



**2010 - 2011**

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# Sponsorship Opportunities

***Mission Statement:***

***“We provide youth soccer training and development to players of all ages, genders and abilities. We foster commitment, teamwork, and sportsmanship, with a goal of achieving FUN and rewarding experiences, that produce well rounded young adults”***

## **Introduction**

Futball Club Carolina Alliance(FCCA) is a 501(c)(3) non-profit organization affiliated with the United States Soccer Federation and North Carolina Youth Soccer Association. FCCA serves players from ages 3 to 18. FCCA is dedicated to player development at every level and offers programs for every player from recreational to elite. We seek to provide an enjoyable experience for all players while offering them the opportunity to become the best player possible.

In addition to over 50 Classic and Challenge travel teams and a growing recreational program, our club hosts two tournaments per year. Our tournaments draw over 250 teams to our area and the promotion of your business can be seen by as many as 7000 people in a single weekend.

There are several sponsorship opportunities available and we will work with you to find something to meet your needs.

## **About Us**

The goal of FCCA is to make our members not only better soccer players but to make them better individuals. To achieve this goal the club has one of the most professional and experienced coaching staffs in North Carolina. With 15 college soccer coaches and numerous coaches with state and national coaching licenses, our goal is to instill into our players that through hard work, determination, commitment and teamwork we all can achieve great success and a sense of accomplishment. FCCA prides itself on the quality coaching our players receive that focuses on player's physical, tactical, technical, and mental development. The end result to our success can be seen at our U18 level where 75% of our players continue their careers at prestigious Division I, II, and III universities. To ensure quality development at the recreational level, FCCA has formed alliances with local universities such as UNCC, Pfeiffer, and Catawba whose programs provide some of the nation's most talented collegiate players to train our youth.

We have access to some of the best facilities in North Carolina from the artificial grass fields at Strikers Soccer Complex to the lush fields at Frank Liske Park, Catawba College, and Pfeiffer University. Our fields are maintained regularly to ensure outstanding quality.

## **Needs**

In order for the club to continue its mission while keeping costs affordable for our families, we need help from our community. On the following pages, we have several sponsorship opportunities for your business. These opportunities are designed to promote your business while providing our families with low cost quality soccer education. We look forward to your partnership.

## Available Sponsorships

Club Sponsorship - Negotiable

Tournament Sponsorship - \$5000

Field Sponsorship - \$2000

Travel Team Sponsorship - \$1000

Recreation Program Sponsor - \$1000 - \$1500

Try-Out/Practice Shirt Sponsor - \$2000

Volunteer Shirt Sponsor - \$1000

Camp Shirt Sponsor - \$1000

Discount Card Sponsorship - \$250

Your company will be featured prominently on our website based on your total sponsorship amount

Premier Division - \$5000 or greater

First Division - \$2500 - \$5000

Second Division - \$1000 - \$2500

Challenge Division - Less Than \$1000

# Club Sponsorship

The club sponsorship is a unique opportunity for a business to sponsor all aspects of the club.

- 🌐 You can have some or all of the opportunities listed below

Cost for this sponsorship is negotiable and will be structured to best meet your needs.

# Tournament Sponsorship

A tournament sponsorship will place your business's name in the title of the tournament you sponsor.

- 🌐 Your logo on all tournament correspondence, letterhead, and marketing material. Materials are sent out to over 10,000 email contacts as well as displayed in several Soccer magazines and websites
- 🌐 Tent location at Frank Liske Park Soccer site for marketing opportunities
- 🌐 Display location at tournament registration night for marketing opportunities
- 🌐 Your logo on Back of tournament T-Shirt
- 🌐 Your logo with a link to your website displayed prominently at the top of the FCCA website
- 🌐 Your logo on Championship Tournament Banner over awards stage for all to see (which is also used as a "photo booth" for championship & finalists team pictures)
- 🌐 Placement of marketing materials in tournament packets distributed to each player's family (estimated distribution 2,500-3,000 bags)
- 🌐 Display plaque with club picture recognizing your support for our club
- 🌐 Additional benefits and opportunities available based on your needs
- 🌐 Tournament sponsorship requires a 2 year commitment

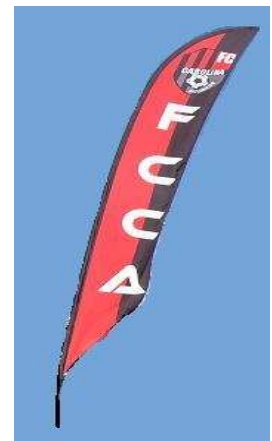
Cost for this sponsorship is from \$5000 annually per tournament.

# Field Sponsorship

A field sponsorship will give you "ownership" of one of our top quality fields.

