



April 2010

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# Sponsorship Opportunities

## **Introduction**

SC United Mount Pleasant/Mount Pleasant Soccer Booster Club is a 501 (c) (3) non-profit organization affiliated with the United States Soccer Federation and South Carolina Youth Soccer Association. SC United Mount Pleasant encompasses players from ages 7 to 18. Our mission is to help foster young players' physical, mental and social growth so they can reach their potential in life through their participation in soccer. Our club provides quality staff, facilities, environment and curriculum to give players the tools to be successful at the local, state, regional, and national level. We seek to provide an enjoyable experience for all players while offering them the opportunity to become the best player possible.

Currently, our Club hosts three tournaments per year. Each event draws over 100 teams from the southeast United States. The promotion of your business can be seen by as many as 5,000 people in a single weekend. There are several sponsorship opportunities available.

# I. Banner Sponsorship

Banners will be placed at the Cheryl Woods-Flowers Soccer Complex or Park West Recreation Facility. Both of these locations are used for all club tournaments, as well as games involving teams from Micro soccer (5-8 years old) to Adult soccer.

- The 3x6 banner will be placed on the fencing at the selected location. All banners will have a white background with a variety of colors available for text and logos.
- Banners are in a visible location and will be seen by local teams and out-of- town visitors.
- MPSC will supply the banner using logo and text provided by the sponsor.
- The player who sells the banner will receive \$100 directly towards his or her soccer expenses.
- The cost is \$400 for the first year with a second year renewal rate of \$300.

# II. Field Sponsorship

Opportunities are available for Field Sponsorship at the Cheryl Woods-Flowers Soccer Complex at Patriots Point. The field is named after the sponsor along with a sign identifying the sponsor. In addition to the local youth and adult teams who play on the field, SC United Mount Pleasant currently hosts three soccer tournaments and state league games.

- The Club will provide a 4x4 high quality metal sign to designate the sponsor field name and the master layout will be adjusted to promote the sponsor's name.
- The sponsor's name is listed on all schedules and publications relating to youth and adult soccer events.
- First year sponsorship \$1,000 with an annual renewal rate of \$750.

### III. Website Sponsorship

The SC United Mount Pleasant website receives over 36,000 unique hits per year and continues to grow. The site includes club announcements, upcoming events and tournament information.

- Your company name and logo will be prominently placed on the homepage of our website [www.SCUnitedMountPleasant.com](http://www.SCUnitedMountPleasant.com).
- The sponsor's name and logo will be included in the Sponsorship Section with a brief description and link to your company's website.
- An email blast will be sent to our customers in recognition of your sponsorship.
- Cost of Website Sponsorship is \$5,000.00 annually.

### IV. Tournament Title Sponsorship

The Select Soccer Shootout is held every fall season with two separate weekends drawing Boys and Girls competitive soccer teams from the southeast United States. Each weekend brings in over 100 teams. Naming rights to these tournaments are renewed annually.

- The tournament is named after the sponsor with the sponsor's logo included on tournament t-shirts.
- The sponsor's name and logo are included on the tournament application and event promotions.
- The sponsorship amount is based on the event.
  - Youth tournament sponsorship is \$10,000 annually.
  - An Adult tournament is \$7,500 annually.
  - 3v3 tournament sponsorship is \$5,000 annually.

## V. Tournament Flyers

Teams participating in SC United Mount Pleasant tournaments each receive a bag containing goodies for each player. This is a great opportunity to promote your business to our out-of-town visitors, as well as local players and their families.

- Businesses are welcome to advertise by providing coupons or flyers, which will be placed in all of the team goodie bags.
- The cost is \$100 per tournament or event.

## VI. Concessions Sponsor

SC United Mount Pleasant operates a concession stand at the Cheryl Woods-Flowers Soccer Complex located at Patriots Point. During soccer season, the concession stand is open evenings four nights a week and has daytime hours on Saturdays.

- MPSC will provide a sign indicating the name and logo of the sponsor, which will be placed on the concession stand.
- The cost is \$750 per year.

## VII. Uniform Sponsorship

This sponsorship places your company logo on the jerseys or shorts of all Academy and Select players. These players not only play in local and state leagues, but also travel to tournaments throughout the southeastern United States.

- Each player has two – three jerseys which will feature the sponsor's logo on the back. Players also have two shorts which will feature the sponsor logo.
- The sponsor's logo will also be promoted on the website [www.SCUnitedMountPleasant.com](http://www.SCUnitedMountPleasant.com).
- An email blast will be sent to our customers in recognition of your sponsorship.
- Promotion of sponsor in SC United Mount Pleasant information brochures.
- The uniforms run in a 3-year cycle with our current cycle ending after the spring 2010 season.
- The cost is \$7,500 per year for placement on the back of the jersey or \$7,500 per year for placement on the shorts. All uniform sponsorships require a 3-year commitment.

## Summary

Our organization serves the Mount Pleasant community by actively promoting the growth of soccer and fostering that growth by providing training and opportunities to players of every level.

- We look forward to promoting your business to our 2,500 players and their families. As well as, the 10,000+ guests that soccer brings into Mount Pleasant each year through league games, camps and tournaments.
- A variety of Sponsorship opportunities are available ranging from \$100 to \$10,000.
- Funds raised through our organization are vital to the success of soccer in this community. These contributions help reduce the costs of training, support player scholarships and outreach programs.

Thank you for your interest in SC United Mount Pleasant. We would enjoy the opportunity to discuss a partnership between your business and our Club. Exciting things are happening here and we want your business to be a part of it.

We look forward to working with you.

Sincerely,

Mount Pleasant Soccer Booster Club Board of Directors

### **NEED MORE INFORMATION?**

For further information contact:

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