



# **CIBOLO GOLDEN KNIGHTS YOUTH FOOTBALL ORGANIZATION**



***Full Nonprofit (501(c)(3) Corporate Donor  
Funding Packet***



# CORPORATE DONOR FUNDING PACKET

## **Golden Knights Youth Football Organization (GK-YFO)**

*A 501(c)(3) Nonprofit Serving Cibolo, Texas & the Greater San Antonio Metroplex*

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## Executive Summary

The **Golden Knights Youth Football Organization (GK-YFO)** is a registered **501(c)(3) nonprofit** committed to delivering a **premium, safety-first, and developmentally focused youth football experience** while intentionally removing the financial and access barriers that prevent many children from participating.

Serving families across **Cibolo and the greater San Antonio metroplex**, GK-YFO provides structured youth football programs for athletes ages **4U through 14U**, combining age-appropriate instruction, character development, and **USA Football-certified coaching** within a values-driven framework that emphasizes discipline, leadership, and community pride.

A defining feature of the Golden Knights program is its alignment with **SCUCISD athletic facilities**, including the ability to host home games at **Steele High School Stadium and other district venues**. This partnership elevates safety standards, enhances the athlete and family experience, and provides exceptional brand visibility for corporate partners—an opportunity rarely available in first-year youth sports programs.

Corporate partnerships are essential to sustaining this model. Sponsorship support enables GK-YFO to provide **loaned safety equipment, certified coaching, high-quality facilities, and sponsorship assistance**, ensuring that every child—regardless of financial circumstance—can participate fully and safely.

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## Organizational Mission & Vision

### Mission

To provide a **premium, safety-first, and inclusive youth football program** that develops athletes physically, mentally, and socially through discipline, fundamentals, and leadership—while removing financial and access barriers for families in our diverse and growing community.



## Vision

To become the **San Antonio Metroplex's gold-standard youth development program**, recognized for competitive excellence, community impact, and accessibility through strong local and corporate partnerships.

## Core Values

- **Character Through Commitment** – Growth comes from preparation, accountability, and effort.
- **Confidence Built Through Challenge** – Athletes learn resilience in a safe, supportive environment.
- **Discipline That Develops Leaders** – Structure builds responsibility, teamwork, and maturity.
- **Leadership Through Service** – Athletes learn to serve teammates and lead with integrity.
- **Safety and Development First** – Certified coaching, proper equipment, and best practices guide every decision.
- **Opportunity, Access, and Inclusion** – No child is excluded due to financial barriers.
- **Pride in Community** – We strengthen Cibolo through shared identity and purpose.

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## Organizational Structure

GK-YFO is governed by a professional, multi-disciplinary Board of Directors consisting of:

- **President**
- **Vice President**
- **Treasurer**
- **Secretary**
- **Player Safety Officer**
- **Director of Coaching Development**
- **Director of Fundraising & Partnerships**
- **Director of Community Engagement**

This structure ensures accountability, compliance, safety oversight, and transparent management aligned with nonprofit best practices and IRS 1023-EZ requirements.



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## Market Analysis & Community Need

### Community Growth and Youth Demand

Cibolo, Texas is one of the fastest-growing communities in the San Antonio–New Braunfels metropolitan area (population of ~**31,000** as of the 2020 Census<sup>1 3</sup>), with steady population increases driven largely by young families seeking strong schools, safe neighborhoods, and access to community-based programs (increase of ~25% between 2010 and 2020<sup>7</sup>).

This sustained growth has intensified demand for **structured, high-quality youth activities**, particularly those that promote physical health, discipline, and positive social development.

As suburban expansion accelerates, youth sports programs have become essential extensions of community infrastructure, providing safe and supervised environments outside of school hours.

**Cibolo's under 18 population is 28%**, above the **national average (22.2%)**<sup>5 8</sup>, **underscoring the need for youth programing** even further. However, the availability of programs that consistently combine **certified/ quality coaching, modern football standards, and stable facilities** has not kept pace with population growth, creating a widening access gap.

<sup>1</sup>U.S. Census Bureau. "QuickFacts: Cibolo City, Texas." American Community Survey (ACS), 2023.

