

Hey folks, FOOTBALL is Alabama's favorite past time. With back-to-back Heisman Trophy winners and BCS National Champions by the Alabama Crimson Tide in 2009 and the Auburn Tigers in 2010, it is easy to see why we love the gridiron. Our little Huskies are no different. The TYFL has boasted at least one division champion since the SEYFL's inception — including an unprecedented five championships by our now 125LB group. Needless to say, the fans will be pouring in to see these young men battle for their final championship trophy in youth football. Pick your winning play out of our Husky Helpers Playbook:

### **PUP PLAY \$250** *Web Link Level*

Your company logo with a link to your website posted on the TYFL website.

### **PACK PLAY \$500** *Fence Sign Level*

- 4'x6' Fence Sign displayed in prominent area of stadium.
- Your company logo with a link to your website posted on the TYFL website.

### **DOG TAG PLAY \$750** *Season Ticket Level*

- Your company logo and tag line printed on every Adult and Child season ticket.
- Game Day advertising over the stadium sound system designating your company as the season tickets sponsor.
- Your company logo with a link to your website posted on the TYFL website.

### **GAME PLAY \$1,000** *Game Day Level*

- Opportunity to set up a kiosk/tent at all home games to promote your company and sell your products.
- Game Day advertising continuously over the stadium sound system designating your company as a Game Day sponsor.
- 4'x6' Fence Sign displayed in prominent area of stadium.
- Your company logo with a link to your website posted on the TYFL website.

### **PINK PLAY \$2,000** *Paws-in-Pink Level* *(Breast Cancer Awareness Game Day)*

- Your company logo with a link to your website posted on the TYFL website. Will include "PIP" Day sponsor designation.
- 4'x6' Fence Sign displayed in prominent area of stadium. Will include "PIP" Day sponsor designation.
- Game Day advertising continuously over the stadium sound system. Will include "PIP" Day sponsor designation.
- Opportunity to set up a kiosk/tent at all home games to promote your company and sell your products.
- Choice of Company Logo printed on "PIP" Day products or \$250 donation made in sponsor's name to the *Joshua White Research Foundation for Breast Cancer Research at UAB.*

### **DOG HOUSE PLAY \$2,750** *Dawg House Level*

- 4'x6' Metal Sign displayed on the Dawg House for the entire season.
- Your company logo with a link to your website posted on the TYFL website.
- Game Day advertising continuously over the stadium sound system designating your company as the Dawg House sponsor.
- Opportunity to set up a kiosk/tent at all home games to promote your company and sell your products.

### **MUSH! PLAY \$3,500** *Concessions/Coaches' Shirts Level*

- 4'x6' Metal Sign displayed on the Concession House for the entire season.
- Company name on back of all coaches' shirts.
- Your company logo with a link to your website posted on the TYFL website.
- Game Day advertising continuously over the stadium sound system designating your company as the Concessions House sponsor.
- Opportunity to set up a kiosk/tent at all home games to promote your company and sell your products.

### **SPIRIT PLAY \$4,500** *Spirit Pack/Press Box Level*

- 4'x6' Metal Sign displayed on the Press Box for the entire season.
- Company name on back of all Spirit Pack shirts. The Spirit Pack is matching T-Shirt and Gym Shorts for each player.
- Your company logo with a link to your website posted on the TYFL website.
- Game Day advertising continuously over the stadium sound system designating your company as the Press Box sponsor.
- Opportunity to set up a kiosk/tent at all home games to promote your company and sell your products.

### **PAW PLAY \$12,000** *Husky Field Sponsor Level*

- Company Logo painted in both end zones for entire season.
- 4'x6' Fence Sign displayed in prominent area of the stadium
- Your company logo with a link to your website posted on the TYFL website.
- Game Day advertising continuously over the stadium sound system designating your company as the Husky Field sponsor.
- Opportunity to set up a kiosk/tent at all home games to promote your company and sell your products.

Julie Zackery  
2011 TYFL Sponsorship Director  
205-305-3086  
P.O. Box 451  
Trussville, AL 35173

**Sponsorship@Hewitt-TrussvilleYouthFootball.org**





Julie Zackery, Sponsorship Director  
 Trussville Youth Football League  
 205-305-3086  
 P.O. Box 451  
 Trussville, AL 35173  
 sponsorship@hewitt-trussvilleyouthfootball.org  
 www.hewitt-trussvilleyouthfootball.org

*Please make check payable to TYFL. The TYFL is not responsible for company artwork. We can accept artwork from your company to create signs and end zone paintings.*

TYFL Use Only:  
 Collected By: \_\_\_\_\_  
 Date: \_\_\_\_\_ Team Credited: \_\_\_\_\_

**Playbook Completion Checklist**

- |  |                           |
|--|---------------------------|
| ✓ Item   | TYFL or Sponsor Signature |
| <input type="checkbox"/> Payment Received                                    | _____                     |
| <input type="checkbox"/> Artwork Received                                    | _____                     |
| <input type="checkbox"/> Sign/Tickets/Clothing Proof                         | _____                     |
| <input type="checkbox"/> Proof Approved by Sponsor                           | _____                     |
| <input type="checkbox"/> Items Displayed/Distributed according to commitment | _____                     |
| <input type="checkbox"/> Special   | _____                     |

Please choose your play from the 2011 TYFL Winning Playbook. If you have a play design idea of your own, let us know - we're always looking for more ways to WIN with the HUSKIES!

Level	Description	Amount
<input type="checkbox"/> Pup Play Web Link Level	Your company logo and link to your website posted on the TYFL website for 2011 season.	\$250.00
<input type="checkbox"/> Pack Play Fence Sign Level	Pup Play plus a 4'x6' Fence Sign displayed in prominent area of stadium.	\$500.00
<input type="checkbox"/> Dog Tag Play Season Ticket Level	Pup Play plus Pack Play plus your Company Logo/Coupon printed on 2011 season tickets.	\$750.00
<input type="checkbox"/> Game Play Game Day Level	Pup Play plus Pack Play plus continuous advertising over sound system and you can set up a kiosk promoting your products at all 2011 home games.	\$1,000.00
<input type="checkbox"/> Pink Play Paws in Pink Game Day Breast Cancer Awareness Game Day	Pup Play + Pack Play + Game Play - all with special Paws-in-Pink sponsor designation and choice of logo on all PIP Day products or \$250 donation made in your companies' name to the Joshua White Research Foundation for Breast Cancer Research at UAB.	\$2,000.00
<input type="checkbox"/> Dog House Play Dawg House Level	Pup Play + Game Play + 4'x6' Metal Sign on Dawg House	\$2,750.00
<input type="checkbox"/> <b>MUSH!</b> Play Concessions/Coaches' Shirts Level	Pup Play + Game Play + 4'x6' Fence Sign on Concession Stand and Company name on Coaches' shirts.	\$3,500.00
<input type="checkbox"/> Spirit Play Spirit Pack/Press Box Level	Pup Play + Game Play + Company name printed on spirit shirts and 4'x6' Metal Sign displayed on Press Box.	\$4,500.00
<input type="checkbox"/> Paw Print Level	Pup Play + Pack Play + Game Play + Company Logo painted in end zones.	\$12,000.00

**COMPANY NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY, STATE, ZIP:** \_\_\_\_\_

**CONTACT:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**SIGNATURE:** \_\_\_\_\_ **TITLE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_ **CHECK #:** \_\_\_\_\_