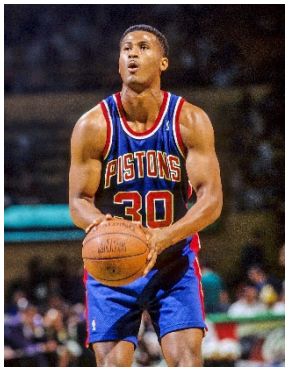
Dear Community Partner,



My name is Marcus Liberty, a retired NBA player now living in the Sarasota area. I founded Liberty Edge Basketball and Sportuity to give back and help young athletes access opportunities that can shape their futures.

Sportuity is a 501(c)(3) nonprofit organization that supports Liberty Edge Basketball athletes, programs, and community initiatives. Our mission is to Support, Empower, and Motivate Youth Through Sport by making athletics more accessible and impactful for underserved youth.

As the cost of youth sports continues to rise, many families struggle to afford the expenses associated with competitive athletics. Funds raised through Sportuity help reduce these financial barriers by supporting Liberty Edge program and tournament fees, uniforms, equipment, training, travel assistance, scholarships, and other approved expenses.

We invite you to become a **Sportuity Community Partner** supporting Liberty Edge through:

- Corporate or business sponsorship
- Athlete or team sponsorship
- Event sponsorship
- Financial contributions
- In-kind products or professional services
- Matching gifts or corporate giving programs

Your support goes far beyond basketball. Sports provide young people with mentorship, accountability, confidence, leadership skills, friendships, travel experiences, and opportunities for personal and academic growth.

In recognition of your support, sponsors can receive visibility through our website, social media, events, signage, team communications, and other promotional opportunities based on sponsorship level.

Together, we can help ensure that financial circumstances don't determine whether a young athlete has the opportunity to participate, compete, grow, and succeed.

Thank you for considering an investment in our athletes and our community. We would welcome the opportunity to discuss a partnership that works for your organization.

Sincerely,

Marcus Liberty
Sportuity and Liberty Edge
941-894-9117 / mliberty@marcusliberty.com

THE GIFT OF SPORT

P.O. Box 21297
Bradenton, FL 34203
T: 941-444-9542
E: Give@Sportuity.org

Your gift supports Sportuity, Inc., a 501(c)(3) charitable organization.
Sportuity raises funds to Support, Empower + Motivate Youth Through Sport.

2026 BUSINESS
SPONSORSHIPS

LIBERTY EDGE™
BASKETBALL

MAKE AN ASSIST

POWERED BY
Sportuity™
THE GIFT OF SPORT

PARTNERSHIP PROGRAM

Sportuity is a 501(c)(3) nonprofit organization that supports Liberty Edge Basketball athletes, programs, and community initiatives. Its mission is to Support, Empower, and Motivate Youth Through Sport by making athletics more accessible, inclusive, and impactful for underserved youth.

HELP GIVE MORE YOUNG ATHLETES THE OPPORTUNITY TO PLAY

The cost of competitive youth sports continues to rise, creating barriers that prevent many young athletes from participating. Through the generosity of businesses, community partners, and individual donors, Sportuity helps provide access to athletic opportunities and experiences that can positively impact young people both on and off the court.

YOUR SUPPORT. THEIR OPPORTUNITY. WHERE YOUR INVESTMENT CAN MAKE A DIFFERENCE.

Through the generosity of our sponsors, donors, and community partners, we help reduce financial barriers and create opportunities for young people to experience everything sports can offer.

Funds raised may help support program fees, tournament expenses, uniforms and equipment, training, travel assistance, scholarships, community programs, and other expenses associated with providing meaningful athletic opportunities for youth. For many families, these costs can determine whether a young athlete gets the opportunity to participate at all.

HELP US CHANGE THE GAME

BECOME A COMMUNITY PARTNER

Sportuity Community Partners help make Liberty Edge opportunities possible for young athletes while demonstrating their commitment to investing in youth and strengthening our community.

- Show your commitment and continual support of your local community.
- Help bridge the gap between local businesses, the community and its patrons.
- Demonstrate your willingness to invest in today's youth.
- Take advantage of the opportunity to market your company's products and/or services.

If your business believes in corporate social responsibility and wants to leave a legacy in the community, you've come to the right place.

