



2012 Sponsorship Opportunities With The Plymouth Soccer Association

With over 3,700 players, 250 volunteer coaches/managers and 7,000 parents, the [Plymouth, Minnesota Soccer Association](#) (PSA) has grown into one of the largest youth sports organizations in Minnesota. Our mission is to provide the youth of Plymouth and surrounding communities with the best soccer experience attainable – for whatever level of soccer they want to play. Since our incorporation as a 501c3 non-profit organization in 1992 we have built a program and a reputation for providing excellent soccer skills training, for maintaining a fun, supportive environment and for being easy to do business with.

Accomplishing our mission requires funding from parents and tax deductible donations from local businesses. We have an outstanding value propositions to offer that include



- **(FIRST TIME EVER)** Sponsoring your child's travel soccer team for a season.
- Sponsoring a PSA Event such as our annual Coaches Meeting, our Winter Recreation Soccer Program or the PSA Minnesota Classic, where thousands of pre-qualified prospects see your information.
- Exposure on www.plymouthsoccer.com where pre-qualified prospects go to find out more about our club and our programs.
- Exposure at multiple venues, like the Plymouth Creek Center or the [PSA Minnesota Classic Soccer Tournament](#), to thousands of pre-qualified prospects.

Your tax deductible donation funds scholarships for children who want to play soccer but can't afford to. And our promotional program provides your company with consumer impressions from thousands of local families with interest and discretionary income to buy your product or service. And finally, your donation demonstrates your involvement in your community.

See www.plymouthsoccer.com To Learn More About Our Program



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PSA offers a wide range of sponsorship opportunities for you, including

Club Sponsorships

The most visible way to demonstrate your support is to become a PSA Club Sponsor.

<u>Club Sponsorship Level</u>	<u>Annual Donation</u>	<u>Consumer Impressions</u>
Campaign	\$10,000	Tens of thousands over one year period.

Premier plus inside front cover ad in tournament program, category exclusivity, logo on 3' x 6' banner at Plymouth Creek Center, display table at annual player registration event, guest of honor at all PSA Events.

Champion	\$ 5,000	Tens of thousands over one year period.
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Premier plus back cover ad in tournament program, Logo on 3' x 6' banner at Plymouth Creek Center, Display table at annual player registration event.

All Star	\$ 2,500	Thousands over one year period.
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Premier plus full page ad in tournament program, Logo on 3' x 6' banner at Plymouth Creek Center.

Premier	\$ 1,000	Hundreds over one year period.
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Link and logo on www site, listed in newsletters.

Web Link	\$ 200	Hundreds over one year period.
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Link to www.plymouthsoccer.com/sponsors.htm.

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Tournament Sponsorships

Sponsoring the [PSA Minnesota Classic Soccer Tournament](#) gets you exposure to over 2,500 soccer players and 2,500 parents from over 175 teams from around Minnesota during an exciting weekend in June.

<u>Sponsorship Level</u>	<u>Donation</u>	<u>Consumer Impressions</u>
Tournament	\$2,000	Thousands over one weekend.

Full page ad on inside front cover of program, banner ad at major sites, logo on tournament www page, logo on game balls for ten championship matches

Site	\$1,500	Thousands over one weekend.
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Full page insert in program, banner ad at one site, Logo on tournament www page, logo on game balls for five championship matches.

Bracket	\$1,000	Thousands over one weekend.
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Half page ad on inside front cover of program, logo and link ad on www sponsors page.

Championship Match	\$ 500	Thousands over one weekend.
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Quarter page ad in program, banner at the match you sponsor, logo and link on www sponsors page.

Sponsorships purchased by March 1st will get maximum web page exposure as teams register for the tournament in March, April and May.

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Event Sponsorships

Your donation can now be directly connected to a specific PSA Event.

There is significant latitude in how we shape the value of an event sponsorship opportunity, so contact the PSA Sponsorship Team at info@plymouthsoccer.com or by calling 763-450-3099 to discuss what fits best for your business. Once we discuss this, we'll suggest a donation that matches the value provided.

Sponsor A Soccer Player

Based on economic need, PSA accepts sponsorship for individual players. Contact the PSA Office for the specific steps to fund their soccer season.

Skill Training Clinics

Sponsor our acclaimed Winter Indoor Skills Clinics, running for 18 weeks from November to March each year. We train over 900 travel soccer players each week (that's over 16,000 consumer impressions) to prepare for the next season.

Travel Soccer Tryouts

Sponsor our annual Travel Soccer Tryouts in August and September where we review over 900 potential players (over 1,800 consumer impressions) for the coming summer season.

Recreational Soccer Programs

Each of our Winter or Summer Rec Soccer Programs has over 1,000 players – on teams with their friends and playing for the fun of it. Our Winter Rec Program plays six games per session, providing you 6,000 consumer impressions per session. Our Summer Rec Program averages ten games per team, providing you 16,000 consumer impressions per season.

Coach And Team Manager Meetings

Get your message to, or display your products in front of, over 250 coaches and team managers as we bring them together for pre-season kickoff meetings. Sponsorship includes onetime use of our email database of coaches/team managers for your announcement, plus a category exclusive to display your products at two of the meetings.

Coaches Clinics

Get your message to over 250 coaches as we train them in key tactical and leadership skills needed for the coming season. Sponsorship includes 1 time use of the email database of coaches/team managers for your announcement plus a category exclusive to display your products at two of the meetings.

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2012 Sponsorship Opportunities With The Plymouth Soccer Association

Team Sponsorships

Your tax deductible donation can be directly connected with your child's travel soccer team.

For a \$2,500 donation we provide you multiple promotional opportunities, that will generate hundreds of consumer impressions with highly targeted prospects for you

- Company logo on players jerseys
- Company logo on game balls used by team
- Ad banner at each game/tournament the team plays in
- Ad banner at Plymouth Creek Center
- Company name and logo on players water bottles
- Company logo and link on individual team web page
- Company logo and link on www.plymouthsoccer.com/sponsors.htm

Frequently Asked Questions

- This is a tax-deductible contribution for individuals or businesses.
- PSA is a 501C organization.
- Mail sponsorship contract with payment to

Director of Marketing
Plymouth Soccer Association
14800 34th Avenue North,
Plymouth, Minnesota 55447

More Questions?

Contact David Wick at 612-281-3488 or email him at dirmktg@plymouthsoccer.com. You may also contact the PSA Office at 763-450-3099 or info@plymouthsoccer.com.

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