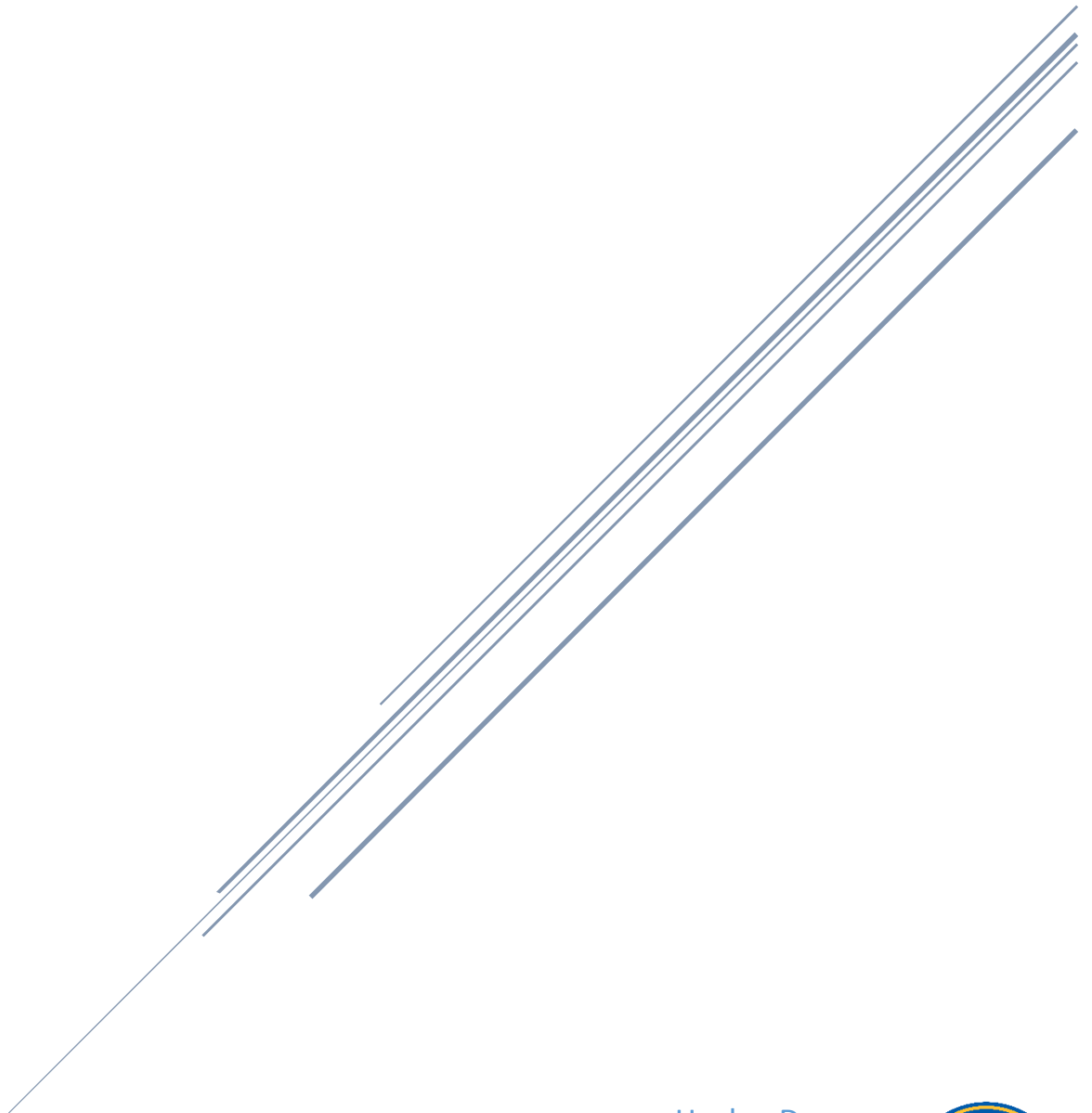


BURLINGTON SOCCER CLUB

Sponsorship Opportunities



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ABOUT THE CLUB

- Established in 1962 with only four teams representing less than 100 players
- Built first indoor facility (Dome 1) in 2001, and has since built two more in 2009 & 2014
- Won GOLD Excellence from the OSA
- 2019 Rebranding initiatives to the Burlington Soccer Club
- Merger with the Burlington Soccer League (BSL) in 2019 increases Adult League participation
- Club has grown to more than 600 teams composed of over 5,000 players
- The BSC is highly recognized and has become a top club in North America by winning many National Championships, 40 Ontario Cups, produced a number of National team players, and has sent over 150 players to University on Scholarships

REGISTRATION – approx. 11,505/year

Fall Participants
• 3,445

Winter Participants
• 2,445

Fall Participants
• 5,615

WHAT WE CAN DO FOR YOU?

