



The Cheyenne Soccer Club



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Cheyenne, WY 82003

CSC SPONSORSHIP AND ADVERTISING PROGRAM

The Cheyenne Soccer Club (CSC) is a non-profit organization striving to provide quality soccer opportunities for minimal cost to our members. CSC is the largest youth sporting association in Wyoming. Each year nearly 2000 men, women, and young girls and boys participate in soccer programs offered by CSC. The youth programs include 4 to 18 year olds. These players currently compete in over 1000 games at the North Park and Cahill Soccer Complexes in the spring and fall seasons. Additionally, several tournaments and leagues with out of town teams are also held in the spring and summer on these fields, involving hundreds to thousands of visitors.

Through our sponsorship program, you or your company's tax deductible contribution can help keep costs of participation to a minimum and expand other CSC programs and activities. Registration costs for players are lower than most if not all clubs in the State of Wyoming and State of Colorado due to generosity of sponsors and dedication of our volunteers. Given the current economic conditions, we are focusing our current sponsorship and fundraising efforts to ensure everyone can afford to play soccer in Cheyenne. Long range plans are to team with other organizations to get an indoor facility in Cheyenne and potentially install lights at one of our complexes.

We currently seek Team Sponsors, Competitive Program Sponsors, Scholarship Sponsors and Club Sponsors. Each of these sponsorship levels provide advertising and other benefits to the company while helping to offset costs associated with making CSC a great organization for the youth of Cheyenne. We also have other great advertising opportunities for area businesses including at the soccer fields, on our website and in our newsletters. Each of these Programs is described below. Custom combinations of these different programs are also available.

Those wishing to enroll or learn more about any of these programs should contact Dan Hatanelas at 421-2417, Wally Erickson at 630-7830 or CSC at 635-4625.

Recreational Team Sponsors

Each year, CSC attempts to get a sponsor for every recreational team in its organization. In a typical season, this requires sponsors for over 130 youth teams. Cost to sponsor a Recreational team for both the fall and spring season is \$225. Spring season only is \$125. This money is used to pay for the jerseys of each team, provide referees, pay for equipment, administrative costs, clinics for player and coaching development, and is also used to keep the participant costs to a minimum.

Benefits include:

- Company name/logo on sponsored team jersey
- Team picture (For Fall/Spring Sponsorship only)
- Recognition in at least one newsletter, in the Wyoming Tribune Eagle and on web site

Competitive (Sting) Program or Recplus Program Sponsors

By our recent merger with Sting, CSC is also attempting to get several sponsors to help keep costs down for participation in our competitive programs (Sting and Recplus). This money is used to pay for the practice shirt, provide referees, pay for equipment, administrative costs, clinics for player and coaching development, which directly helps us keep the participant costs to a minimum.

Benefits include:

- Company name/logo on practice shirt
- Program picture (For Fall/Spring Sponsorship only)
- Recognition in at least one newsletter, in the Wyoming Tribune Eagle and on web site

Scholarship Sponsors

CSC provides scholarships for kids in need of financial support to play in the recreational and competitive soccer leagues. For only \$50 per year, companies and individuals can sponsor a child to play both fall and spring recreational or for \$125 per year may sponsor a child to play competitive soccer.

Club Sponsors

CSC offers great benefits for sponsors that provide \$1000 or more per year to the Club. Benefits for Club Sponsors include:

- Company name/logo on jerseys of at least 4 teams
- Recognition on home page of the Club web site and on sponsor page
- Team pictures
- Recognition in all newsletters and in the Wyoming Tribune Eagle
- Recognition on Sponsor Banner/Flag or Sponsor Display at North Park and Cahill during all game days

Adult League Sponsors

Each team that participates in the adult league program is required to have a sponsor. For \$300 per year, you can sponsor an adult team and have the name of your organization printed on the back of each shirt as well as advertisement information included in the packet given to the team at the beginning of the year.

Other Advertising Opportunities

Advertising opportunities include: ads or coupon inserts with the newsletters that reach over 1200 households at least 4 times each year, web site advertising, advertising banners at North Park and Cahill, and other custom advertising opportunities. These are described in more detail below.

Banner Advertising Program

The Cheyenne Soccer Club (CSC) is selling soccer season advertising at Cahill Park and North Park. The Soccer Complex Sponsor Program will allow your business to display banners as a means to promote your company and products. The banners will either be attached to the chain link fence at the Cahill Complex or to the fence along the parking lot at North Park for both the fall and spring seasons.

Initial cost to the sponsor will be \$350 for the initial year, which will cover the cost of the banner, and \$250 for the subsequent year. For an additional \$100 per year, two banners will be created and placed at both Cahill and North Park. For sponsors that are involved in more than the banner program, modifications to the cost structure of the banner program may be made.

Newsletter Advertising Program

By providing a coupon or advertisement for our twice-seasonal newsletter, your company will reach approximately 1200 households in Cheyenne and the surrounding community. These newsletters with the coupon inserts are given out to the CSC recreational players, parents and coaches on two Saturdays during the spring and fall season. This means your business will get advertised to approximately 1200 households four times each year.

General Pricing

\$100 for one Newsletter, \$150 for both Newsletters or \$250 for all 4 newsletters (business provides the coupon)

Exclusive Business Pricing (ie., your business will be the only business in your field included with the newsletter)

\$150 for one Newsletter, \$225 for both Newsletters, or \$300 for all 4 newsletters (depends on availability)

Website Advertising Program

CSC is offering for the first time advertising space on their web site. This opportunity may be especially useful for local businesses that sell soccer and other sporting equipment. Check out our website at www.cheyennesoccer.com.

Those wishing to enroll or learn more any of our sponsorship and advertising opportunities should contact Wally Erickson (630-7830) or Dan Hatanelas (421-2417) or CSC (635-4625).