



# **LONDON JUNIOR MUSTANGS FOOTBALL**

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# **PARTNERSHIP PROPOSAL**





# JUNIOR MUSTANGS FOOTBALL

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PROVIDING YOUNG ATHLETES WITH A  
WINNING CULTURE BUILT ON MENTORSHIP,  
OPPORTUNITY, AND PRIDE

**21 TOTAL CHAMPIONSHIPS**

**ACROSS ALL DIVISIONS**

ONE OF ONTARIO'S  
MOST SUCCESSFUL YOUTH  
FOOTBALL PROGRAMS

# SPORT MODEL

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**U10 AA | U10 AAA**

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**U12 AA | U12 AAA**

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**U14 AA | U14 AAA**

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**U16 AAA**

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**U18 AAA**

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**U19 WOMEN**

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**(NEW) NFL FLAG FOOTBALL**



# SCHEDULE OVERVIEW

SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
								TACKLE FOOTBALL SEASON			
							TRYOUTS				
				INDOOR CAMPS							
NFL FLAG FOOTBALL								NFL FLAG FOOTBALL			

# LONDON JUNIOR MUSTANGS COMMUNITY

**400+**

**PLAYERS**



**100+**

**COACHES**



**100+**

**VOLUNTEERS**



**400+**

**FAMILIES**



# JUNIOR MUSTANGS IN THE WILD

**SYDNEY BROWN**

S | #21

PHILADELPHIA EAGLES



**CHASE BROWN**

RB | #30

CINCINNATI BENGALS

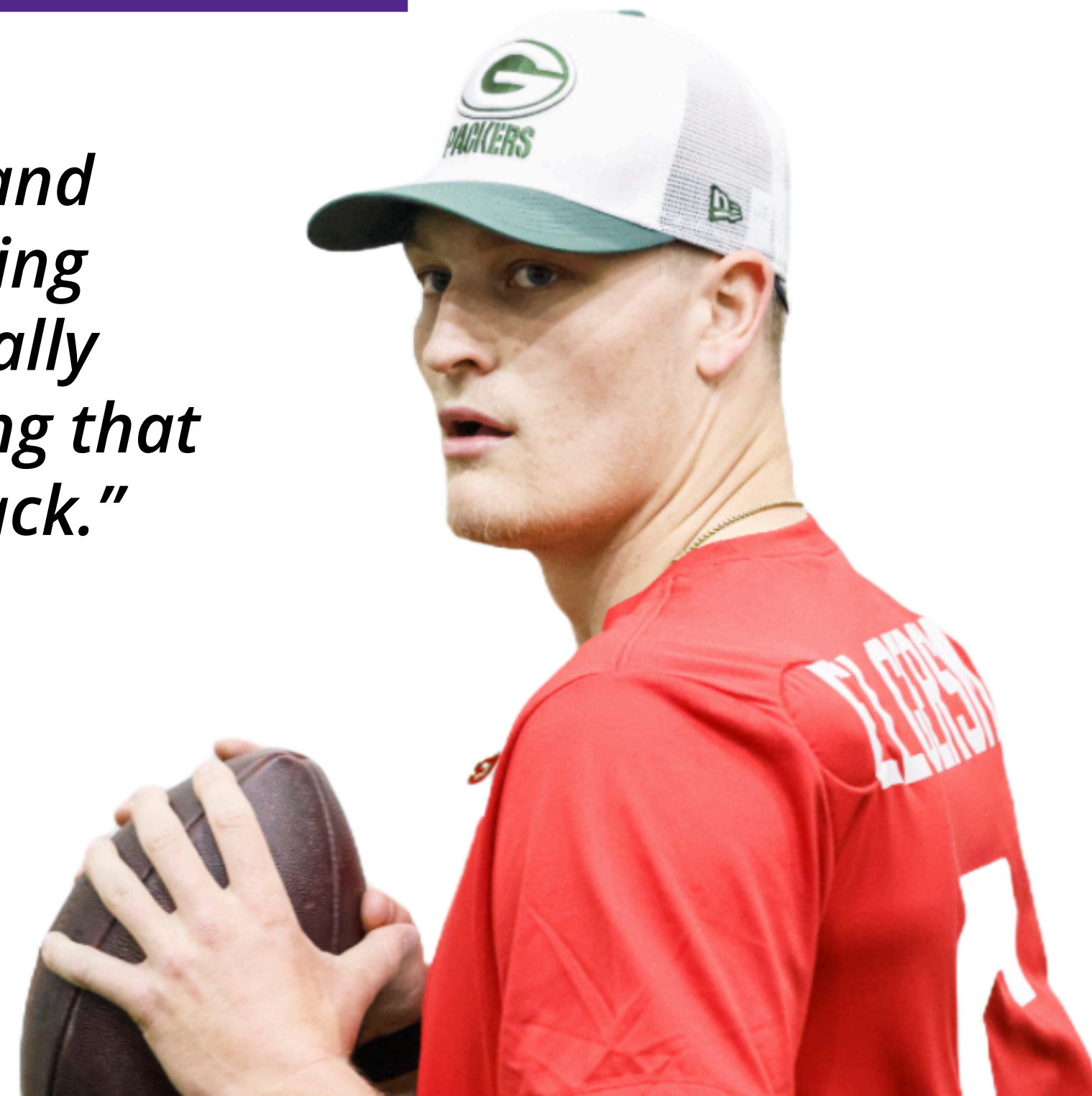


# JUNIOR MUSTANGS IN THE WILD

*“For me, being able to play Junior Mustangs and develop under coaches that were implementing systems similar to university systems, was really important for me and my development... in taking that next step in becoming a really good quarterback.”*



