

SPONSORSHIP APPLICATION FORM

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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.

\$500/team each season OR \$450/team each season when sponsoring 6+ teams.

_____ for Winter 202_
(# of teams)

_____ for Summer 202_
(# of teams)

_____ for Fall 202_
(# 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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BURLINGTON SOCCER CLUB

3370 SOUTH SERVICE ROAD, SUITE 200/201, BURLINGTON ON L7N 3M6
905.333.0777 • WWW.BURLINGTONSOCCER.COM

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RECREATIONAL EVENT SPONSORSHIP – Each event sponsorship will include event access & vendor space. Sponsor will receive website & social media recognition leading up to, during & after the event. **\$250/one (1) event, \$450/two (2) events**

- Burli Blast (U3-U6 Finals) – July Estimated Attendance: 2,000
- Mini Soccer Day (U7-U12 Finals) – August Estimated Attendance: 3,000

COMPETITIVE EVENT SPONSORSHIP – Each event sponsorship will include event access & vendor space. Sponsor will receive website & social media recognition leading up to, during & after the event. **\$500/one (1) event, \$900/two (2) events**

- Peel Halton Soccer Festival - July/August Estimated Attendance: 4,000
- League 1 Double Header - May/June/July Estimated Attendance: 1,000

Other Request(s) _____

TOTAL EVENT SPONSORSHIP:

										.	0	0
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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.

- | | |
|--|---|
| <ul style="list-style-type: none"> <input type="radio"/> Team Jersey Sponsorship <input type="radio"/> Website Exposure (Logo or Offer) <input type="radio"/> Program/Camp Naming Rights <input type="radio"/> Facility Advertising (Dome Banner) <input type="radio"/> Promotional Material Distributed to Participants (i.e. coupons) | <ul style="list-style-type: none"> <input type="radio"/> Event Sponsorship <input type="radio"/> Social Media Exposure (6,000+ followers) <input type="radio"/> Dome Naming Rights <input type="radio"/> Newsletter Inclusion (14,000+ subscribers) <input type="radio"/> 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
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To be determined by Sponsorship Manager



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RETURN TO: Samantha Cawkell (Director, Marketing & Community Relations) at scawkell@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)



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