





## ***Why we do what we do...***

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Greater Potomac Officials Association plans to engage in the youth by providing the essential materials needed to obtain their educational goals. GPOA thrives on the ability to provide the tangible necessities needed to reach this goal! With our background in leadership, nobility and dedication, each child will not only get the tangible necessities but will build strong personal characteristic.

The Association's commitment to provide highly qualified sport officials is the foundation of this organization. GPOA's mission is to "Support America's Troops through Sports Officiating".

The association officiate the following sports: baseball, basketball, football, soccer, softball and volleyball. Each sport has a certification program that is taught by trained sports officials within GPOA whose credentials range from the National Basketball Association (NBA), National Collegiate Athletic Association (NCAA) Div 1 – 3, High School Federation Basketball and Softball, Federation International Football Association (FIFA), and the Amateur Softball Association (ASA).



# ***The Benefits to You***

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As your marketing partner, HRII takes our sponsorship agreement very seriously. You make a promise to help kids and families, and in return we promise to deliver the best sponsorship benefits out there.

## **CONNECT WITH YOUR CUSTOMERS.**

Customers are getting more and more discerning about which companies they do business with. What better way to communicate your values than by sponsoring an event that matches theirs?

## **INCREASE SALES.**

You'll have unparalleled in-person access to a number of people when you become an integral part of the GPOA Back2School festivities through title sponsorship, participating in the opening and closing festivities and having your brand and message displayed throughout the venue.

## **TELL YOUR STORY AND WIN NEW CUSTOMERS.**

Tell a whole new audience how much your organization or company cares about kids and families. Every time they participate in a GPOA event enjoy the opportunity that your brand will be front and center.

## **GIVE YOUR STAFF SOMETHING TO SMILE ABOUT.**

Responsible companies like yours know how important it is to get staff involved in giving back to the community. Talk to us about how your people can get directly involved in the big event.



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# ***Added Value***

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## **SOCIAL MEDIA EXPOSURE**

GPOA has a growing number of followers on Facebook, Twitter, Instagram and YouTube. We're highly skilled at engaging with and leveraging those connections for your benefit.

## **A PROVEN TRACK RECORD OF HONESTY AND ACCOUNTABILITY**

You want to know your sponsorship dollars are working to raise even more funds for GPOA. We provide detailed statements to all sponsors after every event.

## **UNIQUE MARKETING CHANNELS**

Because we have the longstanding trust of our community, we have access to valuable marketing channels. In addition to our own database of clients, we partner with other organizations and events to further the marketing goals of your company.



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# ***Event Leadership Team***

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## **EARL TAYLOR, CEO Greater Potomac Officials Association**

Chief Master Sergeant (Retired) Earl Taylor, III served the United States Air Force for 31 years. Mr. Taylor has been officiating softball, basketball and flag football for over 25 years.



# HRII

## **HRII Concept Marketing, Project Managers**

HRII is a full service concept marketing company that is constructed to Create the future of your brand using innovative concepts. We create impactful connections between brands, people, and culture in the physical, social and digital world.



# ***Back2School Sponsorship Opportunities***

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## **BACKPACKS - \$500 (Donation value of purchase)**

- First Class Recognition at GPOA Back2School Initiative
- Company Advertising at event and on promotional material
- Promotion and Advertising on all social media outlets (FB, Twitter, IG, YouTube)
- Logo featured on organization website
- 10 Tickets to the event
- Radio Advertising on Military Instillation

## **FOLDERS & NOTEBOOKS - \$250 (Donation value of purchase)**

- Company Advertising at Event
- Name and Logo on Facebook & Twitter
- Logo featured on Company Website

## **EDUCATIONGO - \$100 (Donation value of purchase)**

- Name and Logo on Facebook
- Logo featured on company website
- 2 Tickets to the Event

### **INTERESTED IN SPONSORSHIP?**

Email GPOA: [makethecallgpoa@gmail.com](mailto:makethecallgpoa@gmail.com)

*In Kind Donations are greatly appreciated!*



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# ***Contact GPOA***

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Email GPOA: [makethecallgpoa@gmail.com](mailto:makethecallgpoa@gmail.com)

Website: [makethecallgpoa.org](http://makethecallgpoa.org)



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