



Shuswap Youth Soccer Sponsorship Package 2010

November 15, 2009,

Dear Potential Sponsor

Thank you for taking an interest in supporting youth soccer. Shuswap Youth Soccer is a nonprofit organization that has been operating since 1972 with a membership base of approximately 1,200 members between ages 4-18. We provide our members with the opportunity to develop their fitness, sportsmanship and leadership skills. They also learn to love the sport of soccer and have fun in a team sport setting.

We are very proud of our achievements and the hard work of many volunteers. In choosing to support our soccer program you will help young athletes achieve their individual goals and will help promote participation in soccer throughout the region.

Shuswap Youth Soccer funds itself through registration fees, fundraising events and the generous support of local businesses.

We invite you to read through our sponsorship package, and ask that you consider joining other sponsors in supporting youth soccer in our community.

Yours sincerely,

About Us

Shuswap Youth Soccer Association (SYSA) is a non-profit society run by an elected volunteer board of directors. We employ a part time administrator and full time technical director. SYSA currently runs six indoor programs for fall and winter and three spring outdoor programs. SYSA also trains and employs youth referees and runs clinics for player and coach development. Some of our core goals and values are:

- To advance and foster the game of soccer among youth players within the Shuswap area.
- To encourage the development of skill, participation, and sportsmanship in the game of soccer.
- To promote in all members respect for each other, officials and coaches at all times.

Why Sponsor Shuswap Youth Soccer?

As a sponsor your company will gain recognition from a large network of families and sports organizations locally and throughout the Interior of BC. We are extremely grateful for sponsorship funding and endeavor to make sure our funding partners are well recognized. This is an opportunity to feature your business as an active supporter of youth sport in this community and province.

We want to provide all sizes of business the opportunity to be a part of Shuswap Youth Soccer. We offer a three-tiered package that outlines various options. Furthermore, we offer sponsors exclusivity to their particular market for the program chosen. Existing sponsors are given first priority for subsequent years.

Our sponsorship year runs from March 1 to the end of February of the following year. The board of directors will consider all applications for sponsorship after the **application deadline of January 15**. Potential sponsors will be contacted within a month of the application deadline.

Sponsorship funds are directed primarily towards equipment and uniform costs. They are also used to support player, coach and referee development.

Platinum Sponsor

Mass email recognition

A group email with thanks and recognition of platinum sponsors will be sent to all SYSA member families.

Company logo on select team jerseys and team equipment

Select teams play home and away games and in tournaments around the province. Select players are those chosen to play at a more competitive level than the club league.

Company logo on SYSA website

Your logo will be on Shuswap Youth Soccer Association's website. In the last 12 months SYSA has had close to 15,000 visitors to the website with an average of 20-65 visits per day.

Media recognition

SYSA will thank all our sponsors annually in local newspapers, listed in recognition of different levels of contribution.

Optional photo opportunity for media publication

SYSA is also open to suggestions on how you would like us to represent you as a sponsor through our network.

Annual Price: **\$3000.00****

**Because sponsorship logos will appear on select jerseys for a 3 year duration, SYSA requests a 3 year commitment for all Platinum sponsors.

Gold Sponsor

Age Group Sponsor for Club Programs

SYSA offers a popular outdoor spring club program from April to June annually.

*The **junior** program is for ages 4-11*

*The **intermediate** program is for ages 12-18*

SYSA is looking for an exclusive sponsor for each program with the following sponsorship benefits:

Company logo on club program t-shirts

The t-shirts are given away to players each season.

Company logo on website

Your logo will be on Shuswap Youth Soccer Association's website. In the last 12 months SYSA has had close to 15,000 visitors to the website with an average of 20-65 visits per day.

Media recognition

SYSA will thank all our sponsors annually in local newspapers, listed in recognition of different levels of contribution.

Annual Price: We propose an amount per registrant of \$10. Total annual contribution will thus depend on participation in our junior and intermediate programs. Please contact us for more details on expected registration numbers.

Silver Sponsor

Individual Team Sponsor or Individual Event Sponsor

SYSA offers yearly player development, referee, and coaching clinics. Developmental and Select teams also frequently participate in tournaments. SYSA would like to encourage Silver Sponsors to target a specific select level team, a specific type of clinic, or a home tournament event with the following sponsorship benefits:

Company logo on select team tracksuits or sport bags

Team managers are encouraged to liaise with sponsors to decide how sponsorship funds are allocated at the team level.

Company flag at clinic or tournament

Sponsors of specific events will be mentioned on any programming material and during announcements

Complimentary team or event photos (optional)

SYSA is also open to suggestions on how you would like us to represent you as a sponsor.

Annual Price: **\$1000 - \$2000** (amounts may vary depending on type of event or needs of team selected)

Thank you for taking the time to consider becoming a SYSA sponsor. Please contact our office if you have any questions. If you would like to proceed, we invite you to complete an application form and forward it to us indicating your preference of package.

Please forward your application to:

SYSA – ATTN: Sponsorship Committee

451 Shuswap St. BOX 173, Salmon Arm, BC V1E 4N3

Application Form

Company Name: _____

Business Address: _____

City: _____

Postal Code: _____

Company Contact Person: _____

Position: _____

Phone Number: __ (____) _____

Fax: __ (____) _____

Email: _____

Description of Business: _____

Sponsorship Package Choice: (circle)

Platinum

Gold

Silver

Total: \$ _____

Print name: _____

Signature: _____