

Rochester Youth Soccer Association

Spring 2010 Sponsorship Opportunities

(For more information on sponsorships, please contact Frank Spaeth at 507-280-7584.)

Traditional Spring Recreation Team Sponsorships

A traditional team sponsorship package is perfect for the company that has an employee or employees with a child or children on RYSA recreation soccer teams. Last year, more than 2,500 children in grades 1 through 12, representing nearly 225 teams, participated in Spring Rec soccer. With this traditional team sponsorship package, the sponsor has the option to choose which team or teams their logo is placed on and, to the extent possible, the color of the shirts on which their logo will appear. All team sponsorships include sponsor's logo on the appropriate number of team's shirts, a listing on the RYSA website for one year and a listing in the RYSA's electronic PDF newsletter for one year.

1 Team - \$150 **2 Teams - \$300** **4 Teams - \$500**
6 Teams - \$700 **10 Teams - \$1,000**

All-Inclusive Recreation League Sponsorships

These sponsorships go above and beyond the traditional "team" sponsorships, incorporating additional avenues for advertising and marketing your business to RYSA participants. This is a great way to reach potential customers in a variety of ways through RYSA. In addition to the benefits listed, sponsors at these levels can have flyers distributed to RYSA families through our coaches meeting and also may choose to have an info booth or table at the field of their choice on one Rec Saturday.

Bronze - \$1,000

Jersey front for four Rec teams (three spring and one fall) **(and)**
Website listing for one year **(and)**
Business card-sized ad in PDF newsletter for one year
PDF newsletter listing for one year **(and)**
One 5' wide x 3' high banner (one-sided, four-color on white vinyl) for Fuad or Watson Fields

Silver - \$1,500

Jersey front for six Rec teams (four spring and two fall) **(and)**
Website listing for one year **(and)**
PDF newsletter listing for one year **(and)**
½-page ad PDF newsletter for one year **(and)**
One 5' wide x 3' high banner (one-sided, four-color on white vinyl) for Fuad or Watson Fields

Gold - \$2,500

Jersey front for ten Rec teams (seven spring and three fall) **(and)**
Website listing for one year **(and)**
PDF newsletter listing for one year **(and)**
Full-page ad in PDF newsletter for one year **(and)**
One 5' wide x 3' high banner (one-sided, four-color on white vinyl) for Fuad or Watson Fields

Other Recreation League Sponsorship Opportunities:

“Kindergarten Kicks” Program Sponsorship - \$2,000

In the spring, more than 200 kindergarteners will experience RYSA soccer for the first time through our “Kindergarten Kicks” program. The program will run four Tuesdays in May and introduce the youth to the game at both an individual and team level.

“Kindergarten Kicks” Sponsor will receive the following exposure for their sponsorship:

Logo on all “Kindergarten Kicks” t-shirts

Name and/or logo on all program-related marketing and communications materials

Listing on RYSA website

1/2-page ad in one year of RYSA electronic PDF newsletter

Logo on jersey sleeve for entire rec league

Spring only – (approximately 2,600 children) - \$2,500

Fall only – (approximately 1,100 children) - \$1,000

Both spring and fall – (approximately 3,700 children) - \$3,000

Logo on Rec participation medal ribbons

(Approximately 3,900 medals) - \$2,000

Individual PDF newsletter advertising (single-issue)

¼-page - \$150

½-page - \$200

Full-page - \$350

Signage on Fuad or Watson Field fences

(One-sided, four-color logo on white vinyl)

5’ wide x 3’ high - \$500

Traveling League Sponsorships

Each spring/summer season, approximately 650 players from U9 through U19 compete for the Rochester Youth Soccer Association in competitive league play, squaring off against competition from all over the state. In addition, more than 350 players from U11 through U14 participate in fall traveling soccer. RYSA traveling teams compete in league play, while also representing the association in three to five tournaments each summer. Traveling league sponsorships are a wonderful way for your company to gain exposure at venues throughout the Southern part of the state, including the Twin Cities Metro area. Uniform-related sponsorships have a duration of three years due to the fact that the RYSA has a three-year uniform cycle with its suppliers.

Traveling Team Tryouts Sponsor - \$1,500

Every August, the Traveling side of the Rochester Youth Soccer Association holds tryouts for team placement for the next spring, with more than 500 players attending. Expenses for the tryouts include tryout t-shirts, costs for hiring evaluators and field rental.

Traveling Team Tryouts Sponsor will receive the following exposure for their sponsorship:

Logo on all tryout t-shirts (nearly 1,000 shirts for the 2009 tryouts)

Name and/or logo on all tryout-related marketing and communications materials

Listing on RYSA website

1/2-page ad in one year of RYSA electronic PDF newsletter

Tournament Sponsorships

Title Sponsor - \$5,000

Title sponsor will have their company's name included into the name of the tournament (for example, the ABC Company Rochester Invitational Soccer Tournament) and designed into the logo for the year's tournament and be mentioned in all marketing and informational materials related to the tournament, as well as being featured on the tournament t-shirts.

Program advertising (program given to each participant in tournament – approx. 3,500)

1/8-page ad - \$150

1/4-page ad - \$250

1/2-page ad - \$400

Full-page ad - \$700

Inside front, inside back or outside back cover - \$1,100

Tournament Program advertisers are also eligible for the following:

Fence signage during tournament - \$100 (business provides own signage)

Materials placed in goodie bag - \$100 (business provides own materials)

Other sponsorship opportunities:

“Soccer in the Schools” Program

Full sponsorship of “Soccer in the Schools” - \$3,500

Co-sponsorship of “Soccer in the Schools” - \$2,000

RYSA has an outreach program in conjunction with the Rochester Public Schools, where we bring soccer coaches into the schools to work with the kids on their soccer skills and provide positive role models for them. The program has been a huge success and we are hoping to continue to have it grow. However, we can't do it without support. We're hoping to find a company, or a few companies to serve as a sponsor or co-sponsor for this program.

“Soccer in the Schools” Sponsor(s) will receive the following exposure for their sponsorship:

Logo on all “Soccer in the Schools” t-shirts

Name and/or logo on all program-related marketing and communications materials

Listing on RYSA website

1/2-page ad in one year of RYSA electronic PDF newsletter

Miscellaneous Sponsorships

There are a number of other opportunities to provide RYSA with sponsored equipment, ranging from water coolers and water bottles to soccer socks and soccer balls. Businesses have the option of providing these materials to the recreational league, RYSA traveling teams or both. RYSA would ask the sponsor to pay for the equipment and provide RYSA with \$250 in sponsorship money.