

2026

ATHLETICS SPONSORSHIP PACKET

WHY COMMUNITY SPORTS?

12,000+ Followers

17,000+ Email Subscribers

40.7% Average Email Open Rate

- **POSITIVE PUBLICITY**
- **OPPORTUNITIES FOR NETWORKING**
- **INCREASED BRAND AWARENESS**

  Sponsoring a community sports program can enhance a company's visibility and elevate its brand awareness within the community.

- **COMMUNITY INVOLVEMENT**

  Sponsoring a parks and recreation sports league can highlight a company's dedication to the local community and its proactive support of initiatives that benefit residents. This engagement can foster goodwill and elevate the company's image as a responsible and caring corporate citizen.

- **TARGETED MARKETING**

  Sponsoring a parks and recreation sports league offers a company a focused marketing opportunity to engage with specific demographics, such as families with young children, outdoor enthusiasts, or individuals interested in health and fitness.

- **COST-EFFECTIVE ADVERTISING**

  Sponsoring a parks and recreation sports league offers a cost-effective advertising opportunity for companies, particularly when compared to conventional advertising methods such as television or print media.

2026 League Sponsorship: Join the Team

Dear Business Representative:

The City of The Colony Athletics Team invites you to connect your brand through our **Youth and Adult Sports Leagues.** Our Athletics Team is dedicated to fostering teamwork, healthy lifestyles and community pride through our year-round sports leagues. Whether it is a touchdown scored in NFL Flag Football to a home run kicked in kickball, our fields and courts are where our community comes together.

By sponsoring a league, you gain season-long visibility with thousands of local families, players and spectators, not just within The Colony, but across the entire DFW Metroplex.

League Partnership Opportunities:

- **Youth Sports:** Build brand loyalty with local families. Sponsorships help us provide quality equipment and jerseys while keeping registration affordable.
- **Adult Leagues:** Engage directly with the active adults and professionals in our community who participate in our recreational leagues year-round.
- **Customized Exposure:** Choose from jersey branding, field signage, and more to fit your budget and goals.

We also welcome in-kind donations and are happy to tailor a partnership package that meets your organization's specific needs.

Thank you for supporting local athletics and helping us keep The Colony active. We look forward to seeing your business on the sidelines this season!

Sincerely,

Kacy George

Kacy George
Athletics Supervisor
Parks & Recreation
kgeorge@thecolonytx.gov



YOUTH BASKETBALL WINTER / SUMMER

BENEFIT OPPORTUNITY	MVP $3,500	All-Star $1,500	Sixth Man $500
Logo on League Uniforms (per season)	All Teams	None	None
Score Table Branding	Primary Center Placement	Side Placement	None
Website Placement	Premium Home Page	Athletics Sub Page	Sponsor Directory
Dedicated E-blast (40.7% Average Open Rate)	3 per Season	2 Per Season	Newsletter Recognition
Social Media Spotlight	4 Featured Posts	2 Featured Posts	1 Post
Digital Ad Rotation	Primary Rotation	Standard Rotation	Standard Rotation
Promo Item Distribution	Included	Included	Included
Exclusivity	Exclusive	N/A	N/A



YOUTH VOLLEYBALL
FALL / SPRING

BENEFIT OPPORTUNITY	Ace $2,500	Power Hitter $1,000	Libero $500
Logo on League Uniforms (per season)	All Teams	None	None
Score Table Branding	Primary Center Placement	Side Placement	None
Website Placement	Premium Home Page	Athletics Sub Page	Sponsor Directory
Dedicated E-blast (40.7% Average Open Rate)	3 per Season	2 Per Season	Newsletter Recognition
Social Media Spotlight	4 Featured Posts	2 Featured Posts	1 Post
Digital Ad Rotation	Primary Rotation	Standard Rotation	Standard Rotation
Promo Item Distribution	Included	Included	Included
Exclusivity	Exclusive	N/A	N/A



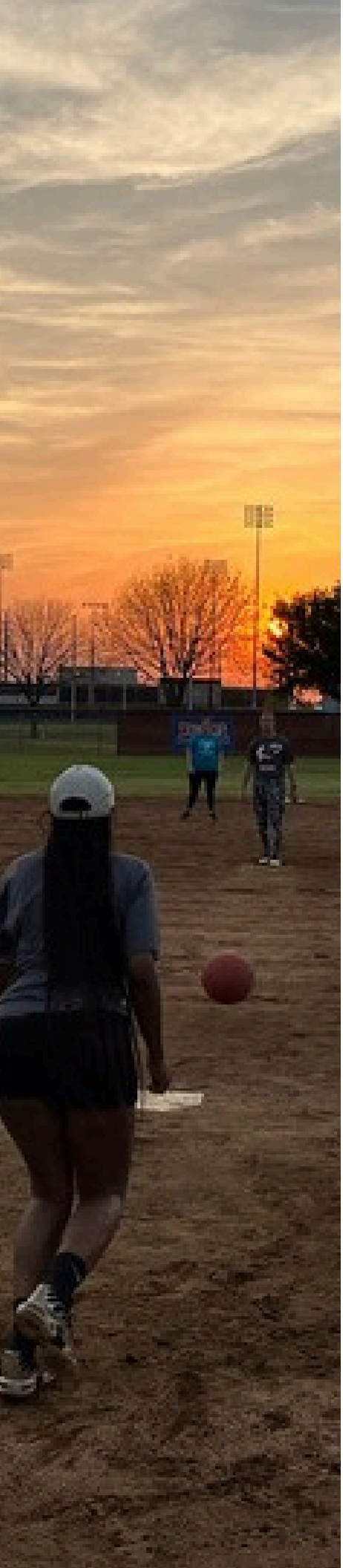
NFL FLAG FOOTBALL
FALL / SPRING

BENEFIT OPPORTUNITY	Hall of Famer $2,000	Pro-Bowler $1,000	Special Teamer $500
Score Table Branding	Primary Center Placement	Side Placement	None
Website Placement	Premium Home Page	Athletics Sub Page	Sponsor Directory
Dedicated E-blast (40.7% Average Open Rate)	3 per Season	2 Per Season	Newsletter Recognition
Social Media Spotlight	4 Featured Posts	2 Featured Posts	1 Post
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ADULT LEAGUES
(KICKBALL, BASKETBALL, & VOLLEYBALL)

BENEFIT OPPORTUNITY	Hot Shot $1,500	Playmaker $750	Game Changer $350
On-Site Engagement	**Sponsor Spotlight Night:** Dedicated night for tent/booth setup	N/A	N/A
Physical Signage	**Priority Placement:** A-frame at facility entrance	**Side Placement:** A-frame on sidelines	**Group Recognition:** Business name on “Thank You” signage
Digital Standing & Schedule	**Lead Placement:** Logo featured on top of digital standings and schedule	**Standard Placement:** Clickable logo on main league standing page	**Sponsor Directory:** Business name listed on PlayTC Sports directory webpage
Social Media Spotlight	3 Featured Posts	2 Featured Posts	1 Post
Dedicated E-blast (40.7% Average Open Rate)	2 per season	1 per season	Newsletter Recognition



READY TO TEAM UP?

Be the driving force behind the game! Whether it's a **child's first bucket** or an **adult league championship,** your sponsorship makes these moments possible in **The Colony.** Partnering with our sports leagues offers your brand a **front-row seat** to community engagement and local pride. Your support ensures we can continue offering **top-tier programs** that bring people together on and off the field. We're excited to welcome you to the team. Let's work together to make this season our best one yet!

CONTACTS

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