



FC Pride Soccer Club

Dear FC Pride Families,

I am pleased to announce the beginning of a great opportunity for you or your player to help offset some of your cost for the 2008-2009 playing season and to build some equity for other FC Pride programs. This program will allow for an unlimited opportunity for your family or player. The money can be used for any aspect of your FC Pride expenses.

*This is a great way to earn money for the Summer Europe Tour 2009!*

What you need to do is solicit advertisement or sponsorship opportunities for the FC Pride tournaments. Your reward will be based on the level of sponsorship detailed below:

**Tournament Sponsorship:**

**\$1500 Platinum Level = \$375 applied to club account**

**\$1000 Gold Level = \$250 applied to club account**

**\$400 Silver Level = \$100 applied to club account**

This special opportunity will give the sponsor an opportunity to sponsor all events in the 2008-2009 playing season.

All agreement forms must be turned in by **September 15, 2008**. Checks must be submitted with the advertisement in order for the process to continue.

I will communicate to all businesses once the completed forms are turned in to the office.

Please note that the money can only be used for FC Pride related soccer expenses.

All funds will remain with FC Pride if your player leaves FC Pride Soccer Club. Any money remaining can be transferred to other players in the same family.

The documents can also be found on the website, under member area- important documents.

If you have any questions please do not hesitate to contact me at [bep@fcpride.org](mailto:bep@fcpride.org)

Good luck,

Brent Paulson





## 2008-2009 Corporate Partnership-Tournament Opportunities

### Tournament Calendar:

#### FC Pride Cup 2008 October 4-5, 2008

- over 200 teams from 10 states Boys and Girls (U9-U14)
- The total number of attendees is estimated to be 12,500 per day per or over 36,000 spectators for the weekend
- The FC Pride Cup uses over 1500 hotel rooms during the event
- The FC Pride Cup participants, parents, and spectators will consume more than 50,000 meals during the tournament weekend.
- The FC Pride Cup website 200,000 hits throughout the year, over 20,000 hits during the month prior and after the events.

#### Red Lion Invitational 2009 May 1-3, 2009

- 200 teams from 10 states Boys and Girls (U9—U18)
- The total number of attendees is estimated to be 7,000 per day per or over 12,000 spectators for the weekend.
- The Cup uses over 800 hotel rooms during the event
- The Cup participants, parents, and spectators will consume more than **20,000 meals** during the tournament weekend.
- The Cup website 200,000 hits throughout the year, over 20,000 hits during the month prior and after the events.

*The 2000 Midwest Regional soccer tournament and 2001 US Youth National Championships were held in Lawrence. Each tournament generated \$35 million for the city and the surrounding geographic area.*

### Title Sponsorship:

- Please contact the Marketing/Tournament director to discuss title sponsorship (Red Lion Invitational and FC Pride Cup).

### Platinum Sponsorship: Includes all tournaments and a field sponsorship

- 2 Full-page advertisements (5 1/2 by 8 1/2, black and white) in program guide. We anticipate printing 3000 programs for each tournament.
- Presenting Sponsor for a specific age group in each event.
- 1 (3 x10) display sign provided by FC Pride will be displayed at the tournament.
- Opportunity to offer services to participants (flyer, coupon, or item in giveaway bag).
- Access to the tournament team database for pre-mailings.
- Access to display services at Soccer Park.
- An advertisement on the tournament website.
- Field Sponsorship: You will be assigned a field for the seasons were a field sign will identify your sponsorship.  
**Cost: \$1500.00**

### Gold Sponsorship: Includes all tournaments

- Full-page advertisement (5 1/2 by 8 1/2, black and white) in program guide. We anticipate printing 3000 programs for each tournament.
- 1 (3 x10) display sign at tournament site.
- Access to tournament team database for pre-mailings.
- An advertisement on the tournament website.  
**Cost: \$1000.00**

### Silver "Tournament" Sponsorship: Red Lion Invitational and FC Pride Cup.

- Full-page advertisement (5 1/2 by 8 1/2, black and white) in program guide that is distributed to all participants and families. We anticipate printing 3000 programs for each tournament.  
**Cost: \$400 (Save \$100)**

### Bronze "Tournament" Sponsorship: Red Lion Invitational or FC Pride Cup. You choose which tournament.

- Full-page advertisement (5 1/2 by 8 1/2, black and white) in program guide that is distributed to all participants and families. We anticipate printing 3000 programs for each tournament.  
**Cost: \$250**