- 🌐 A 15' Flag with your logo will be prominently displayed at your field
- 🌐 Field name will include your name on NCYSA scheduling website
- 🌐 Your logo with a link to your website displayed on the FCCA website
- 🌐 A communication will be sent to our families in recognition of your sponsorship.
- 🌐 Promotion of your business in FCCA information brochures.
- 🌐 Placement of marketing materials in tournament packets distributed to each player's family (estimated distribution 2,500-3,000 bags)
- 🌐 Display plaque with club picture recognizing your support for our club
- 🌐 Field sponsorship requires a 2 year commitment

Cost for this sponsorship is \$2000



# Travel Team Sponsorship

A team sponsorship places your company logo on the jerseys of all players of your sponsored team. These players not only play in local and state leagues, but also travel to tournaments throughout the southeastern United States.

- 🌐 A 9' "Teardrop Flag" with your logo will be displayed at every game and practice
- 🌐 Each player has two game jerseys (home and away) and will feature your logo on the sleeve
- 🌐 Your logo with a link to your website displayed on the FCCA website
- 🌐 A communication will be sent to our families in recognition of your sponsorship
- 🌐 Promotion of your business in FCCA information brochures
- 🌐 Placement of marketing materials in tournament packets distributed to each player's family (estimated distribution 2,500-3,000 bags)
- 🌐 Display plaque with your team recognizing your support for our club
- 🌐 The uniforms run in a 2-year cycle with our current cycle beginning the fall 2010 season
- 🌐 All jersey sponsorships require a 2-year commitment

The cost of this sponsorship is \$1000 per year.

# Recreation Program Sponsor

This sponsorship will place your company logo on the jerseys of all players in the recreation program.

- 🌐 Each player (approximately 200) will have one jersey which will feature your logo on the front center
- 🌐 Your logo with a link to your website displayed on the FCCA website
- 🌐 A communication will be sent to our families in recognition of your sponsorship
- 🌐 Promotion of your business in FCCA information brochures
- 🌐 Placement of marketing materials in tournament packets distributed to each player's family (estimated distribution 2,500-3,000 bags)
- 🌐 Display plaque with recreation team picture recognizing your support for our club
- 🌐 There is a fall recreation program and a spring recreation program.

Cost of this sponsorship is \$1000 per season or \$1500 for entire year

# Try-Out/Practice Shirt Sponsor

This sponsorship will place your company logo on the try-out/practice shirt for all FCCA travel team players.

- 🌐 Each of the approximately 800 players who try out for a FCCA travel team will have one shirt which will feature your logo on the rear center. These shirts will then be worn as practice shirts throughout the rest of the year.
- 🌐 Your logo with a link to your website displayed on the FCCA website
- 🌐 A communication will be sent to our families in recognition of your sponsorship.
- 🌐 Promotion of your business in FCCA information brochures.
- 🌐 Placement of marketing materials in tournament packets distributed to each player's family (estimated distribution 2,500-3,000 bags)
- 🌐 Display plaque with club picture recognizing your support for our club

Cost of this sponsorship is \$2000

## Volunteer Shirt Sponsor

During our tournaments, club members volunteer at the various facilities to guarantee well run tournaments.

- 🌐 This sponsorship will place your company logo on the shirt of all volunteers.
- 🌐 Your logo with a link to your website displayed on the FCCA website
- 🌐 A communication will be sent to our families in recognition of your sponsorship.
- 🌐 Promotion of your business in FCCA information brochures.
- 🌐 Placement of marketing materials in tournament packets distributed to each player's family (estimated distribution 2,500-3,000 bags)
- 🌐 Display plaque with club picture recognizing your support for our club

Cost of this sponsorship is \$1000 for all tournaments

## Camp Shirt Sponsor

This sponsorship will place your company logo on the shirts of all FCCA campers.

- 🌐 Each player will have one shirt which will feature your logo on the front center.
- 🌐 Your logo with a link to your website displayed on the FCCA website
- 🌐 A communication will be sent to our families in recognition of your sponsorship.
- 🌐 Promotion of your business in FCCA information brochures.
- 🌐 Placement of marketing materials in tournament packets distributed to each player's family (estimated distribution 2,500-3,000 bags)
- 🌐 Display plaque with camp participants picture recognizing your support for our club

Cost of this sponsorship is \$1000

## Discount Card Sponsorship

For Restaurants or Businesses wanting to provide a discount offer

- 🌐 Discount Card provided to every club member
- 🌐 Discount Card Valid for 1 year
- 🌐 Location of Restaurant/Business placed on maps located on club website
- 🌐 Your logo with link to your website displayed on the FCCA website
- 🌐 A communication will be sent to our families in recognition of your sponsorship.
- 🌐 Promotion of your business in FCCA information brochures.
- 🌐 Placement of marketing materials in tournament packets distributed to each player's family (estimated distribution 2,500-3,000 bags)

Cost of this sponsorship is \$250

## **Summary**

Our organization serves the Cabarrus/Mecklenburg/Rowan county communities 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 players and their families, as well as the guests that soccer brings into our area each year through league games, camps and tournaments.

Funds raised through your sponsorship are vital to the success of soccer in our communities. These contributions help reduce the costs of training and support player scholarships and outreach programs.

Thank you for your interest in the FC Carolina Alliance. 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,

FCCA Board of Directors

## **NEED MORE INFORMATION?**

For further information contact:  
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