



WYOMING

S O C C E R

Sponsorship

Core Values:

- Integrity
- Development
- Fun
- Sustainability
- Teamwork



Bringing Soccer to the Youth of Wyoming

Since 1978

At WSA, we provide access to a fun, safe and healthy game for kids of all ages. We offer recreational and competitive soccer programs that provide levels of play aimed at meeting the numerous needs and goals of ALL KIDS.

WSA provides a healthy activity through its recreational programs. These programs emphasize fun instead of winning. Every child is guaranteed playing time and the game is played in a fun and enjoyable atmosphere.

Our vision, mission, and core values will guide our actions on a daily basis, and we expect both ourselves and our members to strive toward them every time we take to the pitch, hold a board meeting, or attend a referee clinic.

Wyoming Soccer Association





Vision:

The Wyoming Soccer Association is the premier soccer organization in Wyoming.

Mission:

The Wyoming Soccer Association creates a safe, supportive, and conducive environment that drives soccer development and healthy lifestyles for all Wyoming participants, while always ensuring fun, integrity, and respect for all.



Wyoming Soccer is
WYOMING'S LARGEST
youth sports organization

6,000+
players per year

300+
volunteer coaches

est. 1978
501(c)(3) nonprofit
organization

21 CLUBS
across the state of
Wyoming

5,000+
spectators during
weekend tournaments

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 teams¹
- 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

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



Sponsorship Levels

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 teams¹
- 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

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Sponsorship Levels

Silver Sponsor

- **One (1) available, sponsor receives:**
- Name/logo on the sleeve of the practice jerseys for all our Olympic Development Program teams¹
- 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

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Sponsorship Levels

Bronze Sponsor

- **Eight (8) available, sponsors receives:**
- Name/logo on the back of the practice jerseys for all of our Olympic Development Program teams¹
- 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

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Exclusive Sponsorship

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. Please contact the WSA Office for details on exclusive sponsorship.



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S O C C E R

Sponsorship Levels

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
- Name/logo on soccer balls at State Cup
- Name/logo on soccer balls Equality State Tournament
- Naming rights of WSA awards (e.g., “the [name of Sponsor] Sportsmanship of the Year Award
- Booth / pop-up store at WSA sponsored tournaments and events
- 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)
- 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]”)
- Benefactor of scholarship fund to help defray costs of participation



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Sponsorship Levels

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



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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



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Sponsor logo examples



**Logo on
merchandise and
coaches apparel**





For additional information please contact:

Lisa Hulshizer, Executive Director
wssa@wyomingsoccer.com
307-742-2306