

# Sponsorship LEVELS



## Platinum Sponsor

One (1) available, sponsor receives:

- Exclusive name/logo on the front/chest of the game jerseys for all our 307 Select teams
- Exclusive name/logo on the front/chest of the practice jerseys for all our 307 Select teams
- Exclusive name/logo on the front/chest of the practice jerseys for all our Olympic Development Program teams<sup>1</sup>
- Exclusive name/logo on the front of other player and coach apparel and related accessories
- Exclusive name/logo on backpacks
- Dedicated sponsor page on WSA website and banner ad on our homepage
- Largest name/logo on canopies, pop-up signs at fields and the step-and-repeat on the stage where medals are handed out at WSA organized tournaments
- Premium location to put up a booth or pop-up store at WSA organized tournaments and our annual meeting
- Name/logo included in all WSA emails
- Dedicated email to parents twice per year highlighting the sponsor and providing discount codes for product purchases
- Dedicated social media post at least four times per year highlighting the sponsor and providing discount codes for product purchases



## Gold Sponsor

One (1) available, sponsor receives:

- Name/logo on the sleeve of the game jerseys for all our 307 Select teams
- Name/logo on the sleeve of the practice jerseys for all our Olympic Development Program teams<sup>1</sup>
- Exclusive name/logo on sleeve of other apparel and related accessories
- Shared sponsor page on WSA website and banner ad on our homepage
- Second largest name/logo on canopies, pop-up signs at fields and the step-and-repeat on the stage where medals are handed out at WSA organized tournaments
- Prime location to put up a booth or pop-up store at WSA organized tournaments and our annual meeting
- Name/logo included in all WSA emails
- Dedicated email to parents once per year highlighting the sponsor and providing discount codes for product purchases
- Dedicated social media post at least twice per year highlighting the sponsor and providing discount codes for product purchases



## Silver Sponsor

One (1) available, sponsor receives:

- Name/logo on the sleeve of the practice jerseys for all our Olympic Development Program teams<sup>1</sup>
- Name/logo on the sleeve of the practice jerseys for all of our 307 Select teams
- Shared sponsor page on WSA website and banner ad on our homepage
- Third largest name/logo on canopies, pop-up signs at fields and the step-and-repeat on the stage where medals are handed out at WSA organized tournaments
- Preferred location to put up a booth or pop-up store at WSA organized tournaments and our annual meeting
- Name/logo included in all WSA emails
- Shared email to parents once per year highlighting the sponsor and providing discount codes for product purchases
- Dedicated social media post at least once per year highlighting the sponsor and providing discount codes for product purchases



## Bronze Sponsor

Eight (8) available, sponsors receives:

- Name/logo on the back of the practice jerseys for all of our Olympic Development Program teams<sup>1</sup>
- Name/logo on the back of the practice jerseys for all of our 307 Select teams
- Shared sponsor page on WSA website and banner ad on our homepage
- Fourth largest name/logo on canopies, pop-up signs at fields and the step-and-repeat on the stage where medals are handed out at WSA organized tournaments
- Preferred location to put up a booth or pop-up store at WSA organized tournaments and our annual meeting
- Name/logo included in all WSA emails.
- Shared email to parents once per year highlighting the sponsor and providing discount codes for product purchases
- Shared social media post at least twice per year highlighting the sponsor and providing discount codes for product purchases

<sup>1</sup>US Soccer rules will not allow names/logos on game jerseys for ODP

# Sponsorships CONT'D.



**Platinum sponsors** have the opportunity to become the exclusive sponsor for WSA and obtain all of the Platinum, Gold, Silver and Bronze sponsor benefits described herein to the exclusion of all others. Such sponsorship costs \$65,000.

Exclusive Sponsor



## Program Specific Sponsorship

- Naming rights of WSA organized tournaments and college showcases (e.g., “the WSA State Cup brought to you by [name of sponsor]”) and name/logo on medals and pins and on step-and-repeat on the stage where medals are handed out – \$20,000 per event
- Name/logo on soccer balls at State Cup – \$4,000
- Name/logo on soccer balls Equality State Tournament – \$2,000
- Naming rights of WSA awards (e.g., “the [name of Sponsor] Sportsmanship Of the Year Award – \$4,000
- Booth / pop-up store at WSA sponsored tournaments and events – \$4,000
- Exclusive presenter of the WSA Virtual Chalk Talk (e.g., monthly virtual skills and strategy training provided to all participants in the 307 Select and Olympic Development Program) – \$10,000
- Exclusive presenter of the WSA virtual and in-person coach trainings (e.g., “United Soccer Coaches 7v7 Coach Development Course presented by [name of sponsor]”) – \$2,000 per training session
- Benefactor of scholarship fund to help defray costs of participation – \$1,000 minimum; recognition based on amount of donation

## In-Kind Sponsorship

- **Hotel Partner** – discounted rates for WSA staff, coaches, referees and participants in exchange for recognition similar to the Bronze Sponsor
- **Car Rental Partner** - discounted rates for WSA staff, coaches, referees and participants in exchange for recognition similar to the Bronze Sponsor
- **Airlines Partner** - discounted rates for WSA staff, coaches, referees and participants in exchange for recognition similar to the Bronze Sponsor
- **Equipment Partner** – discounted equipment for WSA staff, coaches, referees and participants in exchange for recognition similar to the Bronze Sponsor
- **Video Partner** - discounted equipment for WSA staff, coaches, referees and participants in exchange for recognition similar to the Bronze Sponsor
- **Restaurant Partner** - discounted meals for WSA staff, coaches, referees and participants in exchange for recognition similar to the Bronze Sponsor
- **Information Technology partner** – provide technical support for WSA initiatives, including eblasts, the Virtual Chalk Talk, virtual and in-person coach trainings, and video recordings of games and distribution to parents in exchange for recognition similar to the Bronze Sponsor

**Reports** We provide reports twice per year to all of our sponsors. The following items, if available, will be included in such reports.

- List of displays / inclusion of sponsor name or logo
- Hardcopies of all emails, social media posts, sponsor page and banner ads on WSA website
- As available, website metrics showing “views” of electronic media (e.g., website)
- As available, clickthrough rate for all banner ads
- Attendance at WSA organized tournaments and events
- Number of medals handed out
- Number of jerseys that display name / logo
- Copies of all virtual events which can be displayed / replayed on sponsor’s website
- WSA data on usage of discount codes by WSA staff, coaches, referees and participants

For additional information or to design a different sponsorship opportunity that better fits your objectives, please contact:

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