

JOIN OUR JOURNEY



**International
Academy**
Waterloo

SPONSORSHIP BROCHURE



EXECUTIVE SUMMARY

Waterloo United/ BVB International Academy is a non-profit soccer organization that has been in the Waterloo community since 1971. The soccer club has evolved over the years to become one of the leading soccer clubs in Ontario. The Club is very proud of our past and we are excited about what the future holds. Sponsorships and Partnerships with us will provide a unique and compelling opportunity for your business to align our brand with a rich history, an enthusiastic fan base, and a strong community presence.

- ✓ Recreational Soccer
- ✓ Competitive Soccer
- ✓ High Performance Soccer
- ✓ Camps



WATERLOOUNITED.COM



@WMSC1971



WMSC1971

BVBINTERNATIONALACADEMY-WATERLOO.COM



@bvbiawaterloo



bvbiawaterloo

HISTORY OF SOCCER IN WATERLOO



1971

Club was founded by local volunteers as Waterloo Minor Soccer Club

1982

Registered 1,000 players for the first time in its history

2000

Club supported the development of RIM Park with a donation of \$750,000.00

2009

Awarded with the Club Excellence Bronze level status from Ontario Soccer

2011

Club rebranded to Waterloo United and is awarded the Club Excellence Silver level status from Ontario Soccer

2017/
2018

Awarded OPDL status & Club Excellence Gold level status

2019

Awarded National Youth License holder by Canada Soccer

2021

Became the first ever BVB International Academy in Canada



International
Academy
Waterloo

STRATEGIC PLAN

2022-2024



Purpose

Build community
through soccer

Vision

The leaders in sport excellence
in the community/region

Mission

Creating exceptional
soccer experiences for all

VALUES

FOCUSED ON COMMITMENT:

Striving for improvement
and success

DRIVEN BY INTEGRITY:

Being accountable to
our community

UNITED BY TEAMWORK:

Achieving more together

OBJECTIVES

OBJECTIVE #1

Operational Plan

Efficiently operate as a club to
deliver the best experience
possible to all stakeholders.

KPI:

Engagement, retention

OBJECTIVE #2

Player & Coach Development

Elevate program offerings
through intentional program
development and operations.

KPI:

Participation, engagement,
retention

OBJECTIVE #3

Communication Plan

Effectively communicate key
messaging internally and
externally.

KPI:

Awareness, engagement,
retention

SPONSORSHIP OPPORTUNITIES

Helping Soccer Grow Better Together.

BENEFITS TO SPONSORSHIP



Create Meet-and-greets, events, or exclusive content to be sent to members via mass communications and websites.



The club's members match your ideal customer profile; it can be an effective way to reach and engage with your potential customers.



The opportunity to provide your brand with additional exposure and engagement opportunities via social media.



LOCAL IMPACT

If your business operates in the Waterloo region or if you are trying to expand your presence in the Waterloo market, sponsoring with our soccer club can help increase brand visibility and strengthen your connection with the local community.



PERFORMANCE & SUCCESS

The performance and success of the soccer club can impact the visibility and perception of your brand. Sponsoring a successful and well-performing club, such as ours can lead to positive brand associations.



UNIQUE OPPORTUNITIES

Consider any unique opportunities that our soccer club can offer your brand. This could include exclusive partnership perks, program branding, or other creative collaborations that set your brand apart.

WHY CHOOSE US?

Our organization makes it easy for you to advertise your products and/or services to the Waterloo Region and specifically our members of over 3,000 players, coaches, parents, and volunteers.



CLUB PROGRAMS IN 2024

Program Name	Indoor/Outdoor	Duration
Indoor HL (Fall)	Indoor	Oct-Dec
Indoor HL (Winter)	Indoor	Dec-March
March Break Camp	Indoor	March
Abilities United (Summer)	Indoor	June-July
Abilities United (Winter)	Indoor	Nov-Dec
Summer Camp	Outdoor	July-Aug
Outdoor HL	Outdoor	May-August
U4/U5 Mini Bees	Outdoor	July-Aug
U6-U9 Little Bees	Outdoor	July-Aug
U10/U11 Junior Bees	Outdoor	July-Aug
Club Tryouts and Trials	Outdoor	Sep-Oct
Media Day	Outdoor	April
Pre-OPDL	Outdoor	August
OPDL Teams	Indoor/Outdoor	Dec-Oct
Competitive - Regional Teams	Indoor/Outdoor	Dec-Sep
Competitive - District Teams	Indoor/Outdoor	Dec-Sep
League 2 Teams	Indoor/Outdoor	Mar-Aug
League 1 Championship Teams	Outdoor	Mar-Aug
Skill Centre U8-12	Indoor/Outdoor	Nov-Aug
BVB Camp	Outdoor	July
Futsal	Indoor	Nov-April
Club Websites	N/A	All Year

WATERLOO UNITED/ BVB IA WATERLOO

SPONSORSHIP

Package



**MANY
MORE
OPTIONS
AVAILABLE**

HL TEAM

- ✓ COMPANY NAME ON 1 JERSEY
- ✓ COMPANY NAME ON WEBSITE
- ✓ LINK ON WEBSITE
- ✓ INVITATION TO HL EVENTS
- ✓ 1 SOCIAL MEDIA POST
- ✓ 1 JERSEY TO TAKE HOME

\$525

L10N GAMEDAY SUMMER CAMP

- ✓ COMPANY NAME ON L10 WEBPAGE
- ✓ BANNER AT ALL HOME GAMES
- ✓ SHOUTOUT AT ALL HOME GAMES
- ✓ TAG ON ALL GAME DAY SOCIAL MEDIA
- ✓ 4 FREE SEASON TICKETS
- ✓ LINK ON WEBSITE
- ✓ COMPANY NAME ON ALL JERSEYS
- ✓ COMPANY NAME ON WEBSITE
- ✓ LINK ON WEBSITE
- ✓ BANNER AT CAMP FOR ALL 9 WEEKS
- ✓ TAG ON ALL SOCIAL MEDIA POSTS
- ✓ MENTION IN ALL EMAILS FOR CAMP

\$1,500

\$4,000

contact us to find out about all sponsorship packages



SUMMARY

Sponsorship and partnership presents a strategic and mutually beneficial opportunity for your company. This opportunity can align with our marketing goals, enhance brand visibility, and provides unique avenues for customer engagement. We recommend further exploration and consideration of this exciting sponsorship opportunity to propel both of our brands to new heights.

CONTACT US

GENERAL QUESTIONS

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PAUL BURNS

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