



# South Central Soccer Academy Sponsorship Opportunities

Dear Team Manager or Parent,

Thank you for considering sponsorships for SCSA! We are striving to make it simple and easy for parents to find sponsors, or generate referrals to local business owners. It is fantastic when a parent, team manager or coach finds a new sponsor! As your new fundraising coordinator, I'm now available to follow-up and professionally execute the sponsorship rewards for each business. All sponsorships provided for SCSA teams must go through me to ensure we can provide them the high quality tax and marketing benefits they deserve. This helps ensure SCSA can keep our sponsors for the long-term. It is a team effort between the parents, coaches, board and administrative staff to fundraise. We look forward to working together!

## What Finding Sponsors Means for You and SCSA?

**Each team keeps 65% of the sponsorship that they refer to the club.** The 35% the club keeps will go towards improving fields, scholarships for SCSA kids and coaching education. South Central Soccer Academy is proud to partner with companies and organizations in and around the community to provide the best experience possible for Central Indiana's youth.

## 3 Great Reasons Why a Company Should Sponsor Your Team

1. **Financial:** Companies or individuals receive a tax deduction for sponsorships, SCSA is a 501(C)(3) organization.
2. **Advertising:** In 2011, over 900 combined recreation and travel league players participated at our club! Every year, in June and October, the club hosts two nationally recognized youth soccer tournaments, drawing a combined 10,000 soccer players and families from around the country. Every weekend during the spring and fall season there are approximately 2,000 people that will be in attendance playing and/or watching games.
3. **Employees:** Sponsoring a community organization like SCSA instills a sense of pride, commitment and goodwill with employees and can help build long-term loyalty.

We appreciate your fundraising efforts!

Sincerely,

Mike Hurley  
Executive Director, [South Central Soccer Academy](#)  
mike@scsaindy.com | Cell 317.414.1157 | Work 317.422.9555



## **2012-2013 SCSA Sponsorship Packet**

Dear Madam/Sir,

South Central Soccer Academy offers exposure to approximately 600 unique soccer families serving a broad 15 surrounding communities. In 2011, over 900 combined recreation and travel league players participated at our club!

Every weekend during the spring and fall season there are approximately 2,000 people that will be in attendance playing and/or watching games. Every year, in June and October, the club hosts two nationally recognized youth soccer tournaments, drawing a combined 10,000 soccer players and families from around the country.

South Central Soccer Academy is proud to partner with companies and organizations in and around the soccer complex bringing the best experience possible for Central Indiana's youth. We encourage you to consider one of the sponsorship opportunities below and become a proud supporter of SCSA. We are open to your creative ideas for how to make youth soccer a great experience for everyone and are eager to discuss creative partnership opportunities with you!

Thank you for your consideration to support SCSA. Please contact me anytime with questions.

**Mike Hurley**

Executive Director, [South Central Soccer Academy](#)

[mike@scsaindy.com](mailto:mike@scsaindy.com) | Cell 317.414.1157 | Work 317.422.9555

## **Our Past Sponsors Include**

1. IU Health
2. Dicks Sporting Goods
3. Bajio Mexican Grill
4. Pepsi
5. Rascals Fun Zone
6. Papa John's
7. Fast Signs
8. Justus Brokerage
9. Grand Rental Station
10. McCarty Mulch & Stone, LLC
11. Outdoorsman Sport Shop
12. 500 Tours
13. Applebee's
14. Subway
15. Pro-Tek Photography, Inc.
16. Chicago's Pizza
17. Indiana Members Credit Union
18. Heartland Golf Cars and Equipment, Inc.
19. Standley Built Homes, Custom Builder
20. HulaBean
21. U-STOR Self Storage
22. Arni's Restaurant
23. The National Bank of Indianapolis
25. Monical's Pizza Restaurant
26. Strouse Roll-Off Inc.
27. Walter's Body Shop

## **Become a Community Soccer Team Sponsor!**

- Company name becomes the team name, which appears on all schedules and our website.
- Receive a plaque with your team's picture.
- Company logo goes on the back of 2 jerseys (which also serves as their practice t-shirts).
- Promotion through our social media channels with deals pushed to us by the sponsor.
- Exposure on the back of all coaching clinic flyers.
- Recognition on the SCSA's web site (over 253K visitors have been to our site!)
- Name recognition on the Community Sponsor Board located at the clubhouse.