ON-GOING NEEDS

Facility Rentals
Uniforms
Referees
Registration Platform
Coaches
Equipment
Graphics + Signage
Website + Media
Video Services
Trophies + Awards
Guest Speakers + Mentors
Programming + Scheduling
Staffing + Volunteers

To learn more about becoming a Sportuity Community Partner
supporting Liberty Edge Basketball, contact us at give@sportuity.org or 941-944-9542

"Marcus was a multi-dimensional versatile star on the collegiate level. He was vital to the success of one of my favorite teams, The Flying Illini of '89. Marcus has great knowledge of the game and is a great asset in helping your child develop his/her skills and also learn about the game of life."

Dick Vitale
Analyst & Sportscaster
ESPN College Basketball

PROGRAMMING
PROVIDED THROUGH

LIBERTY EDGE BASKETBALL™

THE TEAM

MARCUS LIBERTY
Founder & Director
mliberty@marcusliberty.com

CHRISTINE LIBERTY
Creative Director / Admin
chris@sportuity.org

CLINTON HEAVEN
MBA
Mental Performance Coach

ADVISORY PANEL

NEIL PHILLIPS
Co-Founder & CEO
Visible Men Academy

DICK VITALE
Analyst & Sportscaster
ESPN College Basketball

CINDY BARROW
Licensed Clinical Social Worker

KELLY LAVIERI
MS, CHC, CSN, LE, CPT
Nutrition & Fitness Coach

THE WINNERS

HEALTH: Kids who play sports are more likely to be fit and exercise as adults and are less likely to become overweight. They are also less likely to develop type 2 diabetes, heart disease or breast cancer and learn valuable motor skills.

MINDSET: Kids will learn life skills which they can carry through adulthood - time management, leadership and understanding that sometimes you win and sometimes you lose. Sports helps to reduce stress and depression.

SOCIAL ISSUES: Kids involved in sports are less likely to begin smoking, abuse drugs or alcohol. They are more likely to develop a sense of belonging, strong self-esteem and confidence. And team sports can foster organic integration, where economic and racial differences are replaced by friendship and the collective desire to win.

ACADEMICS: Children who play sports in high school are more academically successful - more likely to graduate high school and 15% more likely to attend college.

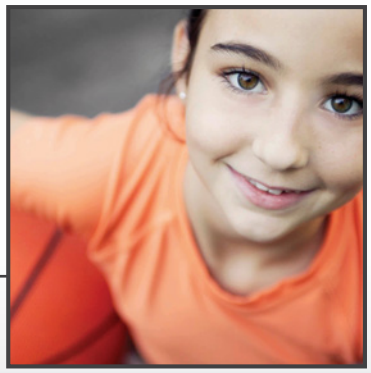
THE LOSERS

Participation in team sports and general physical activities has been on the decline at least since 2008.

CONTRIBUTING FACTORS

- Lack of exposure
- Access to facilities and programs
- Shortage of positive & knowledgeable coaches
- Time barriers
- Maximizing retention
- Financial burdens
- Competing sedentary activities: TV, phones, games & computers
- Emphasis on early talent and winning vs. development

BRIDGE THE GAP



THE ACCESS GAP

YOUTH SPORTS PROVIDE REAL BENEFITS BUT NOT EVERY CHILD HAS EQUAL ACCESS

Regular physical activity supports children's physical and mental health, including improved attention and memory, stronger bones and muscles, healthier weight, cardiovascular health, and reduced risk of depression.

58% of youth ages 6-17 participated in organized sports in 2024

36.3% of children in the lowest-income households participated

38.5 pts separated sports participation between lowest and highest income households

$1,016 average family spending for 1 child's primary sport in 2024

46% increase in overall youth-sports spending since 2019

+105% increase in average parent spending on basketball over 5 years

SOURCES: Aspen Institute Project Play, State of Play 2025; National Survey of Children's Health, 2024; Aspen Institute National Youth Sports Parent Survey, 2024; Centers for Disease Control and Prevention

THE OPPORTUNITY GAP IS GROWING

As the cost of youth sports rises, a family's financial circumstances increasingly influence a child's access to competitive athletics. Sportuity helps reduce those barriers by supporting Liberty Edge athletes, programs and opportunities.

