

Building a Championship Sponsorship Program

Appalachian Men's Soccer Is Adding Value To

- ❖ The University
- ❖ The student-athlete experience at Appalachian State University
- ❖ The High Country Soccer community
- ❖ ALL children in Boone
- ❖ Alumni



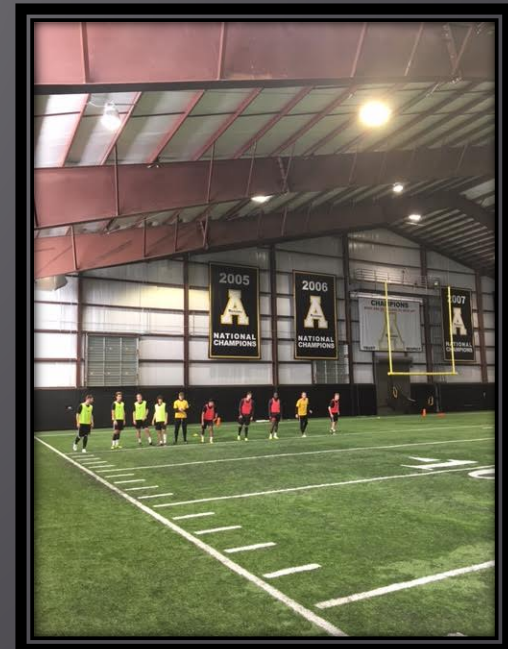
Value Added to the University

- ❖ Opportunity to compete for championships in the Sun Belt conference
- ❖ High character student-athletes
 - Disciplined learners – 3.2 GPA Standard, 12 yrs. NSCAA All Academic Team
 - Excellent soccer players and great young men
- ❖ Community involvement
 - Youth mentoring with emphasis on underprivileged children
 - Clinics at area soccer clubs
 - Build relationships
 - Share the App State brand
- ❖ Alumni Excitement & Support
 - Galvanize soccer alumni involvement – Alumni events & communications
 - Set attendance record - 10/19/2016 for Ted Mac
 - Starting an annual Fall season tournament in 2018
 - “Legends Classic” (Eric DeGroat, Vaughn Christian, Hank Steinbrecher, Art Rex)



Value Added to the Student-Athlete

- ❖ Develop quality young men of high character
- ❖ Maintain high standards academically
 - Cumulative Team GPA 3.2
 - Provide structure and tutoring (4 hours of study hall per week, monthly progress reports, weekly meeting with new players)
- ❖ Consistent honest evaluation (how can you add value?)
 - The student
 - The athlete
 - The citizen
- ❖ Instill discipline & accountability
 - 3 strike rule
 - Proactive communication
 - Rigorous schedule with high demands
- ❖ Develop soccer players for the professional level



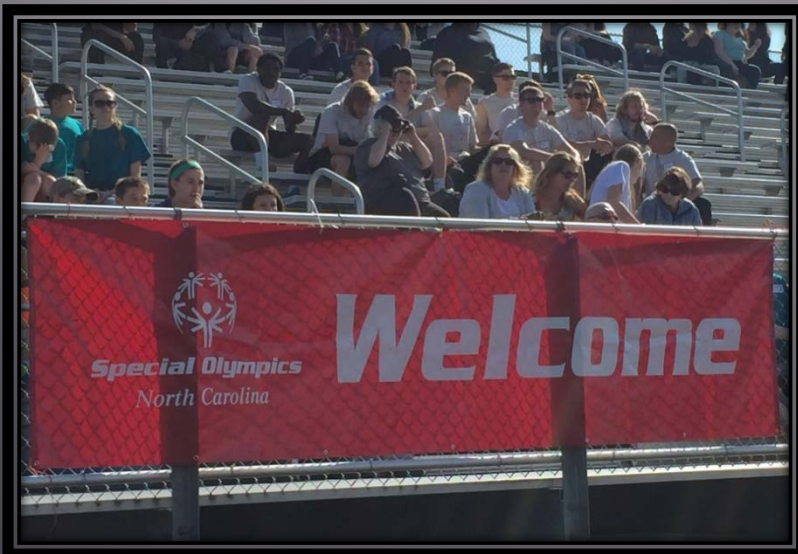
Value Added to the High Country Community

- ❖ Soccer is the fastest growing participation sport in the U.S.
- ❖ Increased World Cup success levels with U.S. National Team's
- ❖ Build relationships with clubs and organizations
 - Free youth clinics at all area soccer clubs every spring season
 - Ball boys at games
 - Increase youth game attendance with “club sponsored nights” featuring WCPR, HCSA, LYSA, CVYSA
 - Student-athletes as role models in the community
 - Volunteering at NC Special Olympics & People of the Planet event celebrates cultural diversity
 - Under privileged youth soccer clinics
 - Volunteering at local elementary schools



Community Service in Boone

- ❖ Actively engage in the community to build relationships
- ❖ Forge NEW relationships in the community and throughout the High Country
- ❖ Participate in current community projects and start new ones
 - Special Olympics, People of the Planet, Special Needs Children
 - Color Run at Valle Crucias Elementary



Results of Adding Value

- ❖ Successful student-athletes
 - High graduation rate
 - Players at the next level (MLS, USL and abroad)
 - Professional career ready – in soccer or workforce
- ❖ Alumni support
- ❖ Top Tier Assistant Coaching Staff (Dan Louisignau, Shaun Utterson)
- ❖ Conference & NCAA Championships
- ❖ High Country Community involvement and support
- ❖ Development of High Country youth players for higher level soccer programs
- ❖ Stronger App State brand image helping Boone continue to grow academically, athletically, and economically



Value Added to the Program

- ❖ App Fuel - Gatorade & other supplement products for athletes
- ❖ Nike Gear – Properly outfitted team (feel proud & professional)
- ❖ TopDrawerSoccer.com coverage
- ❖ Film analysis – In Stat Contract
- ❖ Able to recruit top tier student athletes from all over the US and internationally
- ❖ Summer Camp attendance for recruiting & branding
- ❖ Being able to play vs ACC and other Top 20 teams



How Can You Add Value ?

Financial Support – Immediate Fundraising Needs

- ❖ **App State Fall 2017 FUNDRAISING NEEDS**
 - Budget Supplement (travel, equipment, match analysis software)
 - Scholarship Increase (Summer school & Scholarship Increases)
 - Cultural Experience – May 2018 International Trip. Once every 4 years allowed per NCAA rule

Facilities Support – Future Fundraising Desires....

- ❖ **Turf Replacement at Ted Mac**
- ❖ **New Soccer Specific Building at Ted Mac**
- ❖ **New Stadium at New Location**
- ❖ **New updated scoreboard**

App State ANNUAL FUNDRAISING NEEDS

- ❖ Annual Scholarship Supplement
- ❖ Annual Budget Supplement
- ❖ Annual Fundraising Needs

Increase Game Attendance

- ❖ Become Yosef Club Member – scholarship funding
- ❖ Marketing via word of mouth
- ❖ Introduction to other soccer and/or App State supporters





Questions??

Thoughts....Discussion

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