

Puslinch Minor Soccer Club

***Sponsorship
Opportunities
2024***



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WHO WE ARE

- ✓ The largest sports organization in Puslinch.
- ✓ Recipient of the Quality Soccer Provider License by Canada Soccer, an award given out to 192 clubs across Canada.
- ✓ Comprised of:
 - ✓ Almost 600 young athletes who take the field each year in the Timbits, Recreational and Competitive Programs.
 - ✓ Over 100 parent volunteers who work to ensure the success of each program.
 - ✓ 7 volunteer board members, responsible for the planning and execution in all areas of the Club.



Puslinch Minor Soccer Club
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A LETTER FROM OUR VICE PRESIDENT

The Puslinch Minor Soccer Club is proud to be the largest volunteer run sports program operating in the Township of Puslinch, growing to almost 600 players. We are built on the foundation of developing youth to be the best players and people they can be. We offer programing from our youngest Timbit players at age 3, all the way up to under 21 with athletes coming from Puslinch, Guelph, Cambridge and Rockwood. We run both a competitive program and a recreational program with teams playing throughout Southwestern Ontario from May until August.

We are reaching out today to extend an invitation to sponsor our 2024 soccer program. As a volunteer run organization, we do our best to keep the registration fees as low as we can so that all families can have the ability to play the beautiful game. This is where we rely on generous corporate sponsors like yourself to help.

We know businesses are always looking for ways that they can give back to the community, and supporting local youth sports is a great way to do that. A sponsorship with our club gets your corporate brand special access to a large audience every week spanning across games throughout Southwestern Ontario. Our sponsorship opportunities for 2024 are outlined in the following pages.

We truly do appreciate your consideration and look forward to working with you in 2024. Please feel free to contact me with any questions. I would love to have a chat and answer any questions you might have.

Sincerely,

Alison Kwarta

Vp@puslinchsoccer.ca



OUR MISSION

As a Club we strive to:

- ✓ Promote, develop and administer the game of soccer.
- ✓ Develop character by promoting physical, social and leadership skills in our players; with emphasis on concepts such as team spirit, sportsmanship and respect for officials/each other.
- ✓ Promote and develop the best interests of the game of soccer within the community, while recognizing that the player is the priority.



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SOCIAL & DIGITAL



585 Followers

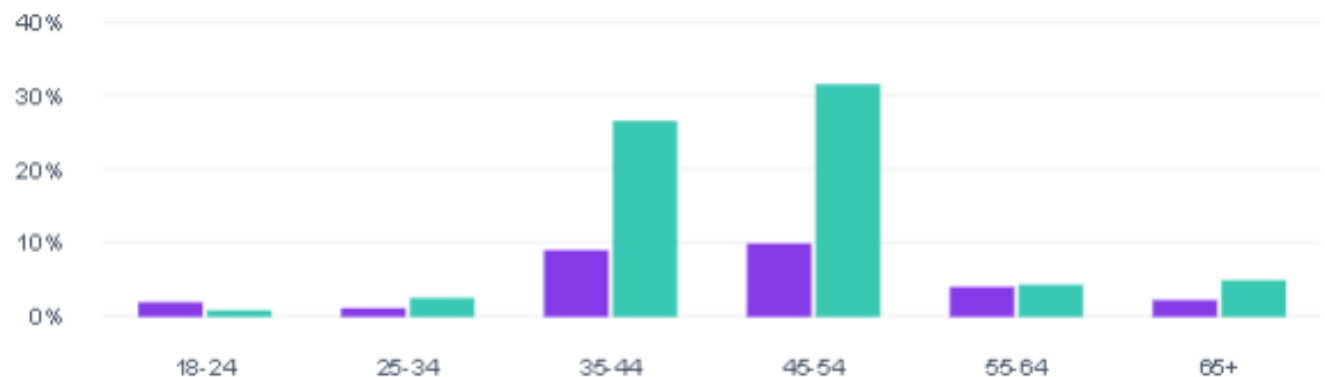


355 Followers
302 Likes

Our Audience Demographics:

✓ Guelph (68%), Cambridge (15%), GTA (10%), Other (7%)

Men 28.70%
Women 71.30%





SOCIAL & DIGITAL

As a Club we :

- ✓ Put out 5-10 posts on both IG and FB every month, either promoting the upcoming season or showcasing the athletes/leagues we are currently running.
- ✓ Put money behind social targeting, to reach a wider audience within our target market – further promoting the Club and what we have to offer.
- ✓ Acknowledge all sponsors on social media throughout the season, as well as pre and post season where applicable.



