



# FC Blades Sponsorship Program 2009-2010

## About FC Blades

F.C. Blades Soccer Club is a non-profit organization that provides recreational and competitive soccer opportunities for Orange County youths. The mission of FC Blades is to enhance each player's enjoyment of the game while promoting understanding, skill, appreciation and knowledge. FC Blades emphasizes the development of advanced individual skills and introduces players to team tactics as their skill levels increase. The FC Blades philosophy goes beyond the white lines of a soccer field. We recognize the link between team sports and life in general - promoting hard work, commitment, education and dedication. We educate our youth about the need to be a fair and honest player, about the game of soccer and about good sportsmanship. At the base of our program is education - not just in the skills and techniques of the game, but also the thrill and excitement of the game.



FC Blades is the largest non-profit youth soccer club in Irvine with over 700 players in its club and Junior Blades programs.



## Program Description

FC Blades is pleased to offer four (4) sponsorship programs to meet the various needs and preference of our potential sponsors. Each program will be described in more details:

1. **Year-round Club Sponsorship Program** (Platinum, Gold, Silver levels)
2. **Financial Scholarship Program** (sponsorship dollars can help fund the Club dues for players who are unable to meet the Club's financial commitment)
3. **Tournament of Champions Advertising Program**
4. **Monthly Promotional Program**

## 1. Year-round Club Sponsorship Program

### How Does It Work?

The sponsor selects the level of year-round sponsorship based on the benefits associated with each level. Each level consists of year round benefits as well as OC Tournament of Champions benefits (tournament will be held on Dec 19-20, 2009). Upon submitting full payment to FC Blades, the sponsor will work with the Sponsorship Program Administrator to ensure the benefits are fulfilled at the appropriate time.

### My Benefits

The benefits for each level are summarized as follows:

	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>
Sponsorship Fee	\$1,000/year	\$1,500/year	\$2,000/year
<b>Tournament of Champions Benefits (Dec 19-20, 2009)</b>			
Logo display on official Tournament website	✓	✓	✓
Listing in the 'Restaurant Guide' section of Tournament program (given to 3,000+ families attending the tournament)	✓	✓	✓
1-time email advertising to all participating teams	✓	✓	✓
¼ page Black & White ad on Tournament brochure (\$125 value)	✓		
½ page Black & White ad on Tournament brochure (\$250 value)		✓	
Full page Black & White ad on Tournament brochure (\$500 value)			✓
Option to hang display banner at Tournament HQ (Harvard Park)		✓	✓
Option to set up booth at Tournament HQ (license fee may apply for City of Irvine)			✓
Logo printed on Tournament Champions T-shirts			✓
<b>Year-round Benefits (12 months)</b>			
Logo display on FC Blades and Junior Blades websites	✓	✓	✓

FC Blades website on-line sponsors directory (picture, description of business, link to your website)	✓	✓	✓
Email promotion of special offers to 700+ FC Blades and Junior Blades players and families	✓	✓	✓
Logo printed on FC Blades camp T-shirts (worn by 300+ players throughout the season)		✓	✓
Exclusive recognition of sponsorship at all event meetings and ceremonies			✓
Option to display banner at FC Blades-sponsored soccer camps (5-6 events per year)			✓

## 2. Financial Scholarship Program

### How Does It Work?

For talented players whose family may not be able to afford the full cost of the club program, FC Blades provides financial scholarship to help them ease the financial burden while enjoying the game of soccer.



Scholarship application is required along with proof of income, and a brief narrative or letter from the parent requesting scholarship.

Scholarship covers the 9 months of professional coaching fee during the season and does not include registration fees, uniform cost, additional training camps, and miscellaneous team fees. All scholarship awards are for one (1) year period only.

**The scholarship application and evaluation process is managed by the FC Blades Scholarship Committee. The sponsor may not designate or influence who the recipient should be.**

### My Benefits

FC Blades welcomes individuals or businesses to sponsor scholarship for those in need and could establish a scholarship in the name of the sponsorship individual or business. The sponsor will work closely with the FC Blades Scholarship Committee to evaluate applications and select the final recipient. The award will then be announced through the FC Blades website and/or other electronic means to all FC Blades families.

### Scholarship Amount

\$ 900 per year per player

### 3. Tournament of Champions Advertising Program

#### How Does It Work?

The 3<sup>rd</sup> Annual Orange County Tournament of Champions, hosted by FC Blades, will be held on December 19-20, 2009. There will be approximately 200+ high quality teams and approximately 6,000 individuals (players, family members and coaches included) from Orange, Los Angeles, San Diego and Riverside Counties, as well as many out of state teams competing for the Champion of the Champions title!! We will be producing a tournament brochure for each player and their families upon check-in on the first day of competition. The sponsor will provide the advertising art work to FC Blades to be placed in the brochure.



#### My Benefits

Approximately 3,000 copies of the program will be distributed during this tournament. Local and visiting families will undoubtedly be looking for restaurants, entertainment, or fun places to visit. The power of advertising your business to 3,000 families will not only be evident during the tournament weekend, but also long after the tournament concludes.

#### Advertising Rates

Business card size, black & white	\$75
Quarter-page, black & white	\$125
Half-page, black & white	\$250
Full-page, black & white	\$500
Full-page, color, inside	\$700
Full-page, color, front inside cover	\$750
Full-page, color, back inside cover	\$750
Full page, color back outside cover	\$1,000

## 4. Monthly Promotional Program

### How Does It Work?

On a monthly basis, you may choose to distribute promotional offers such as discount coupon for dining experience, or household items, reduced rate for membership fee, or simply an advertising message to FC Blades players and families. We will send a monthly email message to all FC Blades and Junior Blades families to alert them of your promotional offer. You will provide us with the content and we will manage the distribution effort. However, you will not have access to the list of email addresses due to our commitment to protect the privacy rights of our members.



You will be responsible for tallying up the total sales (exclude Tax and gratuity) as a result of the promotional program and donate **15%** of the total sales to FC Blades at the conclusion of the promotional program.

If you have other needs, our Sponsorship Program Administrator can work with you to customize the program to meet your requirements.

### My Benefits

You can bring in more sales revenue for your business by advertising to 700+ FC Blades families and their friends, neighbors and extended families via our email distribution list.

### More Examples

- If you run a restaurant and would like to offer 10% discount to all Blades families for one month, we could email the offer along with the discount coupon to our members on an agreed upon date.
- If you run a hotel and would like to offer discounted room rates for all Blades families, friends and relatives (for those who have friends visiting from out of town), we could email the offer along with reservation code to our members on an agreed upon date.
- If you run a pizza parlor and would like to offer a FREE Team party certificate to each soccer team, we could email the offer to all Blades teams with the certificate on an agreed upon date.