<sup>3</sup> U.S. Census Bureau (2020 Census). "Cibolo, Texas

<sup>5</sup> Neilsberg Research. "Cibolo, Texas – Population by Age."

<sup>7</sup> Texas Community Health News. "Comal County Economic Profile."

<sup>8</sup> U.S. Census Bureau. "American Community Survey – National Age Demographics

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### Barriers to Participation

Youth football remains one of the most effective team sports for physical development, discipline, and leadership training, yet participation barriers continue to limit access for many families.

**Registration fees, required equipment**, and facility-related costs often prevent families from enrolling in programs that meet modern safety and quality expectations.





These barriers are especially impactful for families with multiple children and for households navigating **transitional circumstances**. Research consistently shows that when youth sports rely primarily on family-funded models, **participation becomes uneven and exclusionary**, even in otherwise thriving communities<sup>2</sup>.

<sup>2</sup> **Data USA**. Cibolo, TX. Datawheel,

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## Military and Transient Families

The greater San Antonio region is among the most military-connected areas in the United States, with a significant concentration of active-duty service members, veterans, and military families<sup>6</sup>. These families are an integral part of the Cibolo community and represent a population with distinct needs related to youth sports access and continuity.

Military families typically relocate every **two to three years**, disrupting school enrollment, peer relationships, and extracurricular participation<sup>9</sup>.

Youth sports programs that require full-season financial commitments, privately owned equipment, or inflexible participation structures often struggle to accommodate these transitions.

Although military compensation provides income stability, military households frequently experience **financial variability** due to relocation-related expenses and **elevated unemployment rates among military spouses** compared to civilian peers<sup>9</sup>.

These factors can make it **difficult for families to absorb** the upfront costs associated with youth football participation. Many youth football organizations in the area charge between **\$300-\$450 per athlete**, often requiring families to supply helmets, pads, and gear – a significant barrier for many transient military families-especially military families with multiple children.

Studies and regional needs assessments further indicate that **structured youth sports play a critical role** in providing stability, social connection, and emotional resilience for military-connected children during periods of transition<sup>6</sup>. Programs that offer **loaned equipment, consistent/safe programing standards, and flexible access models** are significantly more effective in supporting participation and retention for this population.

<sup>6</sup> **Center for a New American Security** "Greater San Antonio Military and Veteran Family Needs Assessment". CNAS,



<sup>9</sup> Department of Defense & Joint Base San Antonio Public Information.

## Funding Request

### Total Year 1 Funding Request (Before Registration Revenue)

| Category                       | Cost Per Athlete | Total Cost      |
|--------------------------------|------------------|-----------------|
| Flag Equipment                 | \$52.00 (30%)    | \$1,560         |
| Tackle Equipment               | \$222.21(70%)    | \$15,555        |
| Practice Equipment             | \$52.27          | \$5,227         |
| Uniform Subsidy Budget         | \$70.00          | \$7,000         |
| Facility Costs                 | \$174.00         | \$17,400        |
| <b>Total Requested Funding</b> | <b>\$467.42</b>  | <b>\$46,742</b> |

### Registration Revenue Offset

For 100 athletes (30 Flag, 70 Tackle):

| Division                          | Athletes | Fee   | Revenue         |
|-----------------------------------|----------|-------|-----------------|
| Flag                              | 30       | \$100 | \$3,000         |
| Tackle                            | 70       | \$150 | \$10,500        |
| <b>Total registration revenue</b> |          |       | <b>\$13,500</b> |



## Total Proposed Year 1 Budget

| Description                      | Cost Per Child  | Line Total      |
|----------------------------------|-----------------|-----------------|
| <b>Requested Funding</b>         | <b>\$467.42</b> | <b>\$46,742</b> |
| Registration Funding (blended)   | \$135.00        | \$13,500        |
| <b>Uniform Subsidy Subtotal:</b> | <b>\$602.42</b> | <b>\$60,242</b> |

## Total Program Budget - Year 1:

**\$60,242 total**  
**\$602.42 per athlete**

This request ensures elite-level safety and developmental standards while keeping registration fees accessible for all families.

