

LPF | **LEVELING THE
PLAYING FIELD**

**CORPORATE
SPONSORSHIP
PACKAGE**

MISSION

LEVELING THE PLAYING FIELD GIVES UNDERPRIVILEGED CHILDREN THE OPPORTUNITY TO ENJOY THE MENTAL AND PHYSICAL BENEFITS OF YOUTH SPORTS PARTICIPATION. WE DONATE USED AND EXCESS SPORTING EQUIPMENT TO PROGRAMS AND SCHOOLS THAT SERVE LOW-INCOME COMMUNITIES. OUR DONATIONS ALLOW PROGRAMS TO LOWER REGISTRATION FEES, EXTEND SCHOLARSHIP PROGRAMS, AND ENHANCE EXISTING ATHLETIC PROGRAMMING AND/OR DEVELOP NEW PROGRAMS.



TRACK RECORD & STATISTICS

- DONATED OVER \$3M WORTH OF SPORTING EQUIPMENT TO MORE THAN 750 DIFFERENT ORGANIZATIONS
- COLLECTED OVER \$3.5M WORTH OF SPORTING EQUIPMENT
- ENGAGED OVER 8000 LOCAL VOLUNTEERS
- PARTNERED WITH HUNDREDS OF SCHOOLS AND YOUTH SPORTS LEAGUES IN THE DMV AREA
- IMPACTED OVER 100,000 KIDS LOCALLY, GIVING THEM OPPORTUNITIES TO PARTICIPATE IN FREE OR AFFORDABLE YOUTH SPORTS PROGRAMMING
- FEATURED IN THE WASHINGTON POST, CNN, NBC4, GREAT MORNING WASHINGTON, CBS9, COMCAST SPORTS NET, ABC7 AND MORE!





LETTER FROM THE FOUNDER

In just five years of operation, **LEVELING THE PLAYING FIELD (LPF)** has experienced unprecedented growth. As a local charity, we have donated **\$3.5M worth of sporting equipment** to more than **600 local programs**, bringing youth sports to low-income communities.

One in five low-income families cannot afford the price of sporting equipment. As a result, low-income students are 3x less likely to participate in youth sports than their peers. Yet, over \$5B are spent annually on new sporting equipment in the U.S. **WHAT BECOMES OF THE GENTLY USED?** At LPF we aim to level the playing field by re-allocating viable used equipment to underserved youth.

LPF has collected approximately **\$3M worth of used sporting equipment** in our five years of operations. Every weekend we collect equipment from local baseball and soccer leagues, hockey rinks, and sportsplexes - anywhere families enjoy the benefits of athletic participation. As a result we have been able to give an estimated 100,00 local students athletic opportunities. This is so important because kids who participate in sports are **3x less likely to drop out of school** and resort to drugs and/or alcohol.

LPF is reaching out to the business community for support as we expand our community impact. We are looking for sponsorship funding in exchange for recognition opportunities in the affluent communities we engage. Whether we are out collecting equipment or in our warehouse working with local volunteers, **YOUR PARTNERSHIP** in this important work will be on display.

Thank you for believing in our mission!

Max Levitt

Founder/CEO

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COLLECTION PARTNERS

ARLINGTON SOCCER
ASHBURN ICE HOUSE
BALTIMORE RAVENS
BCC BASEBALL
BIG TRAIN BASEBALL
BRYN MAWR
BULLIS SCHOOL
CAPITOL CITY LITTLE LEAGUE
CAPITOL HILL LITTLE LEAGUE
CHURCHILL HS
DAMASCUS HS
DC STODDERT
DC UNITED
DEAL MS
FAIRFAX PARK AUTHORITY
FIELD SCHOOL
FIREBIRDS SOFTBALL
GEORGETOWN PREP
GREAT FALLS LITTLE LEAGUE
GILMAN SCHOOL
JEWISH DAY SCHOOL
THE JEWISH FEDERATION

