



Hartford Hurricanes
"A Healthier Opportunity for Youths"
Phone: 860.501.9899
Info@Hartfordhurricanes.org
www.HartfordHurricanes.org



Re: Hurricanes \$1 Million Dollar Turf Run Proposal

Background Information

The Hartford Hurricanes Youth Football and Cheer Program functions in Hartford, CT. this program was designed to offer the youngsters a supervised, wholesome use of their leisure time. We recently started the first-ever Division 1 Pop Warner Program and it has been a huge success for the youth and for the community. We have received citations from State Senators and from the Mayor for our work with the youth of the city. More importantly, we have received very positive feedback from parents and children who have strengthened their bonds through participation in our program. Many of the adults in our city have gotten to know each other and have created a family-like environment. As these new relationships develop, there is more harmony and cooperation in the neighborhoods. The youth now have an alternative to gang activity, bullying, and violence, which have plagued our city and have touched the lives of some of the members on our teams.

Unfortunately, we are required to practice on a football field that the city has deemed unsafe for us to hold football games. Yet, the city cannot accommodate us with a safe and regulated football field for our games. Our youths play games and visit all over the state. These other youth football and cheer programs enjoy lined turf fields with regulation goal posts. The fields are also equipped with concession stands, adequate seating, lights, and public bathrooms. Our youths are faced with an unsafe field with a concession stand that doesn't even have running water. The doors are broken and there is rust throughout the building. It is unsafe to allow anyone to visit our field and it is also unhealthy to serve food from this concession stand. We are a nonprofit organization, staffed only by volunteers, that is forced to pay the city of Hartford thousands of dollars each year in order to take Hartford youths off of the streets, mentor them, and provide them with safer, more positive, and sometimes life-altering options to the many horrible decisions that many other youths in Greater Hartford have made before them. It was our program that made it possible for young women, for the first time ever to have the opportunity to be in a cheerleading program prior to high school. We have also had an historic year with making it possible for the first time ever to allow 5 & 6 & 7yr olds to have the opportunity to participate in Tackle football and cheerleading.

Proposal

During the season, a group of parents and youths stated to me that they would like start a campaign to have our youths enjoy the same high quality facilities that other youth programs around the state and nation enjoy. So, they named it the **"\$1 Million Dollar Turf Run"**. The Proposal is to build a Multi-Sport Youth football field in the City of Hartford, CT. Where our youths can have a fun safe environment that will be used to teach leadership, team-work, Dedication, Discipline, Health and Wellness, Fight Obesity, Attack violence, and provide the education tools and requirements so our youths make the association between Education and Recreation.



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Program Description

The Hurricanes Program not only serves as a way to keep youth off of the streets year-round, but it also provides a way to keep them safe from bullying and other unpleasant activities. Unfortunately we have had many of youths beaten up on their way home from practice and games. Our coaches (well known in the community) have reached out to other adults who know the gang members and offending youths and now our kids get to and from practice and school much more safely than they have in the past. Also, we have a lot of youths who are excessively overweight. Because of the influx of home videogame and theater systems, many of our youths feel they can acquire all they need right there in their home. They no longer feel compelled to go outside and play in order to burn off excess energy and calories. We started an indoor winter workout session for youths not only keep them off the street and involved in the program, but also to keep them in shape and healthier all year long. We have a State of Connecticut Certified Coach leading the workout sessions and medical professionals directing sessions regarding health and nutrition for teenagers. We are moving forward strongly to counteract our youth obesity problem. The Hartford Hurricanes Youth Program is 100% voluntary and all of our volunteers care very deeply about the youth of our city.

President's Message

The Hartford Hurricanes Youth Program is truly important to me because I was once one of the youths in this community and in spite of the many barriers set before me, I succeeded. As I look back though, many of my peers did not, too many. Conditions have further declined since my days of participating in youth football and other sports. I have constantly tried reaching out to the city of Hartford, and there has been little to no support for programs for youth.

We are trying to start this drive to allow our youths to see that their voices are heard when they are united and focused on good deeds. I cannot stand back and allow more youths to fall prey to gangs, bullies, and violence. Many of our youths don't have the same opportunities as young people in surrounding towns and cities. The Hurricanes provided for the young women the first ever opportunity to start cheerleading prior to high school. Before that, the city of Hartford was not interested in allowing young women to participate in the sport. We also allowed for the 1st time ever, youths to start participating at the age of 5 because we realize if we get these kids in a positive environment early, then we can have an even more significant influence and impact in their lives. This is truly one of my greatest passions.

In addition, we have implemented "Hurricanes TV", which allows youth to participate in audio/video, and media work. Students can now enter our program and act as broadcasters for the Hartford Hurricanes Games from the sidelines. Many students who don't participate in the sport itself would still like to be involved because of ESPN and other sports casting networks. We encourage our youths to participate in many aspects of the athletics field. We support our youths in almost all of their areas of interest.