WINTER INDOOR SKILLS PROGRAMS



Starts February 22, 2024

THURSDAYS		SATURDAYS
<u>BOYS</u>		<u>GIRLS</u>
U7/U8/U9/U10		U7/U8/U9/U10
U11/U12/U13/U14		U11/U12/U13/U14

info at www.puslinchsoccer.com

PUSLINCH MINOR SOCCER CLUB

2024 TIMBITS (U3-8)/RECREATIONAL (U9-U18)

REGISTRATION NOW OPEN



Why Play with Us?

- Our Recreational Travel program includes weekly practices and stronger competition
- Timbits games Saturday morning, all in one location
- Family Friendly atmosphere

Visit www.puslinchsoccer.com for information



SOCIAL & DIGITAL

Email Database:

- ✓ Email database of 3,000 people from previous years
- ✓ Current and engaged database of 700 people each year (players and volunteers for that particular year)
- ✓ Demographics: Guelph (50%), Cambridge (10%) and Puslinch (40%)

Interactions via Eblasts:

- ✓ Eblasts go out every 2-3 weeks in the form of e-newsletters

SPONSORSHIP PACKAGES

TEAM SPONSOR

\$500

- ✓ Your corporate logo printed large on the front of a Recreational Team Jersey
- ✓ Your company's name on the Puslinch Minor Soccer Club's Sponsors page
- ✓ Your company promoted on team and club social media
- ✓ A sponsor appreciation plaque for your business



EQUIPMENT SPONSOR

\$1,000 - \$5,000

- ✓ Your corporate logo printed on training pinnies used at practices, and on the sidelines at games (pinnies are used for multiple years, allowing for multiple years of brand exposure)
- ✓ \$1,000 - pinnies for up to 5 teams
- ✓ \$5000 - pinnies for all 20 teams
- ✓ Your company's name on the Puslinch Minor Soccer Club's Sponsors page
- ✓ Your company promoted on team and club social media
- ✓ A sponsor appreciation plaque for your business



FIRST AID KIT SPONSOR

\$1,000

- ✓ Your company's name on the Puslinch Minor Soccer Club's Sponsors page
- ✓ Your company's business card or promotional material included along with the first aid kits
- ✓ Your company promoted on team and club social media
- ✓ A sponsor appreciation plaque for your business



RECREATIONAL LEAGUE SPONSOR

\$5,000

- ✓ Corporate logo on all player jerseys- 10-12 teams
- ✓ Your company's logo on signage at all playing fields- Puslinch Community Centre, Arkell and Badenoch)
- ✓ Your company's name on the Puslinch Minor Soccer Club's Sponsors page
- ✓ Your company promoted on team and club social media
- ✓ Your company promoted at all club special events
- ✓ A sponsor appreciation plaque for your business



COMPETITIVE LEAGUE SPONSOR

\$5,000

- ✓ Corporate logo on all player Home jerseys for all 8 competitive teams
- ✓ Your company's logo on signage at all playing fields- Puslinch Community Centre, Arkell and Badenoch)
- ✓ Your company's name prominently displayed on the Puslinch Minor Soccer Club's Sponsors page
- ✓ Your company promoted on team and club social media
- ✓ Your company promoted at all club special events
- ✓ A sponsor appreciation plaque for your business



PLATINUM CLUB SPONSOR

\$10,000

- ✓ Your corporate logo on all Competitive and Recreational Home Jerseys (up to 20 teams)
- ✓ Your company's logo on signage at all playing fields (Puslinch Community Centre, Arkell and Badenoch Fields)
- ✓ Your company's name prominently displayed on the Puslinch Minor Soccer Club's Sponsors page
- ✓ Your company promoted on team and club social media
- ✓ Your company prompted at all club special events
- ✓ A sponsor appreciation plaque for your business