KOA SPORTS
LANDON SCHOOL
LOUDOUN SOCCER
THE MCLEAN SCHOOL
MCLEAN YOUTH SOCCER
MD SOCCERPLEX
MONTGOMERY COUNTY
RECREATION
NORTHWEST LITTLE LEAGUE
OLNEY BOYS AND GIRLS CLUB
PPA SOCCER
ROCKVILLE SPORTSPLEX
SAM SOCCER
SKATEQUEST RESTON
SOCCERFEST
TAKOMA PARK MS
TOWN OF CHEVY CHASE
TRAVILAH ES
VIENNA LITTLE LEAGUE
VIENNA YOUTH SOCCER
WASHINGTON CAPITALS
WASHINGTON NATIONALS
WASHINGTON WIZARDS

MARKETING OPPORTUNITIES

LPF | LEVELING THE PLAYING FIELD

EVERY WEEKEND, **LEVELING THE PLAYING FIELD** COLLECTS EQUIPMENT DONATIONS AT YOUTH SPORTS EVENTS THROUGHOUT THE AFFLUENT YOUTH SPORTS COMMUNITY. HAVING YOUR LOGO DISPLAYED AT THESE EVENTS WILL PROVIDE EXPOSURE FOR YOUR BUSINESS IN A DESIRABLE MARKET WHILE ALSO SUPPORTING A GREAT CAUSE!



EQUIPMENT COLLECTION AND EVENTS

DISTRIBUTION EVENTS



EACH WEEK, LPF DONATES TO SCHOOLS AND YOUTH PROGRAMS THROUGHOUT THE DMV AREA. RECENTLY, LPF HAS BEEN ENGAGING INDIVIDUAL FAMILIES BY OFFERING "CLEAT DAY" EVENTS WHERE WE TAKE CLEATS TO LOW-INCOME PROGRAMS AND OFFER THEM TO FAMILIES AT NO COST. AS A "CLEAT DAY" SPONSOR, YOU WILL CONTROL ALL BRANDING AT THESE EVENTS; IE: "SPONSORED BY [YOUR COMPANY HERE]"!

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MULTIPLE TIMES PER WEEK, LPF HOSTS DOZENS OF LOCAL VOLUNTEERS AT OUR WAREHOUSE TO SORT AND INVENTORY DONATED SPORTING EQUIPMENT. FROM EMPLOYEES AT MARRIOTT AND T. ROWE PRICE TO STUDENTS AND THEIR PARENTS FROM THE AREA'S WEALTHIEST SCHOOLS, WE HAVE OVER 500 VOLUNTEERS OF ALL AGES WORK WITH US EACH YEAR. BECOMING OUR WAREHOUSE SPONSOR IS GREAT EXPOSURE FOR YOUR COMPANY'S BRAND. NAMING RIGHTS INCLUDES BRAND NAME RECOGNITION OUTSIDE OUR WAREHOUSE LOCATION AND ALL CONTROL OF THE WAREHOUSE NAME IN LPF MARKETING AND SOCIAL MEDIA POSTS.



WAREHOUSE NAMING RIGHTS

LPF VEHICLE



LPF CURRENTLY HAS A SMALL VAN AND TRAILER FOR DONATION PICKUPS. WITH A CARGO VAN SPONSORSHIP, YOUR LOGO WILL BE FEATURED PROMINENTLY AT COLLECTION EVENTS, PICKUPS, DISTRIBUTION EVENTS, AND EN-ROUTE IN COMMUNITIES WITH STRONG LPF BRAND AWARENESS.

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SPONSORSHIP LEVELS

BRONZE

\$5,000

- A BANNER WITH YOUR COMPANY LOGO WILL BE DISPLAYED AT COLLECTION EVENTS WITHIN THE YOUTH SPORTS COMMUNITY
- THE COLLECTION DRIVE WILL BE PUBLICIZED AS "SPONSORED BY [YOUR COMPANY HERE]"

SILVER

\$10,000

- BRONZE BENEFITS, PLUS:

GOLD

\$15,000

- SILVER BENEFITS, PLUS:

TITLE SPONSOR \$25,000

- WAREHOUSE NAMING RIGHTS