## Three Year Projection

To position GK-YFO for **financial sustainability, program excellence, and multi-year impact**, we established a structured 3-year funding strategy:

**Strategic equipment retention expanded participation through cheer, and consistent sponsor engagement** allow total the **total funding required to decrease by 14%** with an **increase of 80% in projected participation by year 3.**

This results in a **41% reduction in total program per-athlete cost by year3**—ensuring long-term accessibility and organizational health

| Year   | Total Funding Requested | Registration Revenue | Total Program Budget | Athletes | Cost Per Athlete |
|--------|-------------------------|----------------------|----------------------|----------|------------------|
| Year 1 | <b>\$46,742</b>         | \$13,500             | <b>\$60,242</b>      | 100      | <b>\$602.42</b>  |



| Year   | Total Funding Requested | Registration Revenue | Total Program Budget | Athletes | Cost Per Athlete |
|--------|-------------------------|----------------------|----------------------|----------|------------------|
| Year 2 | \$39,891                | \$20,000             | \$59,891             | 150      | \$399.27         |
| Year 3 | \$40,302                | \$24,000             | \$64,302             | 180      | \$357.23         |

Over three years, the **Golden Knights Youth Football Organization** grows from a startup youth football program into a fully developed, **multi-sport community nonprofit** with **declining costs, increasing enrollment, strong equipment retention, and a sustainable funding model.**

## Why Corporate Partners Choose the Golden Knights

The Golden Knights Youth Football Organization (GK-YFO) offers corporations a unique opportunity to invest in a high-visibility, community-centered, youth-development initiative that directly aligns with modern CSR priorities:

- **Equity of access** to high-quality athletic experiences
- **Community wellness**, youth development, and leadership
- **Support for military families** in a high-mobility region
- **Diversity, inclusion, and safety in youth sports**
- **Enhanced corporate brand visibility** throughout the rapidly growing San Antonio metropolx

Your partnership provides more than financial support—it establishes your company as a visible, long-term stakeholder in shaping the next generation of athletes, leaders, and community members.

## Corporate Donor Tier Structure





| Tier Level            | Investment        | Corporate Recognition & Benefits  |
|-----------------------|-------------------|---|
| Gold Knight Partner   | \$10,000 +        | Large banner at stadium, logo on game jerseys, recognition at all games, premium website placement, vendor booth access |
| Silver Knight Partner | \$5,000 - \$9,999 | Banner placement, website feature, social shoutouts, inclusion in newsletters   |
| Bronze Knight Partner | \$1,000 - \$4,999 | Small banner, website name listing, acknowledgment announcements  |
| Community Supporter   | \$500 - \$999     | Name recognition on donor wall and website  |

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## Corporate Value Proposition

Corporate sponsors receive unparalleled **brand visibility**, **community engagement**, and **CSR alignment** through:

### 1. SCUCISD Stadium Branding

All home games are hosted in **high-district stadiums**, providing:

- Thousands of annual impressions from families, spectators, and visiting teams
- Premier signage placement (stadium fences, scorer's table, team tunnels, vendor zones)
- P.A. announcements and scoreboard recognition
- Association with Steele Knights—one of the strongest athletic brands in Central Texas

This is a **premium sponsorship environment** that rivals high school Friday night football energy and reach.

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### 2. Metroplex-Wide Brand Recognition

The San Antonio–New Braunfels corridor is one of the fastest-growing regions in Texas. Corporate partners benefit from:



- Visibility across Cibolo, Schertz, Converse, New Braunfels, and Northeast San Antonio
- Engagement with diverse families, including a large population of military households
- Marketing exposure during games, events, media releases, photo days, newsletters, and social channels

Your brand becomes a central pillar of a highly respected, rapidly expanding youth sports organization.

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### 3. Direct Community & Family Engagement

Corporate partners receive exclusive access to:

- Vendor booths at stadium game days
- Parent and community touchpoints through team events
- Co-branded community initiatives (food drives, mentorship programs, family nights)

This fosters deep emotional and social alignment between your company and the families we serve.

**Thank you for your consideration, your support, and your belief in what our youth can achieve.**

Visit our website [www.goldenknightsathletics.org](http://www.goldenknightsathletics.org) (QR Code below) for more information on how to support the Golden Knight Youth Football Organization.

Or email us at [donate@goldenknightsathletics.org](mailto:donate@goldenknightsathletics.org)

