



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

November 4, 2019

Dear Friends,

As the cold weather approaches, we at the Y are gearing up for another outstanding Youth Basketball League (YBL) season. This program would not be possible without the support of local sponsors.

The Tri-Cities Family YMCA YBL program started 35 years ago. It was founded with the principle that regardless of skill level, youth sports can provide one of the best opportunities for teamwork. YBL also teaches critical skills such as responsibility, determination, acceptance and confidence.

As a sponsor you will impact local youth and reach over 1,000 people on a weekly basis.

- **Over 10,000 boys and girls from the Tri-Cities area have participated in our program since its inception.**
- **400 youth participate in YBL basketball games each Saturday during last winter's 8-week season.**
- **Over 1,000 family members and friends come out to watch their players participate each Saturday.**

As our program grows, so does our need for sponsors. Please consider becoming a YBL sponsor for the 2020 season. The sponsorship level options are listed our [2020 YBL Sponsorship Reservation Form](#). Your sponsorship will allow us to provide this quality sports program to Tri-Cities youth while promoting your organization to a dedicated audience. Contact us by November 30, 2019 to reserve your sponsorship!

Sincerely,

Gregory Coil
Chief Executive Officer

Allison Sides
Youth Sports Coordinator