



Elk Grove Soccer Sponsorship Proposal





About the Club – Elk Grove Soccer

Club and Facilities

We have been here since 1983 and use over 56 fields each weekend. We have a designated club office that is open 4 days per week and houses our 12 full time staff. This also acts as our club shop, selling uniforms and gear. Each weekend we have over 300 games and operate 54 fields.

Membership

Our membership numbers currently sits at 6010 registered players, over 400 paid licensed referees and over 12,000 extended family members created an organization of close to 20,000 members. As Elk Grove continues to grow we know our numbers will increase year by year.

Players

This year, we registered over 6000 players at Elk Grove Soccer and we have been growing at about 5% over the last 3 years. Our players range in age from 3 to 19 with both boys and girls teams. Our biggest growth is in our younger age groups and teams continue to excel.

Social & Fundraising

Over the past 30 years Elk Grove Soccer have run and organized many fundraising events, which have been held at the several venues around Elk Grove. Our Jamboree attended by 17,500 people, involved a fun-filled day of activities and soccer. We have also supported many local charities.



Getting your brand out there...

Newsletter

Our email newsletter will be sent out monthly and consists of club updates, general soccer news, event updates, photos from the past months and sponsor information. This will have links back to the website, and consist of a monthly prize for "find the star". This is another way that your brand will be placed strategically in front of all our members.

Facebook



Elk Grove Soccer has 2,282 followers, this will grow significantly this season.

Every Sponsor will get an acknowledgement post throughout the Season.

Platinum & Gold Sponsors messages are frequently displayed.

Team Connect App



Our app will be found on the phone of every member who wants to have very quick access and receive information from the club.

This is a very useful app that will allow members to get instant information on field closures etc. This app will also include all club information from fixtures, scores, fields & directions, field closures, events, and every sponsor will be within the sponsorship tab.



Using all methods of communication



Website

During this year we have had 31,000 visitors per month during our playing season. With a consistent updated site including weekly videos and photos during the season, we expect many more weekly visitors.

Communication

We constantly promote our corporate partners and sponsors

We promote through all mediums, regularly communicating with members, premium members, sponsors, coaches/officials and Elk Grove Soccer Supporters.



Local Club and National Events

Your brand will be shared across Elk Grove Soccer's Official Launch, sponsors days, annual jamboree day, networking events and much more across the season.

Video Analysis

Acknowledgement of the platinum sponsor on every video analysis the club does. This will be uploaded weekly onto all our social media including Website, Facebook, App, YouTube and links on the monthly newsletter. This will drive more people to all the social media sites our where our sponsor's logos will be displayed.



Why partner with Elk Grove Soccer?

Research shows.....

Sponsoring sports clubs can offer unequaled opportunities for businesses and help them target audiences in ways that general advertising doesn't. For instance, it may permit the sponsor to show off their capabilities to a new audience that may otherwise not know about their products.

Consumers are mostly aware that official sponsors contribute to the events or sports they love, and research proves that sports fans experience a more positive perception of event patrons.

Sponsoring sports clubs creates brand awareness.

Sponsoring sports clubs can help create loyalty towards the brand.

It is fun to sponsor a non-profit soccer club and it is tax deductible!

Staff acting for the sponsoring business may get a sensation of pride and clients a sense of respect with the cognition that the line of work is supporting the local community.

Access for your brand to a desirable target market: Elk Grove Soccer families.

Once you sponsor, the benefits will continue long after the sponsorship agreement.



Elk Grove Soccer Sponsorship Packages





Sponsorship Packages

Platinum Sponsor

\$40,000 per year
(3 year partnership agreement)

Merchandise Sponsor

\$please contact for details
(2 year partnership agreement)

Platinum Website Sponsor

\$5,000 per year
(1 year partnership agreement)

Gold Sponsor

\$25,000 per year
(3 year partnership agreement)

Individual Team Sponsor

\$1,000 - \$1,750 per year
(2 year partnership agreement)

Gold Website Sponsor

\$2,500 per year
(1 year partnership agreement)

Tournament Sponsor

\$15,000 - \$25,000
(2 year partnership agreement)

Individual Player Sponsor

\$2,500 per year
(1 year partnership agreement)

Silver Website Sponsor

\$2,000 per year
(1 year partnership agreement)



Exclusive Official Club Partner Sponsor Package

Exclusive Club Sponsor:

Would you like to reserve your company as the “Official Partner of Elk Grove Soccer”?

This allows you to be the exclusive partner in your professional field with Elk Grove Soccer. We have a limited number of exclusive club sponsorships available and when they are taken, they are unavailable until that company decides to not renew their contract. For example, if you are a dentist and you are selected as the “Official Dentist Partner of Elk Grove Soccer”, Elk Grove Soccer will only partner with your dentistry and your name will be placed on the website as “Official Partner”.

We do accept donations from other companies “dentists in this case” but you won’t be recognized as the official partner.

