



# Alexandria Soccer Association Partnership Opportunities



Alexandria Soccer Association (ASA) is a 501(c)(3) non-profit organization, established in 1970 in Alexandria, Virginia. The mission of Alexandria Soccer Association is to provide high quality instructional soccer programs that develop and motivate youth, build character, and make a positive impact on Alexandria and the surrounding communities. With over 4,000 participants annually, ASA is the largest youth-serving non-profit organization in the city. By partnering with ASA, your brand will be recognized and promoted with one of the most respected and influential programs in the city that hosts an affluent and diverse member population. All partnership terms are one year unless otherwise negotiated.

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## **NEWSLETTER/BANNER SPONSOR**

**INVESTMENT: \$500**

- Sponsor's web link and information is included on one newsletter to the entire ASA population of over 6,000 recipients. Newsletters occur multiple times per season and sporadically throughout the year to the recreational side, travel side, or both
- (OR) \$500 for one 5x7 foot Banner displayed prominently at a city soccer field for the Fall & Spring

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## **SILVER LEVEL SPONSOR**

**INVESTMENT: \$5,000**

- Sponsor is recognized as a league sponsor at two (2) official ASA premier events
  - Events may include the SoccerFest (2,500+ families), ASK tournament (200+ teams), and others
  - Sponsor logo is included on event promotional materials, as appropriate
  - Sponsor has the opportunity for presentation and comments at the event
  - One (1) sponsor banner will be displayed at each event (5 x 7ft provided by sponsor)
- Sponsor web link and information is included on three (3) ASA e-mails to over 6,000 recipients
- Sponsor has the opportunity to promotional materials at events and in the ASA office
- Sponsor logo, web link, and information is prominently displayed on the ASA website

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## **GOLD LEVEL SPONSOR**

**INVESTMENT: \$10,000**

- Sponsor is recognized as a league title sponsor or at a minimum of three (3) ASA premier events
  - Events may include the SoccerFest (2,500+ families), ASK tournament (200+ teams), and others
  - Sponsor logo is included on event/league promotional materials, as appropriate
  - Sponsor has the opportunity for presentations at the event/league meetings
  - One (1) sponsor banner will be displayed at each event or field (5 x 7 ft. provided by sponsor)
- Sponsor web link and information is included on five (5) ASA e-mails to over 6,000 recipients
- Sponsor has the opportunity to distribute product, coupons, and/or promotional materials at events/office
- Sponsor logo, web link, and information is prominently displayed on the ASA website
- This gold level sponsorship gives the sponsor industry exclusivity for the year

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## **JERSEY SPONSOR**

**INVESTMENT: \$10,000- \$25,000 ANNUALLY**

- Sponsor logo is prominently displayed on the league jerseys for minimum two year cycle
- Includes all "Gold Level Sponsor" marketing exposure

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## **EVENT OR LEAGUE SPONSOR**

**INVESTMENT VARIES**

- Sponsor is recognized at specific ASA event or over the course of a league season
- Events or programs available for sponsorship include SoccerFest (largest annual event), Spring Kick-Off tournament, summer camps, tots soccer, coaches meetings, outreach clinics, etc.
  - Sponsor logo and web link is included on promotional materials for the specific event
- Sponsor information is included on two (2) e-mails to over 6,000 recipients promoting the event
- Sponsor has the opportunity to distribute product, coupons and promotional materials at the event
- Sponsor logo, web link, and information is displayed in relation to the event on the ASA website

For more information, contact Tommy Park, ASA Executive Director  
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