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Sponsorship Opportunities

We also have some great sponsorship and promotion opportunities for anyone who would be interested in assisting and/or getting involved with our efforts. We have more than 150 youths, 75 parents, and 30 volunteers working on this project. Your support is needed and would be greatly appreciated.

Possible sponsorship opportunities:

- Multiplex Stadium named after your company
- Banner for life at stadium
- Scoreboard Named after Company
- Sponsorship for Life on website
- Names on the back of all jerseys
- Plus many more

Please contact me so that we may further discuss Hartford Hurricanes Youth Program's Million Dollar Turn Run campaign with you. I can be reached via telephone at **860-983-7012**, or via email at info@hartfordhurricanes.org. Also, take a few moments to visit our website at www.hartfordhurricanes.org to bear witness to our youths' dedication and hard work.

Phil Bryant
President of Hartford Hurricanes



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The Hartford Hurricanes are eager to offer you the following levels of sponsorship for your donations towards the \$1 Million Dollar Turf Run

\$1,000,000	Platinum Package
\$300,000	Gold Package
\$100,000	Silver Package
\$50,000	Bronze Package
\$25,000	First Down Package
\$10,000	Sideline Package

Attached you will find a breakdown of each Package level offered above

All donations and package fees collected will be used for the sole purpose and benefit of the Hartford Hurricane \$1 million Turf Run. No funds will go towards any project other than the build of the Hartford Hurricanes Turf stadium. Our project goal is to assist in providing the funds needed to build our community and youths a reliable, safe, and alternative to the streets sports field that will continually develop the Hartford Hurricanes as well. Help to provide your business with a sound marketing tool throughout the Greater Hartford Community and around the state. Should you have any questions or concerns, please feel free to contact me at 860-983-7012. On behalf of the Hartford Hurricanes Family, the Hartford Community, and the Youths of the Hartford Hurricanes we hope that you choose to become a Hartford Hurricane sponsor and support the boys and girls of the Hartford Hurricane football and cheerleading programs.

Thank you for your consideration.

Sincerely,

Phillip Bryant

Phil Bryant

President, Hartford Hurricanes

860-983-7012



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Levels of Sponsorships – Your gift below will award the following marketing benefits

Please note our ongoing offer is 1st Company to sponsor \$300k or more will receive the Hurricanes Multiplex stadium named after their company.

- **Platinum Package - \$1,000,000**
 - Football Stadium Named after your business indefinitely
 - Company Logo On Multiplex Turf Field
 - Company Name on the Multi-sport Turf field Sideline
 - Scoreboard with Company Name and/or Logo Underneath
 - Company Banner hanging in stadium indefinitely
 - A complete company website under the Hurricanes Website
 - Company scrolling link on Hurricanes Main Page for 10 years
 - Company name on all Hurricanes staff Clothing and Coaches Uniforms
 - Company Logo on all Jersey of the Hartford Hurricanes Youth Players
 - Free Entrance to all Stadium events up to 10 entries per event
 - Name announced at every event that Takes Place in Stadium and ever quarter at Hurricanes Events
 - Space on the website to post upcoming events for the sponsor (www.hartfordhurricanes.org/sponsor)
 - Banner Hung at all away Games (carried to and from by Hurricanes Staff)
 - Full Length Interview of company posted on website done by Hurricanes TV. Youths c
 - Recognition by Hartford Hurricanes at all Media events (newspaper, TV)
 - Free promotion for sponsoring company at Hurricane events (street team provided by Hartford Hurricanes Staff and Parents but accessories must be provided by sponsoring companies) Flyers, Stickers, Buttons, etc...
 - The sponsoring company will be recognized at all Hartford Hurricanes events
 - No direct competition to the sponsoring program will be inquired about
 - This package will include a sponsor home coming game. This will include hurricane parents' coaches and volunteers wearing t-shirts with the sponsoring company info and a half-time thank you celebration. Every Year for 1st 5 years
 - Any other agreements must be agreed upon by both parties.
- **Gold Sponsor - \$300,000 or More**
 - Football Stadium Named after your business for 15 years then renegotiated (if 1st Company to sponsor \$300k or more will get this included.
 - Company Name and Logo On Multiplex Turf Field
 - Company Banner hanging in stadium indefinitely
 - A complete company website under the Hurricanes Website
 - Company scrolling link on Hurricanes Main Page for 10 entries years
 - Company name on all Hurricanes staff Clothing and Coaches Uniforms (if 1st Company to sponsor \$300k or more will get this included.
 - Company Logo on all Jersey of the Hartford Hurricanes Youth Players (if 1st Company to sponsor \$300k or more will get this included.
 - Full Length Interview of company posted on website done by Hurricanes TV. Youths on Main Page
 - Free Entrance to all Stadium events up to 10 entries per event
 - Name announced at every event that Takes Place in Stadium and every quarter at Hurricanes Events
 - Space on the website to post upcoming events for the sponsor (www.hartfordhurricanes.org/sponsor)
 - Free promotion for sponsoring company at Hurricane events (street team provided by Hartford Hurricanes Staff and Parents but accessories must be provided by sponsoring companies) Flyers, Stickers, Buttons, etc...
 - The sponsoring company will be recognized at all Hartford Hurricanes events
 - This package will include a sponsor home coming game. This will include hurricane parents' coaches and volunteers wearing t-shirts with the sponsoring company info and a half-time thank you celebration.
 - Any other agreements must be agreed upon by both parties.
- **Silver Sponsor - \$100,000**
 - Company Banner hanging in stadium indefinitely
 - **May Choose:** Company Logo On Multiplex Turf Field or Scoreboard logo beneath (if still open)