Investment: please contact to find out more



Platinum Package

The Platinum Sponsors Package Includes:

Company Logo on the following Strips:

Your Company Logo - Large front on all our competitive and recreation players.

Where else will our members see and hear your Company Brand?

Apparel: Your Company logo - Sleeve of every club polo produced.

Your Company logo - Sleeve of every club training shirt produced.

Signage: Your Company Name and logo displayed at our office and all other sporting competitions that utilize the fields during the year.

2 x Wind Flags, placed in prime position on every day the club office is open.

MEDIA COVERAGE: Player company site visit for photos and media release.

Videos – Acknowledgement of your company on every video held with players and coaches. This will be uploaded weekly onto all our social media including Website, Facebook, App, YouTube and links on the monthly newsletter.

Website: Platinum Sponsor Logo, Advertising and Website Link on the Club Website. Facebook: Platinum Sponsor Logo, Advertising and Website Link on the Club Facebook.

Team Connect App: Platinum Sponsor Logo

Newsletter: Platinum Sponsor Logo, Advertising and Website Link on the Club Newsletter. The availability to have a company special within each newsletter for members.

Marketing: Any marketing collateral produced by Elk Grove Soccer will incorporate your Company Logo as the Platinum Sponsor.

Promotional Material: Distribution of your promotional materials at all club functions throughout the season, and company supplied banners displayed.

Where will people hear about your Company?

All events hosted by Elk Grove Soccer will proudly acknowledge your company and contact person as the Platinum Sponsor.

Investment: \$40,000 per year
(3 Year Partnership Agreement)



Gold Package

The Gold Sponsors Package Includes:

Company Logo on one of the following strip options:

Option 1)

DA: Your Company Logo - Large back above numbers of the 2 DA teams jerseys

ADC: Your Company Logo - Large front of all the ADC Jerseys

Option 2)

NPL: Your Company Logo - Large Back of 4 NPL Jerseys

ADC: Your Company Logo - Large front of all the ADC Jerseys

Where else will people see your Company Brand?

1 x Banner within the office. This banner will be utilized at all events and functions throughout the season held by Elk Grove Soccer.

Website: Gold Sponsor Logo, Advertising and Website Link on the Club Website. Facebook: Gold Sponsor Logo, Advertising and Website Link on the Club Facebook.

Newsletter: Gold Sponsor Logo, Advertising and Website Link on the Club Newsletter.

Marketing: Any marketing collateral produced by Elk Grove Soccer will incorporate your Company Logo as the Gold Sponsor.

Promotional Material: Distribution of your promotional materials at all club functions throughout the season and company produced banners displayed.

Where will people hear about your Company?

All events hosted by Elk Grove Soccer will proudly acknowledge your company.

Investment: \$25,000 per year
(3 Year Partnership Agreement)



Merchandise Sponsor Package

The Merchandise Sponsor Package Includes:

Dual branding – Elk Grove Soccer Club and Merchandise Sponsor.

Merchandise Items Available:

Adidas Bags, Adidas Backpacks, T-shirts, Jackets, Caps, Beanie, bottles, Keyrings

Website: Sponsors Logo and Website Link on the Club Website.

Merchandise: Stickers to display on your vehicles and in your business. "Elk Grove Soccer – Proud Sponsor", letting the community know of your support

All individual products to be negotiated.



Tournament Sponsor Package

The Tournament Sponsor Package Includes:

- Listed as "Your Name Here" Elk Grove Soccer Tournament
- Logo placement on all official tournament materials as primary sponsor
- Logo on official tournament t-shirt, champions t-shirt, and staff t-shirt
- Guaranteed display up of to four corporate banners at tournament
- Link to your website from official tournament website
- Guaranteed 5 Facebook Mentions with link to your website
- Recognition in all tournament materials including a full page ad in all mailings
- Presentation of plaque to Sponsor
- One team tournament scholarship granted to a team of choice named by the sponsor
- Logo and/or Name on a color 2' x 3' Prize Banner (all teams take pictures by this)
- Display tent/booth
- Optional product/coupon distribution to all players/coaches in player packets

Investment: \$15,000 - \$25,000 per year (one space per tournament available). Price range is based on size of tournament.
(3 Year Partnership Agreement)



Individual Team Sponsor Package

The Individual Team Training Shirt Package plus Ground Sponsors Combo Package Includes:

Individual Team Training Tees:

Sponsorship of Training Tees for one Individual team.

Your Company Name will be printed as a 1 color across the back or sleeve of one Individual Teams Elk Grove Soccer Club's Training Tees.

Website: Sponsors Logo and Website Link on the Club Website.

Stickers to display on your vehicles and in your business. "Elk Grove Soccer – Proud Sponsor", letting the community know of your support.

Investment:

Recreation Team: \$1,00.00 per year

Competitive Team: \$1,250.00 per year

NPL Team: \$1,400.00 per year

DA Team: \$1,750.00 per year



Individual Team Sponsor Package

SAMPLE SPONSORSHIP BACK OF TRAINING JERSEY – TWO COLORS OF JERSEY





Individual Player Sponsor Package

The Player Sponsor Package and Ground Sponsor Package Includes:

Player: Payment of an Individual Players Yearly Registration Fees

Your company name on the Player Profile Page associated with that direct player.