### Vendor Opportunities: Available for all 3 tournaments.

- Vendors will have an opportunity to sell services at all FC Pride tournaments.  
**Cost: \$250 or 10% of receipt sales**

***If you are interested in any of the sponsorship opportunities contact Brent Paulson at [bep@fcpride.org](mailto:bep@fcpride.org) or call 317-432-4844.***



## **2008-2009 Corporate Partnership- Field Sponsor Opportunities**

### **High School League Games: Men and Women teams (Freshmen, Junior Varsity and Varsity teams)**

Lawrence Central High School - Enrollment: over 2,200 students

Bishop Chatard High School- Enrollment: Over 750 students

Cathedral High School- Enrollment: Over 1,000 students

### **Travel League Play:**

1. Midwest Regional League 2. GIRLS League 3. CIYSL League (Boys) 4. Adult Men 5. Hispanic Men

**Club:** FC Pride Soccer Club (Fall 25 teams, Spring 45 teams)

### **Special Events:**

#### **FC Pride Cup 2008**

- over 125 teams from 10 states Boys and Girls (U11-U14)
- The total number of attendees is estimated to be 12,500 per day per or over 36,000 spectators for the weekend
- The FC Pride Cup uses over 1500 hotel rooms during the event
- The FC Pride Cup participants, parents, and spectators will consume more than 50,000 meals during the tournament weekend.
- The FC Pride Cup website 200,000 hits throughout the year, over 20,000 hits during the month prior and after the events.

#### **Red Lion Invitational 2009**

- 200 teams from 10 states Boys and Girls (U8—U19)
- The total number of attendees is estimated to be 12,000 per day per or over 12,000 spectators for the weekend.
- The Cup uses over 800 hotel rooms during the event
- The Cup participants, parents, and spectators will consume more than **20,000 meals** during the tournament weekend.
- The Cup website 200,000 hits throughout the year, over 20,000 hits during the month prior and after the events.

***The 2000 Midwest Regional soccer tournament and 2001 US Youth National Championships were held in Lawrence. Each tournament generated \$35 million for the city and the surrounding geographic area.***

### **Title Complex Sponsorship:**

- Please contact the Marketing/Tournament director to discuss title sponsorship for the entire complex.

### **Full Scoreboard Sponsorship:**

- Full advertisement on main field score board (Field 3 Only at this time).
- An advertisement on the Lawrence Soccer Complex website.  
**Cost: \$5000.00 per year (3 year commitment)**

### **Half Scoreboard Sponsorship:**

- Half advertisement on main field score board (Field 3 Only at this time).
- An advertisement on the Lawrence Soccer Complex website.  
**Cost: \$3000.00 per year (3 year commitment)**

### **Third Scoreboard Sponsorship:**

- One- Third advertisement on main field score board (Field 3 Only at this time).
- An advertisement on the Lawrence Soccer Complex website.  
**Cost: \$2000 per year (3 year commitment)**

### **Individual Field Sponsorship:**

- Field Sponsor Sign on individual field (Fields 6-14).
- An advertisement on the Lawrence Soccer Complex website.  
**Cost: \$1,200 per year (2-year commitment)**

***If you are interested in any of the sponsorship opportunities contact Brent Paulson at [bep@fcpride.org](mailto:bep@fcpride.org)***



**2008-2009 FC Pride Sponsorship Agreement Form**

**Company Name:** \_\_\_\_\_

**Company Address:** \_\_\_\_\_

\_\_\_\_\_

**Company Phone:** \_\_\_\_\_

**Company Contact:** \_\_\_\_\_

**Contact Title:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Please check what is appropriate:**

***Sponsorship Level:***

\_\_\_\_ \$400 Bronze Level (\$100)    \_\_\_\_ \$1000 Gold Level (\$250)    \_\_\_\_ \$1500 Platinum Level (\$375)

**FC Pride Family:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Team:** \_\_\_\_\_

**Amount Due:** \_\_\_\_\_

**Please attach check to completed form and return to:**

**Attn: Brent Paulson  
FC Pride  
9801 Fall Creek Road #409  
Indianapolis, IN 46256**

**FC Federal ID Number: 35-1930718**