

South Side Youth Soccer & Dynamo Juniors

2016/17 Sponsorship, Advertising, and Promotional Services



"Example Sponsor"

This package has been specially prepared for the potential future partnership of South Side Youth Soccer and Dynamo Juniors with:

## South Side Youth Soccer & Dynamo Juniors

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#### Who are South Side Youth Soccer (SSYS) and the Dynamo Juniors (DJ)?

South Side Youth Soccer is south Lafayette's community soccer club providing various levels of recreational soccer programs for both children and adults. South Side was established by Kevin Mooney to provide Lafayette and its surrounding communities access to a quality soccer organization.

Dynamo Juniors is the Competitive division of the soccer club that represent the highest level of soccer players within our organization. Dynamo Juniors players represent the club from ages 10-19 playing at various levels across the state of Louisiana as well as out of state tournaments.

#### What do SSYS and DJ offer the community?

SSYS gives players of all ages, across our growing communities, an opportunity to access safe, fun and well organized soccer programs. Some of the programs offered include but are not limited to:

- Recreational Youth Soccer (Ages 3-16 / Fall & Spring Seasons)
- Adult League Soccer
- Indoor Soccer
- Futsal
- 3v3 Soccer Leagues and 3v3 Live Tournaments
- Soccer Camps (Summer, Thanksgiving, Christmas, Easter)

**Members: Approx 1300 members (Youth, Adult and camps)**

*Dynamo Juniors* offers competitive players the next step in soccer development, providing professional coaching and player development programs that rival all other clubs in the state. The Dynamo Juniors take their name from the affiliation held with the MLS professional team, Houston Dynamo. In working with the Houston Dynamo, the staff at Dynamo Juniors has sent around 20 players to train with the professional academy; an experience that is second to none for competitive soccer players.

**Members: U10-18 DJ Select 260 members  
U5-U10 Academy 100 members**



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#### **Where are SSYS and DJ based?**

With the support of the local community South Side Youth Soccer and the Dynamo Juniors have created a home just south of Lafayette. On the border of Broussard and Youngsville lies the South Side Youth Soccer Complex, a club owned and operated facility that has allowed both South Side Youth Soccer and the Dynamo Juniors to offer a variety of programs, host tournaments and out of state competition.

South Side Youth Soccer and the Dynamo Juniors also play at the state of the art Youngsville Sports Complex, a partnership that has seen South Side Youth Soccer and the Dynamo Juniors host training sessions, tournaments, league games, and camps at the complex.

#### **Why SSYS and DJ need sponsors?**

South Side Youth Soccer is constantly looking for new ways to promote, organize and run soccer programs, with a goal of increasing participation in one of the fastest growing sports in the United States today. South Side Youth Soccer and the Dynamo Juniors are responsible for the maintenance and management of the South Side Youth Soccer Complex to ensure that our members have a quality safe environment in which to learn the game of soccer. This in and of itself takes up a good amount of club income as well as volunteer time and effort. Increases in sponsorships will allow the club to allocate money elsewhere within our program to further the growth of the organization.

Dynamo Juniors and South Side Youth Soccer are both 501(c)(3) non-profit organizations.

Sponsorship donations received by South Side Youth Soccer and the Dynamo Juniors today are utilized for the following:

- Financial Aid programs for players facing financial hardships
- South Side Youth Soccer Complex development
- Marketing and promotion of soccer programs
- Field Equipment (goals, nets, flags, field paint, coach's supplies)
- Coaching courses and qualification opportunities

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#### Benefits of sponsoring SSYS and DJ.

- Constant exposure to our members through [www.dynamojuniors.com](http://www.dynamojuniors.com)
- We are a 501(c)(3) organization which means your money stays in and benefits the local community which your organization serves
- Sports Complex exposure
  - 2 quality soccer facilities used throughout the year
- Community exposure
  - Not uncommon to see club jerseys and training kits worn around town on a day to day basis
- Media Exposure dependent on sponsorship level: weekly email blasts, social media spots, press releases etc.
- Brand recognition: Logos displayed on jerseys, signs and other media show strong brand unification between both parties.

#### Sponsorship Levels

##### **Platinum Sponsor = \$50000 per year (2 Year Agreement)**

- All Club Jerseys\* will feature NOT AVAILABLE
- SSYS Complex Banner Logo + Company message
- Title Sponsor on Club website.
- Weekly Email Blast

Estimated value \$73000

\*4000+ Soccer Jerseys



##### **Gold Sponsor = \$30000 per year (2 Year Agreement)**

- SSYS Jerseys will feature OUR LADY of LOURDES
- SSYS Complex Banner Logo + Company message
- Title Sponsor on Club website.
- Weekly Email Blast

\*Approx 2000 Soccer Jerseys



##### **Silver Sponsor = \$25000 per year (2 Year Agreement)**

- Dynamo Juniors Jerseys will feature YOUR COMPANY SSYS Complex Banner Logo + Company
- Title Sponsor on Club website.
- Weekly Email Blast

\*Approx. 600 Soccer Jerseys



# South Side Youth Soccer & Dynamo Juniors

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### **Bronze Sponsor = \$15000 per year (2 Year Agreement)**

- Dynamo Juniors HOME Jerseys will feature YOUR COMPANY
- SSYS Complex Banner Logo + Company message
- Title Sponsor on Club website.
- Weekly Email Blast

\*Approx. 600 Soccer Jerseys



### **Bronze Sponsor = \$15000 per year (2 Year Agreement)**

- Dynamo Juniors AWAY Jerseys will feature YOUR COMPANY
- SSYS Complex Banner Logo + Company message
- Title Sponsor on Club website.
- Weekly Email Blast

\*Approx. 600 Soccer Jerseys



### **Other Options**

#### **Training Jersey Sponsor = \$6000 per year (2 Year Agreement)**

- DJ Training and Warm Up Jerseys display YOUR COMPANY
- Sponsor on Club website.
- Social Media Blast

\*Approx. 900 Soccer Jerseys

#### **Academy Sponsor = \$5000 per year (2 Year Agreement)**

- DJ Academy Jerseys will feature YOUR COMPANY Sponsor on Club website.
- Social Media Blast

\*Approx. 200 Soccer Jerseys

#### **Camp Sponsor = \$3000 per year (1 Year Agreement)**

- SSYS and DJ Camp Jerseys will feature YOUR COMPANY (5 camps a year)
- Sponsor on Club website prior to camp
- Social Media Blast after every camp

#### **Adult League DJ Sponsor = \$3000 per year (1 Year Agreement)**

- SSYS Adult League Jerseys will feature YOUR COMPANY
- Sponsor on league website
- Social Media Blasts during league play

\*Approx. 100 Soccer Jerseys per season, we run 2 or 3 seasons per year (2 outdoor plus an indoor season)

#### **4x8 Fence Sign = \$500**

- 4x8 Fence Sign Displayed at SSYS

#### **4x8 Field Sign = \$1000**

- 4x8 Field Sign Displayed at SSYS
- Field will be named LHC Group Field (Number)

#### **Complex Naming rights = \$7000**

- LHC Group may name South Side Youth Soccer Complex
- Name will be displayed at complex entrance.

\*name must be approved by the board



**South Side Youth Soccer & Dynamo Juniors**

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Gonzales Soccer Club



Lafayette Youth Soccer Club



Calcasiu Soccer Club



Dynamo Juniors and South Side Youth Soccer Club  
110 Travis St  
Lafayette, LA 70503