Ground Day Acknowledgments. Your company name will be voiced over as a proud sponsor of the individual player at all home matches.

Any goals made by your sponsored player, your company name will be acknowledged over the speakers as being the players sponsor.

Where will people see your Company Brand?

Website: Sponsors Logo and Website Link on the Club Website.

Merchandise: Stickers to display on your vehicles and in your business. "Elk Grove Soccer – Proud Sponsor", letting the community know of your support

Investment: \$2,500.00 per year



Platinum Website Sponsor Package

A Platinum Website Sponsor Includes:

Website: Preferential wording and placing of Platinum Website Sponsor Logo, Advertising and Website Link on the Club Website.

Facebook/Instagram: Preferential wording and placing of Platinum Website Sponsor Logo, Advertising and Website Link on the Club Facebook.

Merchandise: Stickers to display on your vehicles and in your business. "Elk Grove Soccer – Proud Sponsor", letting the community know of your support.

Club Newsletter: Preferential wording and placing of Platinum Website Sponsor Logo and on all club mass communication.

Investment: \$5,000.00 per year (only one per category per year – for example, Elk Grove Soccer's Platinum Pizza Shop is Joe's Pizza Shop)



Gold Website Sponsor Package

A Gold Website Sponsor Includes:

Website: Gold Website Sponsor Logo, Advertising and Website Link on the Club Website.

Facebook/Instagram: Gold Website Sponsor Logo, Advertising and Website Link on the Club Facebook.

Merchandise: Stickers to display on your vehicles and in your business. "Elk Grove Soccer – Proud Sponsor", letting the community know of your support.

Club Newsletter: Preferential wording and placing of Gold Website Sponsor Logo and on all club mass communication.

Investment: \$2,500.00 per year (maximum of 5 per category per year – for example, Elk Grove Soccer's Platinum Pizza Shop is Joe's Pizza Shop)



Silver Website Sponsor Package

A Silver Website Sponsor Includes:

Website: Silver Website Sponsor Logo, Advertising and Website Link on the Club Website.

Facebook/Instagram: Silver Website Sponsor Logo, Advertising and Website Link on the Club Facebook.

Merchandise: Stickers to display on your vehicles and in your business. "Elk Grove Soccer – Proud Sponsor", letting the community know of your support.

Club Newsletter: Silver Website Sponsor Logo and on all club mass communication.

Investment: \$2,000.00 per year



Your Sponsor money at work.....

Last year, Elk Grove Soccer awarded \$267,000 in financial assistance to players and families who document a clear financial need.

Youth with intellectual and physical disabilities will continue to have the opportunity to play soccer through Elk Grove Soccer's TOPSoccer program.

Elk Grove Soccer's annual Jamboree is the largest sporting one day gathering in Elk Grove and additional funding enables us to offer this as a no cost event and is attended by 17,500 people.

Free coaching education courses have been offered to Recreational and Competitive level coaches since August 2014. We educate over 250 volunteer coaches each year and this helps to enhance their knowledge about coaching. The courses have grown in popularity and provide a great learning experience for our grassroots coaches.

Our grassroots program cost makes it the cheapest sport to play in Elk Grove and enables all children to play regardless of their economic background.



Sponsor Packages

Thanks to our generous corporate community, we are able to improve programming across all levels, provide premier and safe facilities, expand the number of youth served, and implement community outreach initiatives.

Elk Grove Soccer offers our sponsors exposure to a diverse and broad audience. We are happy to discuss innovative ideas that could be a great match between your brand and a Elk Grove Soccer sponsorship.

If you are interested in sponsorships, please contact Andrew Donnery at adonnery@elkgrovesoccer.com



Sponsor Packages

YES! I would like to join Elk Grove Soccer's Sponsorship Program.

Please contact me about the sponsorship level indicated below (sponsors can support multiple options):

- | | | |
|--|---|--|
| <input type="radio"/> Platinum Sponsor - \$40,000 | <input type="radio"/> Merchandise - \$contact | <input type="radio"/> Platinum Website -\$10,000 |
| <input type="radio"/> Gold Sponsor - \$25,000 | <input type="radio"/> Team - \$1k- \$1,750 | <input type="radio"/> Gold Website - \$2500 |
| <input type="radio"/> Tournament Sponsor -\$15k-\$25,000 | <input type="radio"/> Player - \$2500 | <input type="radio"/> Silver Website - \$2000 |

Contact Information: _____

Name: _____

Company: _____

Address : _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Please return to:
Elk Grove Soccer, 9766 Waterman Rd, Suite H, Elk Grove, CA 95624



Elk Grove Soccer
9766 Waterman Rd, Suite H,
Elk Grove, CA 95624
Website: www.elkgrovesoccer.com