SPORTUITY ANNUAL CORPORATE PARTNERSHIPS

SUPPORTING LIBERTY EDGE BASKETBALL ATHLETES, PROGRAMS + COMMUNITY INITIATIVES

$500 | COMMUNITY PARTNER

An accessible way for businesses to show their support for youth athletics and Sportuity's mission.

- Company name listed on Liberty Edge website
- Recognition in annual sponsor thank you on social media
- Liberty Edge Community Partner digital badge for company use

$1,000 | OPPORTUNITY PARTNER

Help open the door for young athletes by reducing the financial barriers to participation.

Additional Benefits:

- Company logo displayed on Liberty Edge website
- Individual sponsor thank-you on social media
- Community Impact digital badge

$2,500 | EMPOWER PARTNER

Make a meaningful investment in opportunities that help young athletes participate, develop, and grow.

Additional Benefits:

- Enhanced logo placement on Liberty Edge website with link to company website
- Featured social media sponsor spotlight
- Recognition in select Liberty Edge email communications
- Recognition at select Liberty Edge fundraising and community events
- Opportunity to provide approved promotional materials at select events

$5,000 | CHAMPION PARTNER

Help expand opportunities for young athletes throughout our community.

Additional Benefits:

- Priority logo placement on Liberty Edge website
- Logo placement on annual sponsor signage
- Two social media acknowledgments throughout the partnership year
- Prominent recognition at select Liberty Edge events
- Invitation for company representatives to attend select Liberty Edge events

$10,000 | IMPACT PARTNER

A major partnership designed for organizations committed to making a significant impact on youth.

Additional Benefits:

- Premier logo placement on Liberty Edge website with featured company profile on Liberty Edge website
- Quarterly recognition through Sportuity social media and/or email communications
- Premier recognition at Liberty Edge fundraising and community events
- Opportunity for company signage at select events
- Customized Liberty Edge Impact Partner plaque

$15,000+ | PRESENTING PARTNER

Designed for organizations seeking the highest level of visibility and community involvement.

Additional Benefits:

- Exclusive designation as a Liberty Edge Presenting Partner
- Highest-priority logo placement on Liberty Edge website and annual sponsor materials
- "Sportuity presented in partnership with [Company]" recognition on select organizational materials
- Presenting Partner recognition at major Liberty Edge fundraising and community events
- Dedicated company feature across Liberty Edge social media and email
- Opportunity for company representative recognition/speaking role at select major events
- Priority opportunity to sponsor new Liberty Edge programs
- Opportunity to collaborate on one Liberty Edge community initiative
- Annual partnership recap demonstrating company's impact
- Opportunity to discuss category exclusivity

***To learn more about becoming a Sportuity Community Partner** supporting Liberty Edge Basketball, contact us at give@sportuity.org or 941-944-9542*

PRESENTING PARTNER + YOUR IMPACT

LEAD THE EFFORT / CHANGE THE GAME

The Presenting Partner is our highest level of corporate partnership and is designed for organizations that want to make a substantial investment in expanding access to youth athletics. As a Presenting Partner, your organization becomes a highly visible supporter of Sportuity's mission.

CREATE A LEGACY

Don't just sponsor a season. Help create a lasting impact. Multi-year and customized partnerships are available.

Transformational support allows Sportuity to expand the resources available to Liberty Edge athletes and programs. Support at this level can help expand programming, increase financial assistance, develop new community initiatives, and reach more young athletes who can benefit from the structure, mentorship, relationships, and opportunities athletics can provide.

Help us reach more young people and create opportunities that can last a lifetime. Your partnership can help support:

- Multiple athletes and teams
- Expanded financial assistance
- Travel and tournament opportunities
- Training and development
- Community outreach initiatives
- Mentorship and educational programming
- New Liberty Edge programs

OTHER WAYS TO PARTNER

Financial sponsorship isn't the only way to make an impact. We welcome partnerships involving:

Athlete & Program Support: Help provide financial assistance for participation fees, equipment, uniforms, travel, training, and other approved program expenses.

Event Sponsorships: Support Sportuity fundraising events, basketball events, community initiatives, camps, clinics, and special programs.

In-Kind Donations: Donate products, food and beverages, printing, equipment, event space, professional services, travel accommodations, auction items, or other resources.

Corporate Matching Gifts: Encourage employees to support Sportuity while increasing their impact through your company's matching-gift program.