**Duration: 1 Year, Two Seasons**

**Cost: \$590**



## **3 Great Reasons Why a Company Should Sponsor Your Team**

4. **Financial:** Companies or individuals receive a tax deduction for sponsorships, SCSA is a 501(C)(3) organization.
5. **Advertising:** In 2011, over 900 combined recreation and travel league players participated at our club! Every year, in June and October, the club hosts two nationally recognized youth soccer tournaments, drawing a combined 10,000 soccer players and families from around the country. Every weekend during the spring and fall season there are approximately 2,000 people that will be in attendance playing and/or watching games.
6. **Employees:** Sponsoring a community organization like SCSA instills a sense of pride, commitment and goodwill with employees and can help build long-term loyalty.

## Indoor Training Facility Banner Sponsor (4' x 6')

- 4' x 6' banner branded with your company logo and displayed in the new indoor soccer facility
- Recognition on the SCSA's web site (over 253K visitors have been to our site!).
- Name recognition on the Community Sponsor Board located at the clubhouse.
- Promotion through our social media channels with deals pushed to us by the sponsor.
- Exposure on the back of all coaching clinic flyers.
- Company logo or name is featured on the back of flyer for all coaching clinics
- Exposure at all tournament award ceremonies; we have two tournaments which bring in an aggregate total of approximately 10,000 people.

**Duration: Rolling 12 Months**

**Cost: \$490**

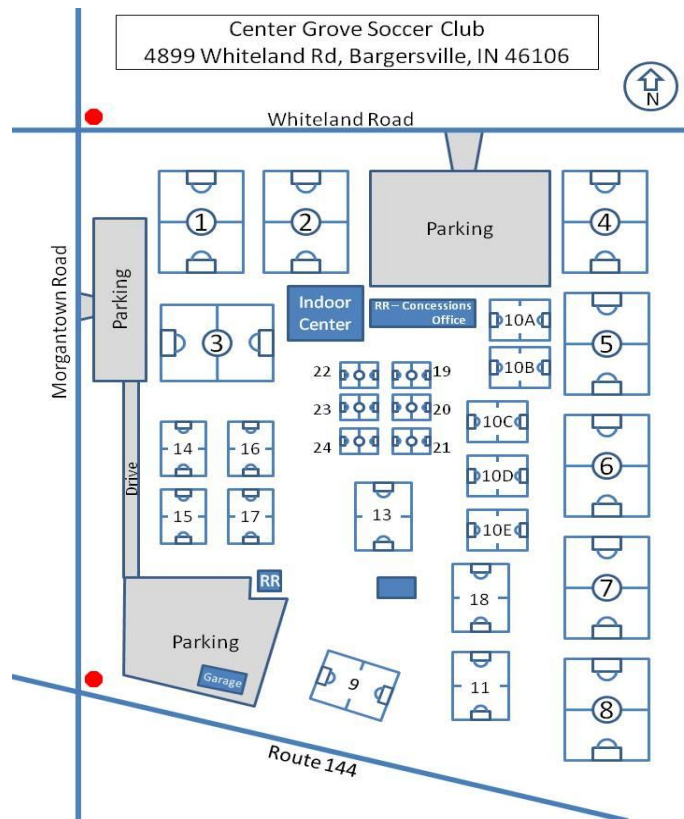


## Field Naming Rights Sponsor

- A field will be selected and branded with your field sign.
- Thousands of people walk past our goals and fields during practices, games and tournaments annually. Fields situated close to the road also benefits from exposure to traffic from our crossroads.
- Recognition on the SCSA's web site (over 253K visitors have been to our web site!).
- Name recognition on the Community Sponsor Board located at the clubhouse
- Promotion through our social media channels with deals pushed to us by the sponsor.

**Duration: Rolling 12 Months**

**Cost: \$390 - \$1190 (Depending on field location)**



# **Front-Row Parking at SCSA for Your Family or Business!**

**Duration: 1 Season**

**Cost: \$250**

Looking for a way to distinguish yourself, your family, or your business from the rest? At SCSA we can offer you, your family, and/or your business a personally customized outdoor Parking Lot Sign in the front row of our facility's North Lot. To clarify, these spots are offered in front of, and to the left of the SCSA clubhouse. Proceeds from the sale of the parking spots will go towards the scholarship fund for SCSA kids, facility improvements and coaching education. Only 12 spots are available so act fast!