**TAYLOR ELGERSMA | QUARTERBACK - GREEN BAY PACKERS**



# WESTERN MUSTANGS PARTNERSHIP

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Backed by our partnership with the Western Mustangs, the Junior Mustangs offer a proven, high-performance program that business donors, like you, can trust.

Your support aligns with a legacy of excellence—helping local youth thrive while connecting your brand to one of Ontario's most respected football communities.





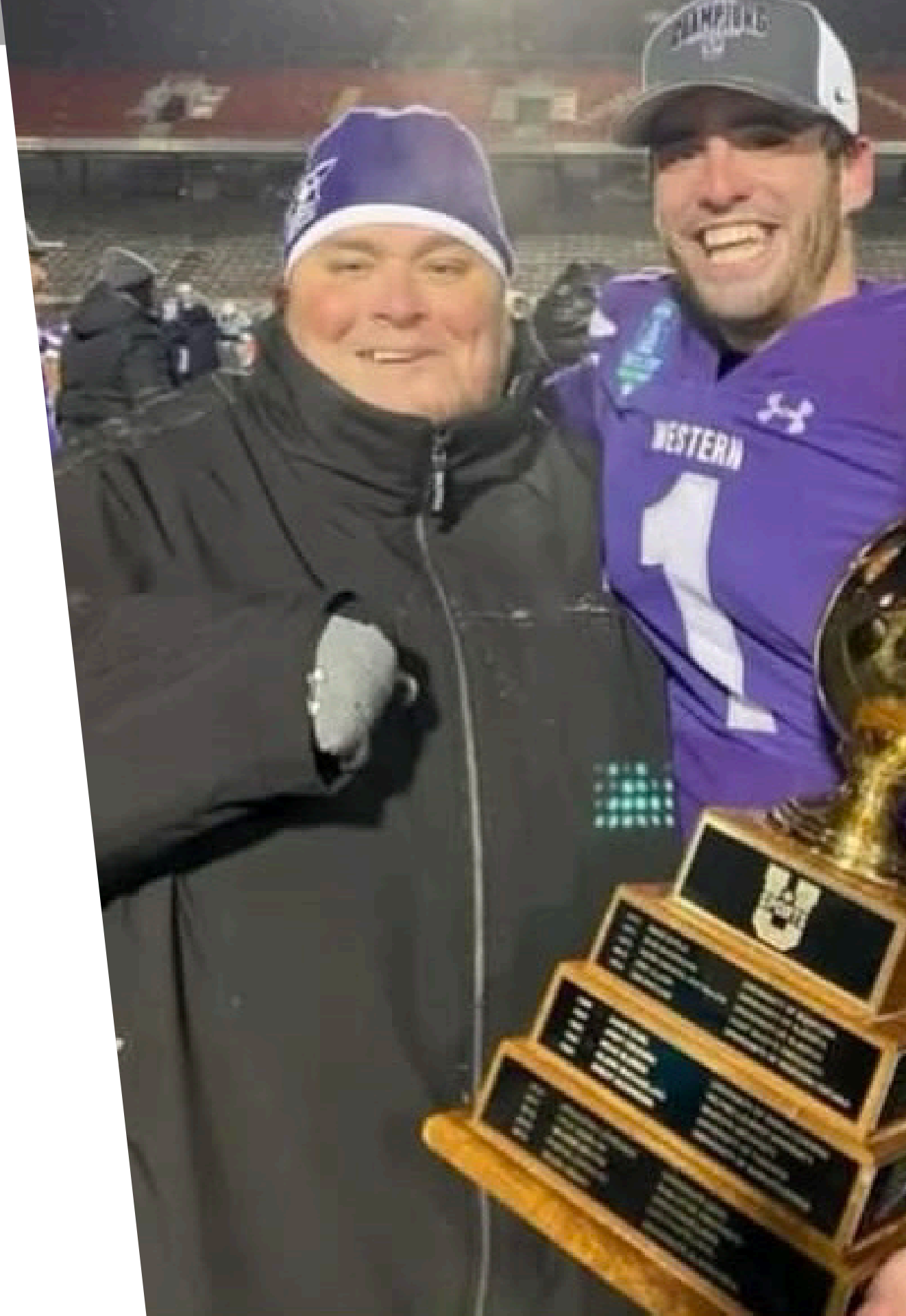
**COMMUNITY OUTREACH**

# KJ CARES FUND

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**Helping Kids Play the Game They Love**

The KJ Cares Fund honours the legacy of **Coach KJ Kenemy—a beloved leader within the London Junior Mustangs**—by removing financial barriers so every child has the opportunity to play football. Your support helps continue KJ's mission of inclusion and community, ensuring that no young athlete is left on the sidelines due to cost.





