



ABOUT THE EVENT

The 2019 Kickball 4 The Kids tournament will take place on Saturday, August 3, 2019 at Balloon Fiesta Park in Albuquerque, NM.

Originally established in 2009 by the Active 20/30 Club of Albuquerque, the Albuquerque based non-profit Junior Achievement of New Mexico is now organizing the event and will be the primary beneficiary of the event's proceeds. The Active 20/30 Club of Albuquerque's For the Kids Fund will also be an additional beneficiary of the event in 2019.

This one-day charity event expects to field 64 kickball teams comprised of Albuquerque based businesses, organizations, friend groups, non-profit organizations, and schools in a structured tournament with new, simplified rules and a shorter, more efficient primary schedule beginning at 9:00 AM and concluding at 11:45 AM.

Junior Achievement of New Mexico appreciates your participation in our event and your sponsorship will help fund our mission to empower New Mexico's students grades K-12 by offering no-cost programs focused on financial literacy, workplace readiness, and inspiring the spirit of entrepreneurship in our children.

Thank you for your support and Play Ball!

YOUR SPONSORSHIP DOLLARS AT WORK

BY THE NUMBERS



CONTACT US

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2019 SPONSORSHIP INFORMATION
AUGUST 3, 2019
ALBUQUERQUE, NEW MEXICO



OUR BENEFICIARIES

PRIMARY BENEFICIARY

Junior Achievement of New Mexico (JA) is the state's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA programs are delivered by corporate and community volunteers, and provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness and entrepreneurship.

Today JA of New Mexico reaches over 5,000 students annually and is one of 109 JA markets across the country. JA reaches 4.2 million students per year. Visit newmexicoja.org for more information.



ADDITIONAL BENEFICIARY

For the Kids Fund was initiated by the Active 20-30 Club of Albuquerque in 2008 to empower young professionals to assist children in need within our community. The For the Kids Fund is working on improving the lives of children—one kid at a time.

For the Kids Fund is a 501(c)(3) New Mexico Charity (EIN #26-3722368). Donations to For the Kids Fund may be tax-deductible, but please always consult your tax advisor!

For Additional Information:
Website: www.abq2030.com
E-Mail: abq2030@gmail.com

OUR SPONSORSHIPS

TITLE SPONSOR - \$10,000

- Company name on all marketing materials
- Logo on all available signage
- Logo on all t-shirts
- Logo on all social media
- 4 kickball teams
- Full-page advertisement in welcome packet
- Right of first refusal for 2020
- Marquee Event Field named after your organization.

REFEREE SPONSOR - \$5,000

- Logo on main tournament bracket
- Logo on referee and player t-shirts
- Logo on all social media
- 3 kickball teams
- Half-page advertisement in welcome packet
- Discount price of \$250 for field sponsorship

KICKBALL SPONSOR - \$5,000

- Logo on all kickballs and main tournament bracket
- Logo on player t-shirts
- Logo on all social media
- 3 kickball teams
- Half-page advertisement in welcome packet
- Discount price of \$250 for field sponsorship

TENT SPONSOR - \$3,500

- Logo on tent area
- Logo on player t-shirts
- Logo on all social media
- 2 kickball teams
- Full-page advertisement in welcome packet
- Discount price of \$250 for field sponsorship

BEER GARDEN SPONSOR - \$3,500

- Logo on beer garden area
- Logo on player t-shirts
- Logo on all social media
- 2 kickball teams
- Half-page advertisement in welcome packet
- Discount price of \$250 for field sponsorship

SUNSCREEN SPONSOR - \$3,500

- Logo on all sunscreen packets
- Logo on player t-shirts
- Logo on all social media
- 2 kickball teams
- Full-page advertisement in welcome packet
- Discount price of \$250 for field sponsorship

ANNOUNCEMENT SPONSOR - \$2,500 (2 AVAILABLE)

- Logo on 14 announcements
- Logo on player t-shirts
- Logo on all social media
- 1 kickball team
- Half-page advertisement in welcome packet
- Discount price of \$250 for field sponsorship

CONTEST SPONSOR - \$2,500

- Logo on contest announcements
- Logo on player t-shirts
- Logo on all social media
- 1 kickball team
- Full-page advertisement in welcome packet
- Discount price of \$250 for field sponsorship

FIRST AID STATION SPONSOR - \$2,500

- Logo on first aid station
- Logo on player t-shirts
- Logo on all social media
- 1 kickball team
- Half-page advertisement in welcome packet
- Discount price of \$250 for field sponsorship

LUNCH SPONSOR - \$2,500

- Logo on food service area
- Logo on player t-shirts
- Logo on all social media
- 1 kickball team
- Half-page advertisement in welcome packet
- Discount price of \$250 for field sponsorship

BEVERAGE KOOZIE SPONSOR - \$2,000

- Logo on all beverage koozies
- Logo on player t-shirts
- Logo on all social media
- 1 kickball team
- Half-page advertisement in welcome packet
- Discount price of \$250 for field sponsorship

FRIENDS OF JA SPONSOR - \$1,500

- Logo on one field sign
- Logo on player t-shirts
- Logo on all social media
- 1 kickball team
- Quarter-page advertisement in welcome packet

FIELD SPONSOR - \$500

- One field sign