Let's take a look how investing in YOUR Parking Lot Sign and/or reserved parking spot can help you - help yourself and help your community.

## **Business Sponsorship**

- Increase Exposure
- Establish Name Recognition
- Raise awareness of business
- Increase revenues
- Advertise specials
- Promotions via social media
- Name placement on SCSA website
- 2-sided customizable flag
- Flag design alterations available AT COST.
- \$250 per season
- Money pumped into area youth athletics

## **Parent Sponsorship**

- "Own" a front row parking spot for the season
- Enjoy season-long convenience
- Display your family's name with pride
- Ideal for parents with young children/strollers
- Be part of a unique SCSA group
- 2-sided customizable flag
- Flag design alternations available AT COST
- \$250 per season
- Money pumped into area youth athletics



## **Advertising Benefits!**

- Exposure is provided to all club families who visit the club for weekly practice and games.
- Those who attend our tournaments, which draw over 10,000 soccer players and families from around the country, see your advertisement.
- Promotion through our social media channels with deals pushed to us by the sponsor.
- Recognition on the SCSA's web site (over 253K visitors have been to our web site!).

## **Training Equipment Sponsor for all Travel Teams**

- Name of sponsor is printed on front and sleeve of training equipment which includes two practice t-shirts a year and pennies.
- Over 400 kids wear this gear at least twice a week, practice t-shirts are often worn by the kids long after they stop playing at the club.
- Recognition on the SCSA's web site (over 253K visitors have been to our site!)
- Name recognition on the Community Sponsor Board located at the clubhouse
- Monthly promotion through our social media channels with deals pushed to us by the sponsor.
- Exposure on the back of all coaching clinic flyers.

**Annual Cost: \$9,500**

**\*Price is negotiable and can be split into monthly or quarterly payments to fit with sponsor budget.**

**\*Duration is negotiable.**

**Deadline: June 15<sup>th</sup>, 2012**

## **Game Day Equipment Sponsor for all Travel Teams**

- Name of sponsor is printed on all game jerseys, bags, warm-up gear and all spirit wear.
- Approximately 350 kids play in our travel program, providing great exposure for a regional sponsor.
- Parents and kids wear their spirit wear to the games but also out into the community over the long-term.
  - ❖ Recreational players and parents also wear spirit wear, which represents another 400+ soccer families who are exposed to your company with this sponsorship.
- Recognition is provided on the SCSA's web site sponsor page
- Name recognition on the Community Sponsor Board located at the clubhouse
- Monthly promotion through our social media channels with deals pushed to us by the sponsor.
- Exposure on the back of all coaching clinic flyers.

**Annual Cost: \$19,500**

**\*Price is negotiable and can be split into monthly or quarterly payments to fit with sponsor budget.**

**\*Duration is negotiable.**

**Deadline: June 15<sup>th</sup>, 2012**

## **Indoor Facility Field & Scoreboard Sponsor**

- Name of sponsor is painted on indoor field.
- Sponsor name is displayed on facility scoreboard.
- Both sides of indoor facility soccer goals will bear a (16 x 16 inch sign) with your company name and logo.
- Recognition on the SCSA's web site (over 253K visitors have been to our site!).
- Name recognition on the Community Sponsor Board located at the clubhouse
- Monthly promotion through our social media channels with deals pushed to us by the sponsor.
- Exposure on the back of all coaching clinic flyers.

**Duration: 3 Years, 6 Seasons**

**Cost: TBD**

**Deadline: Anytime**

## **Kickwall Sponsor**

- The beloved kick wall (8' X 24') will have your company name painted on both sides.
- Name recognition is provided on the Community Sponsor Board located at the clubhouse.
- Monthly promotion through our social media channels with deals pushed to us by the sponsor.
- Exposure on the back of all coaching clinic flyers.

**Duration: Rolling 12 Months**

**Cost: \$990**

**Deadline: Anytime**





## **Classic at the Rock Tournament Title Sponsorship**

- Every year, in June and October, the club hosts two nationally recognized youth soccer tournaments, drawing over 10,000 soccer players and families from around the country.
- We provide a large, professional 4 x 10 banner at both entrances to our facility touting your proud sponsorship of our event.
- Sponsor gets exposure on our tournament website as well, which has regional and national reach.
- Company logo is advertised on tournament t-shirts.
- Promotion through our social media channels with deals pushed to us by the sponsor.
- Exposure on the back of all coaching clinic flyers.
- Recognition on the SCSA's web site (over 253K visitors have been to our web site!).
- Name recognition on the Community Sponsor Board located at the clubhouse is provided.
- Company name is displayed via your banner at the awards ceremony inside our new indoor soccer facility.

