

SPONSORSHIP APPLICATION FORM

The Burlington Soccer Club (BSC) is a non-profit organization that strives to maintain the lowest possible registration fees while ensuring that our members receive the highest level of soccer programming possible. To achieve this, the support of sponsors is one of the key factors that has contributed to the successes of the Club.

Continuously welcoming new sponsorship opportunities with local and corporate businesses and organizations, the Club offers many great sponsorship opportunities within the house league and competitive divisions and teams, facilities, programs, tournaments, events and more with the objectives being twofold:

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

Company Information

Company Name			
Main Contact		Title/Position	
Email		Phone Number	
Address			
City		Postal Code	
Website	www.	Social Media Handle	@

Jersey/Event Sponsorship

The following opportunities are available to a sponsor. Please select all that apply and provide information as required.

JERSEY SPONSORSHIP – Each jersey sponsorship will receive logo recognition on team jersey set(s) as well as logo recognition with website link on the ‘Sponsors & Offers’ page of the BSC website. In addition, social media recognition will be provided when sponsored teams appear in photographs posted. Summer sponsors only will also receive team memorabilia [team photo(s)/plaque(s)]. **\$500/team each season OR \$450/team each season when sponsoring 6+ teams.**

_____ for Winter 202_ _____ for Summer 202_ _____ for Fall 202_
(# of teams) (# of teams) (# of teams)

Preferred Jersey Colour(s) _____
Preferred Age/Gender/Division _____
Player Request(s)/Other Request(s) _____

TOTAL JERSEY SPONSORSHIP:

					,	0	0
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EVENT SPONSORSHIP – Each event sponsorship will include event access and vendor space in the BSC ‘Partner Zone’. Sponsor will receive website and social media recognition leading up to, during and after the event. **\$500/one (1) event, \$800/two (2) events, \$1,000/three (3) events**

- House League Kickoff - May Estimated Attendance: 4,000
- Tim Hortons Burli Blast (U3-U6 Finals) – July Estimated Attendance: 2,000
- Cogeco Mini Soccer Day (U7-U12 Finals) – August Estimated Attendance: 3,000

Other Request(s) _____

TOTAL EVENT SPONSORSHIP: **, 0 0**

Custom Sponsorship

PREMIUM/GOLD/SILVER SPONSORSHIP PACKAGES – The following opportunities are available to a sponsor. Please select all that apply so we can better develop a sponsorship program that fits your sponsorship objectives. Packages are designed to be a year in length and include both indoor seasons (Fall & Winter) and the outdoor Summer season.

- Team Jersey Sponsorship
- Website Exposure (Logo or Offer)
- Program/Camp Naming Rights
- Facility Advertising (Dome Banner)
- Promotional Material Distributed to Participants (i.e. coupons)
- Event Sponsorship
- Social Media Exposure (6,000+ followers)
- Dome Naming Rights
- Newsletter Inclusion (14,000+ subscribers)
- Player of the Game incentive

What would you like to achieve with this sponsorship? (i.e. brand exposure, increase community involvement, increase sales/traffic, etc.) _____

What is your target audience? (i.e. boys & girls aged 7-12, etc.) _____

What type of budget would you be comfortable spending (i.e. \$2,000-\$2,500) _____

Other Requests/Additional Information (i.e. jersey colour, player of the game incentive described, etc.) _____

TOTAL CUSTOM SPONSORSHIP: **, 0 0**

To be determined by Sponsorship Manager



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RETURN TO: Haylee Drew (Manager, Marketing & Sponsorship) at hdrew@burlingtonsoccer.com OR in person/by mail to the Burlington Soccer Club Office at 3370 South Service Road, Suite 200/201, Burlington ON L7N 3M6.

SIGNATURE

DATE (MM/DD/YYYY)



BURLINGTON SOCCER CLUB

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