500

*Team Sponsor receives:*

- Team Sponsorship Plaque
- Field Banner (Displayed at all home games)
- Advertisement and promotion on our website.

Please specify the team you would like to sponsor: \_\_\_\_\_

\_\_\_\_\_ Donation (Any amount is greatly appreciated!).....\$ \_\_\_\_\_

Please make Check or Money Order payable to:

Madison Youth Sports  
P.O. Box 10 Madison, TN 37116-0010

THANK YOU FOR SUPPORTING THE MADISON YOUTH SPORTS!!!

## Madison Youth Sports 2025 Operating Budget

### NASHVILLE TITANS YOUTH FOOTBALL & CHEER

#### FOOTBALL & CHEERLEADER UNIFORMS

100 Football Uniforms @ \$65 (includes game jersey, pants and socks)	\$6,500.00
30 Cheerleader Uniforms @ \$150 (includes uniforms, bloomers and pompoms)	\$4,500.00

#### PROGRAM EQUIPMENT & SERVICES

Football Helmets & Shoulder pads (Grant Request)	\$15,000.00
Program Sponsored Memberships (eligible low income, at-risk youth)	\$1,500.00
Football Equipment & Supplies (Blocking pads, tackling dummies, footballs, etc.)	\$1,500.00
Program Football & Cheerleading Trophies	\$1,200.00
Cheerleader Competition Fee and Activities	\$1,000.00

#### PRACTICE /HOME FIELD /FACILITY MAINTENANCE

Metro Parks Practice Field Rental (Madison Park / \$300 per month x 5 months)	\$1,500.00
Field Maintenance & Supplies (landscaping, field paint, striper, lining, etc.)	\$1,000.00
Metro Schools Home Field Rental (\$250 per day x 4 home games)	\$1,000.00
Port-a-Pottie Rental	\$ 850.00
Concession Equipment & Supplies	\$ 500.00
Administrative (P.O. Box, copies, supplies)	\$ 300.00

### MADISON TIGERS YOUTH BASKETBALL

#### BASKETBALL UNIFORMS

Gym Rental (3 Practices a week / \$90 per week x 10 weeks)	\$1,000.00
10 Pairs of Basketball Shoes @ \$75 a pair	\$ 750.00
10 Basketball Uniforms @ \$50 (includes numbered game jersey and shorts)	\$ 500.00
Program Basketball Trophies	\$ 250.00
Equipment & Supplies	\$ 250.00

**Total \$40,000.00**

### AVAILABLE SPONSORSHIPS FOR 2024 PROGRAM EVENTS

#### FREE ANNUAL CONDITIONING CAMP

Park Rental, Camp Shirts, Equipment & Supplies	\$2,500.00
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#### FELLOWSHIP BOWL (Host pre-season scrimmages featuring youth teams across the city)

3 Referees - \$750, Set-up, Equipment & Supplies - \$500, Field rental - \$250	\$1,500.00
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#### APPRECIATION DAY COOKOUT

Food, Refreshments - \$ 750, Entertainment (3 Inflatable Bounce Houses) - \$750	\$1,500.00
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#### PROGRAM BANQUET

Banquet Room - \$750, Catering - \$500, Supplies - \$250	\$1,500.00
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#### 2025 EVENT EXPENSES & EQUIPMENT NEEDS

Landscaping, tents, tables, chairs, banners, signs, flyers, copies	\$1,000.00
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**Total \$8,000.00**