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- Company logo on all Hurricanes staff Clothing
- Free Entrance to all Stadium events up to 10 entries per event
- Name announced at every event that Takes Place in Stadium
- Space on the website to post upcoming events for the sponsor (www.hartfordhurricanes.org/sponsor)
- Interview by Hurricanes TV posted on Sponsor Site
- Free promotion for sponsoring company at Hurricane events (street team provided by Hartford Hurricanes Staff and Parents but accessories must be provided by sponsoring companies) Flyers, Stickers, Buttons, etc...
- The sponsoring company will be recognized at all Hartford Hurricanes events
- This package will include a sponsor home coming game. This will include hurricane parents' coaches and volunteers wearing t-shirts with the sponsoring company info and a half-time thank you celebration.
- Any other agreements must be agreed upon by both parties.
- **Bronze Sponsor - \$50,000**
 - Company Banner hanging in stadium indefinitely
 - Scoreboard logo beneath (if still open)
 - Company logo on all Hurricanes staff Clothing
 - Free Entrance to all Stadium events up to 10 per event
 - Name announced at every event that Takes Place in Stadium
 - Space on the website to post upcoming events for the sponsor (www.hartfordhurricanes.org/sponsor)
 - Free promotion for sponsoring company at Hurricane events (street team provided by Hartford Hurricanes Staff and Parents but accessories must be provided by sponsoring companies) Flyers, Stickers, Buttons, etc...
 - The sponsoring company will be recognized at all Hartford Hurricanes events
 - This package will include a sponsor home coming game. This will include hurricane parents' coaches and volunteers wearing t-shirts with the sponsoring company info and a half-time thank you celebration.
 - Any other agreements must be agreed upon by both parties.
- **First Down Sponsor - \$25,000**
 - Company Banner hanging in stadium indefinitely
 - Scoreboard logo beneath (if still open)
 - Free Entrance to all Stadium events up to 10 entries per event
 - Name on back of all youth jerseys (if still open)
 - Name announced at every Hurricanes event
 - Space on the website to post upcoming events for the sponsor (www.hartfordhurricanes.org/sponsor)
 - Free promotion for sponsoring company at Hurricane events (street team provided by Hartford Hurricanes Staff and Parents but accessories must be provided by sponsoring companies) Flyers, Stickers, Buttons, etc...
 - The sponsoring company will be recognized at all Hartford Hurricanes events
 - This package will include a sponsor home coming game. This will include hurricane parents' coaches and volunteers wearing t-shirts with the sponsoring company info and a half-time thank you celebration.
 - Any other agreements must be agreed upon by both parties.
- **Sideline Sponsor**
 - Company Logo on the Multi-sport Turf field for Individuals to see (Sold in Blocks of Square feet)
 - May put Logo or Words
 - Options are available to Take the whole sideline with company name and Logo
 - Free Entrance to all Stadium events up to 10 entries per event
 - Space on the website to post upcoming events for the sponsor (www.hartfordhurricanes.org/sponsor)
 - The sponsoring company will be recognized at all Hartford Hurricanes events
 - Any other agreements must be agreed upon by both parties.
 - This package will include a sponsor home coming game. This will include hurricane parents' coaches and volunteers wearing t-shirts with the sponsoring company info and a half-time thank you celebration.

Please note any donation amount is welcome. These are strictly guidelines for individuals and companies to follow with higher donation amounts, agreements may be agreed upon by both parties to satisfy the sponsor at an agreed upon meeting.



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Hartford Hurricanes

Yes! We would like to sponsor the team!

Sponsor Request

Thank you for your support of the Hartford Hurricanes Organization. You will have the opportunity to access people in and outside your community at a grass-roots level in a way that is powerful and memorable.

Name of Organization: _____

Name of Contact: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

We agree to sponsor at the following level:

- Platinum Level Sponsor
- Gold Level Sponsor
- Silver Level Sponsor
- Bronze Level Sponsor
- First Down Level Sponsor

Please make checks payable to Hartford Hurricanes

All correspondence should respond to:

Phil Bryant
President of Hartford Hurricanes
860-983-7012