**Duration: Spring 2012, June 1<sup>st</sup> – 3rd**

**Cost: \$7500**

**\*Price is negotiable and can be split into monthly or quarterly payments to fit with sponsor budget.**

**Deadline: May 1<sup>st</sup>, 2012**

## **Nightmare at the Rock Tournament Title Sponsorship**

- Every year, in June and October, the club hosts two nationally recognized youth soccer tournaments, drawing over 10,000 soccer players and families from around the country.
- We provide a large, professional 4 x 10 banner at both entrances to our facility touting your proud sponsorship of our event.
- Sponsor gets exposure on our tournament website as well, which has regional and national reach.
- Company logo is advertised on tournament t-shirts.
- Promotion through our social media channels with deals pushed to us by the sponsor.
- Exposure on the back of all coaching clinic flyers.
- Recognition on the SCSA's web site (over 253K visitors have been to our web site!).
- Name recognition on the Community Sponsor Board located at the clubhouse is provided.
- Company name is displayed via your banner at the awards ceremony inside our new indoor soccer facility.

**Duration: Fall 2012, October 28<sup>th</sup> – 30th**

**Cost: \$12,500**

**\*Price is negotiable and can be split into monthly or quarterly payments to fit with sponsor budget.**

**Deadline: Sept 1<sup>st</sup>, 2012**

## **Indoor Facility Outdoor Banner Sponsor**

- Visited by over 10,000 people in 2011, it is our most frequented building on the complex.
- Includes a professional, outdoor banner 14 X 48 feet in size.
- The club is situated at the corner of Morgantown (C. R. 500 W) and Whiteland roads in Johnson County -- two miles west of the intersection of State Road 135 and Whiteland Road (C. R. 500 N).
- Traditional billboards are allowed inside Bargsville, making our facility an exclusive advertising site.
- Our community plans to widen Whiteland road to 4 lanes to handle increased traffic.
- Soon-to-begin construction of a shopping center across the street from our facility makes us a prime location to advertise your business.
- Recognition on the SCSA's web site (over 253K visitors have been to our site!).
- Name recognition on the Community Sponsor Board located at the clubhouse
- Monthly promotion through our social media channels with deals pushed to us by the sponsor.
- Exposure on the back of all coaching clinic flyers.



**Duration: Quarterly or Annually**

**Cost: Negotiable**

**Please refer interest on this opportunity to our Executive Director.**

Mike Hurley

Executive Director, [South Central Soccer Academy](#)

mike@scsaindy.com | Cell 317.414.1157 | Work 317.422.9555

## **Name our Financial Need Endowment in Your Honor**

- Immortalize the name of your business or your family name, by helping us build an endowment that grants the ability for all children in our community to play soccer regardless of their financial need.
- In 2011, we provided financial assistance to approximately 6% of our kids.
- Our endowment exists to ensure all kids can continue playing soccer with us over the long-term. If you are interested in making a large gift to the endowment our organization will rename the fund in honor of your gift.

**Duration: Indefinitely**

**Cost: \$10,000**

**Deadline: Anytime**

## **Our Mission**

South Central Soccer Academy's mission is to establish and provide an environment for the children of Indiana to learn and play soccer at both a recreational and competitive level. The focus of the organization's programs is to develop children's soccer skills and educate them in the rules and strategies of soccer in a fun atmosphere. Coaches and parents are encouraged to collaborate to nurture a love of soccer while developing a strong sense of teamwork, sportsmanship, respect and community.

## **How Sponsorship Money is Used!**

- **Immediate financial need of the kids:** In 2011, our organization provided financial assistance to approximately 6% of our kids. Your sponsorships go towards providing soccer to those kids with financial need.
- **Capital projects** are important to maintain a facility which is a safe and effective environment for the kids to learn. In 2012, our capital project is a new parking lot!
- **Coaching education** and training is important to ensure we continue to provide a high quality educational experience to youth soccer players.
- **The Financial Need Endowment** - Our endowment exists to ensure we can consistently help all kids play soccer with us over the long-term.

Please contact Mike Hurley with any questions or concerns. Thank you for your interest!

Mike Hurley

Executive Director, [South Central Soccer Academy](#)

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