



SPORTS EMPOWERMENT LEADERSHIP ACADEMY'S  
"POWER UP" YOUTH SERIES

**STEVEN STREET PARK ○ FREEPORT, NY**

**JULY 2 TO AUGUST 8, 2019**





# Excelling is Inevitable

Dear Future Sponsor:

For over 20 years, the founders of the Sports Empowerment Leadership Academy (SELA), Jamie and Theresa Aydelott, have committed their time and talent to uplift the youth in South Nassau, which is comprised of Freeport, Roosevelt, Uniondale and Hempstead. They have served over 10,000 youth launching the highly successful Unity in the Community Basketball Tournament in 1997.

South Nassau is a low-income, minority-majority community that continues to be plagued with challenges such as high levels of crime, rising gang violence and recruitment, low performing schools and unemployment or under employment.

The Power Up Series addresses and promotes important aspects of youth development including positive play, mentorship, healthy living and academic enrichment. The program operates over the critical summer weeks when many youth are left home unsupervised resulting in negative and/ or risky behaviors.

The 2019 Power Up Series will serve over 250 families and take place July 2 to August 8<sup>th</sup> from 6-9 pm Mon to Thurs. While the children are actively engaged in coaching, skill development, mentoring and literacy support services, parents and local residents will have the opportunity to improve their health outcomes as well with an on-going health and resource fair.

Let's strengthen our community together. Feel free to connect with our team if you have further questions about the sponsorship levels. We thank you in advance for taking the time to invest in positive outcomes for disadvantaged and underserved youth.

Let's Power Up!

*Jamie & Theresa Aydelott*





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## **“THE SELA DIFFERENCE”**

***Our Mission: To develop and empower underserved communities by expanding opportunities through quality programs that promotes positive engagement in sports and academia.***

Jamie and Theresa “Terry” Aydelott have dedicated their entire lives to the advancement of youth utilizing athletics and academics as their service platforms. Over the past 20 years, this powerhouse team, has touched the lives of over 10,000 youth and their families with their relentless belief that every child can be something great with the proper support and encouragement.

They have served faithfully as volunteers at their local church and various community organizations throughout Long Island. They have received recognition for their efforts from the Freeport Rotary Club, The Honorable Thomas Gulotta (former Nassau County Executive), NAACP, Bishop Frank O. White and many more. They have joined together to continue to scale their efforts and continue to be a source of hope for youth in need. SELA is committed to furthering their program reach and providing even greater opportunities to underserved youth through their summer series and push-in programs into individual schools.







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**“THE NEED”**

## **Key Indicators**

### **National School Lunch Data: (Free and Reduced Participation Levels)**

- **Freeport – 71%**
- **Roosevelt – 100%**
- **Uniondale – 72%**
- **Hempstead – 75%**

• **Over 13% of residents live at or below  
the national poverty line**

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• **Nassau County has  
seen a 118% increase  
in SNAP benefit  
enrollment since 2008.**

## SPONSORSHIP LEVELS

- 3 minute welcome address or alternate speaking opportunity
- Prominent signage at Steven Street Park
- Prominent logo presence on all marketing collateral inclusive of digital/print materials, water bottles and event t-shirts
- Inclusion in press releases, social media posts, company logo on SELA website with hyperlink
- Custom email campaign to Power Up participants
- 2 exhibitor spaces (10 x 10) and 7 event passes including 2 VIP passes

### TITLE SPONSOR - \$25,000

- Prominent signage at Steven Street Park
- Logo present on marketing collateral inclusive of all print materials and event t-shirts
- Inclusion in press releases and social media posts
- Presence of company logo on SELA website
- 2 exhibitor spaces (10 x 10) and 5 event passes

### SLAM DUNK SPONSOR - \$10,000

- Signage at Steven Street Park
- Logo present on marketing collateral inclusive of select print materials and event t-shirts
- Inclusion in select press releases and select social media posts
- Presence of company logo on SELA website
- 1 exhibitor space (10 x 10) and 3 event passes

### FAST BREAK SPONSOR - \$5,000

## SPONSORSHIP LEVELS

- Announcement of sponsorship at Steven Street Park
- Logo present on event t-shirts
- Inclusion in select press releases and select social media posts
- Presence of company logo on SELA website
- 1 exhibitor space (10 x 10) and 2 event passes

ALLEY-OOP SPONSOR - \$1,000

Power Up  
Sponsorship  
Contact

Terry Aydelott  
Program Director

T. (516) 467-6652  
[sponsorships@sportsela.org](mailto:sponsorships@sportsela.org)

## EXHIBITOR OPPORTUNITIES

- Community Partner - \$250
  - 10 x 10 space
  - 2 Roaming Ambassadors
  - 2 free exhibitor passes
  - social media mention
  - listing on event program
- vendor must provide their own table and table cloth.
- Electrical outlets are available on a first come, first serve basis
- Nonprofit Partner - \$100
  - 10 x 10 space
  - 2 Roaming Ambassadors
  - 2 free exhibitor passes
  - social media mention
  - listing on event program

## SPONSORSHIP APPLICATION

### CONTACT INFORMATION *(Handles all marketing and conference logistics)*

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

### INFORMATION FOR ALL PROMOTIONAL COLLATERAL *(This will be used for all promotions)*

Company Name: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Address: \_\_\_\_\_ City, State Zip Code: \_\_\_\_\_

Main Phone/ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Social Media Handles: \_\_\_\_\_

### SPONSORSHIP LEVELS

\* Select your preferred sponsorship level

- ☐ Title Sponsor - \$25,000
- ☐ Slam Dunk Sponsor - \$10,000
- ☐ Fast Break Sponsor - \$5,000
- ☐ Alley-Oop Sponsor - \$1,000

### EXHIBITOR LEVELS

\* Select your preferred exhibitor level

- ☐ Community Partner - \$250
- ☐ Nonprofit Partner - \$100

# SPONSORSHIP APPLICATION

## SPONSORSHIP AND EXHIBITOR APPLICATION TERMS

1. The undersigned agrees to pay 100% of all fees per the terms of the application
2. The cancellation processing fee is 10% of the total sponsorship fee
3. Any company requesting to pay later than net 30 days after receipt of invoice , agrees to pay 50% of the total sponsorship fee at time of application approval
4. All cancellation requests must be submitted in writing to SELA. The date of the receipt of the sponsors cancellation request will be considered the official cancellation date. If the sponsorship is cancelled on or before May 6, 2019, all monies less the cancellation processing fee will be returned to the sponsor
5. All sponsors that cancel after May 6, 2019 will be responsible for the TOTAL cost of the sponsorship. Absolutely no refunds will be issued after May 6, 2019

## PAYMENT INFORMATION

- All payments are due net 30 or by May 6, 2019, whichever comes first.

☐ Invoice me for payment by check

(Make checks payable to Sports Empowerment Leadership Academy)

☐ Invoice me for payment by credit card

☐ Invoice me for payment by wire transfer

It is important to note that banks charge a service fee for wire transfers. SELA charges a flat fee of \$50.00 for USD for all wire transfer payments to cover all imposed fees. This additional charge will be reflected on your invoice.

## CREDIT CARD INFORMATION

- Please charge my credit card below:

Name on Card: \_\_\_\_\_

Account Number: \_\_\_\_\_

Exp Date: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Card Security Code (3-4 digits): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Sports Empowerment Leadership Academy is recognized under the IRS 501(c)3 charitable designation – EIN# 47-5150120

All donations are tax-deductible as allowable by applicable law.