Employee Volunteerism: Engage your team through event assistance, professional expertise, mentorship, fundraising, or community service.

Custom Corporate Partnerships: Have something different in mind? We would be happy to develop a partnership that aligns Sportuity with your company's community-impact goals.

BENEFIT	$500	$1K	$2.5K	$5K	$10K	$15K+
Website Recognition	Name	Logo	Enhanced with Link	Priority with Link	Premier Profile w/Link	Exclusive Profile w/Link
Social Media Recognition	Shared	Individual	Featured	Bi-Annual	Quarterly	Premier
Digital Badge	Partner	Impact	Impact	Impact	Impact	Impact
Email Recognition	—	—	Select	Featured	Quarterly	Premier
Event Recognition	—	—	Select	Prominent	Premier	Presenting (Speaking Opp.)
Promotional Materials at Events	—	—	✓	✓	✓	✓
Event Sponsor Signage	—	—	—	✓	Premier	Exclusive
Company Event Representation	—	—	—	Two	Two	Four
Company Event Signage	—	—	—	—	✓	✓
Partner Designation	—	—	—	—	Plaque	✓
Employee Volunteer Opportunity	—	—	—	—	—	✓
Community Initiative Collaboration	—	—	—	—	—	✓
Annual Impact Report	—	—	—	—	—	✓
Potential Category Exclusivity	—	—	—	—	—	✓

To Learn More about becoming a community partner
contact us at
give@sportuity.org
941-944-9542

LIBERTY EDGE™ BASKETBALL

Powered By

Sportuity™
THE GIFT OF SPORT

Sportuity, Inc. is a 501(c)(3) nonprofit organization supporting Liberty Edge Basketball athletes, programs, and community initiatives. Your partnership helps expand access to competitive youth basketball, financial assistance, training, mentorship, travel opportunities, and community programming.

SPORTUITY CORPORATE SPONSORSHIP FORM

SUPPORTING LIBERTY EDGE BASKETBALL

MAIN CONTACT INFORMATION

Name _____

Organization _____

Phone # _____ Email _____

Website _____

Address _____

City _____ State _____ Zip _____

ARTWORK / MARKETING CONTACT INFORMATION

Name _____

Phone # _____ Email _____

PARTNERSHIP LEVELS

- ☐ COMMUNITY $500
- ☐ OPPORTUNITY $1,000
- ☐ EMPOWER $2,500
- ☐ CHAMPION $5,000
- ☐ IMPACT $10,000
- ☐ PRESENTING $15,000
- ☐ OTHER ..... $_____
- ☐ CUSTOM ..... $_____

Custom Description: _____

Sponsorship must be confirmed by November 27, 2026, for logo inclusion in January 2027 Gala materials.

PAYMENT INFORMATION

We thank you for joining us in this effort to support local youth and future athletes. All sponsorship payments are made to Sportuity, Inc., a 501(c)(3) nonprofit organization supporting Liberty Edge Basketball athletes, programs, and community initiatives.

Payment Type:
- ☐ Check: check # _____ payable to Sportuity, Inc.
- ☐ Credit: send me online invoice
- ☐ Paypal: send to give@sportuity.org
- ☐ Zelle: send to chris@sportuity.org

Mail or email completed form to chris@sportuity.org
OR P.O. Box 21297, Bradenton, FL 34203.

Signature _____ Date _____

Powered By Sportuity

Sportuity, Inc. is a 501(c)(3) charitable organization. Contributions may be tax deductible to the extent permitted by law. Sponsorship proceeds support Liberty Edge Basketball athletes, programs, and community initiatives through Sportuity, Inc.

What's in it for you?

- Show your commitment and continual support of your local area and community.
- Help bridge the gap between local businesses, the community and its patrons.
- Demonstrate your willingness to invest in today's youth.
- Take advantage of the opportunity to market your Company's products and/or services.

The Numbers

- Reach 200+ Liberty Edge families annually.
- Generate 30,000+ website and social media impressions.
- Local and national exposure through Liberty Edge apparel, programs, events and communications.

Artwork

Please email logo and/or artwork for social media, website and/or other promotional items to **chris@sportuity.org**. Please send vector art or high resolution PNG files.

QUESTIONS?

Email us at give@sportuity.org or call 941-944-9542.