The support of our sponsors is one of the key factors that have contributed to the successes of the club. We are continually welcoming new sponsorship opportunities with local and corporate businesses and organizations, with the objectives being twofold:

1. To keep the cost of playing soccer within the city of Burlington at an affordable level so that people within the community have the opportunity to enjoy and participate in soccer programs.
2. To help promote and prosper local and corporate businesses and organizations through brand exposure to the members of the BSC and community.

The BSC has a big presence in Burlington and is one of the largest community sports organizations in the area. Our registrant pool (5,000+) is composed of all ages ranging from age 3 to adult. We offer exposure through various communication platforms and/or other opportunities.

Email (Feb/19)
13,653 subscribers

Website (Feb/19)
370,000+ page views

Social Media (Feb/19)
Facebook - 1,425 Followers
Instagram - 1,532 Followers
Twitter - 2,539 Followers

SPONSORSHIP OPPORTUNITIES

- Social Media Exposure
- Newsletter Inclusion
- Promotional Material Distribution
- Website Exposure
- Dome Banners
- Jersey Sponsor
- Event Activations
- Naming Rights



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SPONSORSHIP PACKAGES

<p>BRONZE PACKAGE</p> <p>Team Jersey Sponsor</p> <ul style="list-style-type: none"> • 1-5 Teams \$500/each • 6+ Teams \$450/each <p>*Price per team, per season Winter, Summer, Fall seasons</p>	<p>SILVER PACKAGE \$3,500</p> <ul style="list-style-type: none"> • 4 team division Jersey Sponsor for each season (fall, winter and summer) – total of 12 team jersey sets • Activations at 1 of 3 BSC Events <ul style="list-style-type: none"> - House League Kick Off (May 4) 3,500-5,000 people - Tim Hortons Burli Blast (July 27) 1,000-1,500 people - Cogeco Mini Soccer Day (August 17) 1,500-2,000 people • Monthly mention (Logo only) in Email Newsletter sent to over 13,000+ subscribers • Sponsorship announcement across all social media platforms • Promotional insert provided by you for player packages given out at the start of each season (fall, winter and summer) • Sponsor Logo displayed on website with link to Sponsor Website 	<p>GOLD PACKAGE \$6,500</p> <ul style="list-style-type: none"> • 6 team division Jersey Sponsor for each season (fall, winter and summer) – total of 18 team jersey sets • Activations at 2 of 3 BSC Events <ul style="list-style-type: none"> - House League Kick Off (May 4) 3,500-5,000 people - Tim Hortons Burli Blast (July 27) 1,000-1,500 people - Cogeco Mini Soccer Day (August 17) 1,500-2,000 people • Monthly mention in Email Newsletter (Picture/Promotion & Logo with approx. 20 word description) sent to over 13,000+ subscribers • Sponsorship announcement across all social media platforms • Monthly Social Media mention/promotion/advertisement, if desired • Promotional insert provided by Sponsor for player packages given out at the start of each season (fall, winter and summer) • Sponsor Logo displayed on website with link to Sponsor Website 	<p>PLATINUM PACKAGE \$8,500</p> <ul style="list-style-type: none"> • 10 team division Jersey Sponsor for each season (fall, winter and summer) – total of 30 team jersey sets • Activations at ALL 3 BSC Events <ul style="list-style-type: none"> - House League Kick Off (May 4) 3,500-5,000 people - Tim Hortons Burli Blast (July 27) 1,000-1,500 people - Cogeco Mini Soccer Day (August 17) 1,500-2,000 people • Monthly mention in Email Newsletter (Picture/Promotion & Logo with approx. 20 word description) sent to over 13,000+ subscribers • Sponsorship announcement across all social media platforms • Monthly Social Media mention/promotion/advertisement, if desired • Promotional insert provided by Sponsor for player packages given out at the start of each season (fall, winter and summer) • Sponsor Logo displayed on website with link to Sponsor Website • Sponsor Logo on Sponsor Dedicated webpage with Sponsor Offer/Coupon/Promotion
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***Customized Packages Available**