# DIGITAL INVENTORY



5.5K

INSTAGRAM FOLLOWERS



1.2K

X (TWITTER) FOLLOWERS



3.4K

FACEBOOK FOLLOWERS



30.0K

ANNUAL WEBSITE VISITORS



# EVENT SIGNAGE

We offer a range of event signage opportunities designed to give your brand strong visibility at home games and community events. While specific formats may vary, we'll work with you to ensure your business is seen by players, families, and fans throughout the season.



# POWER IN THE COMMUNITY

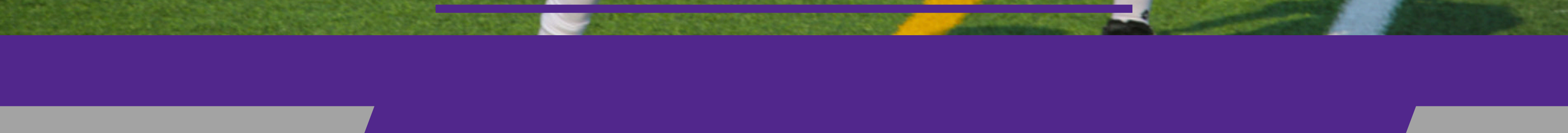
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*“The Jr. Mustangs’ purchasing power is truly unmatched — football families go all-in to support their players. From performance gear to spirit wear, no other sport generates this level of enthusiasm. Partnering with them means putting your brand in front of a passionate, loyal community that shows up, supports local, and stands out.”*

- Matt Ashton, Manager, London Source for Sports



# PARTNERSHIP OPPORTUNITIES



# Choose Your Impact

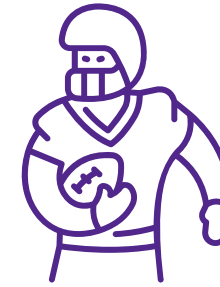


## KICK-OFF

You Receive:

- **Support the KJ Cares Fund**
  - Help a child play football by removing financial barriers for local families.
- **Website Recognition**
  - Your logo and link are featured on our website as a valued community supporter.

**\$250**



## FIRST DOWN

You Receive:

- **Social Media Shoutout**
  - A featured welcome post across our social channels, sharing your support with families throughout London and area.
- **Program Recognition**
  - Your business featured in our official program, reaching families and fans throughout the season.

**PLUS ALL PREVIOUS BENEFITS**

**\$500**

# Choose Your Impact



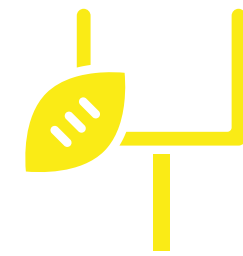
## RED ZONE

You Receive:

- **Email Blast to Fans**
  - Your business featured in a sponsor email— encouraging local families to support those who support us.
- **Home Game Shoutouts**
  - Your business announced before kickoff— business in front of engaged fans and families.

**PLUS ALL PREVIOUS BENEFITS**

**\$1000**



## FIELD GOAL

You Receive:

- **Live-stream Logo Placement**
  - Your logo featured during live game broadcasts— maximizing exposure beyond the field.
- **Social Media Shoutouts**
  - Two branded posts mid-season and at season's end— thanking your business and reinforcing community support

**PLUS ALL PREVIOUS BENEFITS**

**\$1500**

# Choose Your Impact



## TOUCHDOWN

You Receive:

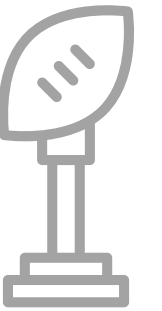
- **Sideline A-Frame Signage**
  - Your logo prominently displayed on A-frame signage at all home games— delivering strong field-side visibility.
- **Sponsored In-Game Highlights**
  - Your logo prominently featured on game highlight clips shared to our Instagram, delivering repeated exposure to a highly engaged local audience.

**PLUS ALL PREVIOUS BENEFITS**

**\$2000**

## CHAMPIONSHIP

You Receive:



- **Custom Tailored Package**
  - A customized package designed to align with your business goals and community values— offering flexible, high-impact benefits.
  - Pricing is set collaboratively to ensure your investment delivers meaningful exposure and measurable value.



# FOR FURTHER INQUIRIES

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We welcome the opportunity to discuss how your organization can partner with the London Junior Mustangs Football Program.

For further information or to explore sponsorship opportunities, please contact us at:

[sponsorship@londonjunior Mustangs.com](mailto:sponsorship@londonjunior Mustangs.com)