



**Calgary**

**South West United**



**SPONSORSHIP  
PACKAGE**



# Who We Are



## Calgary South West United Soccer Club

Specializing in Community, CMSA and High Performance development in soccer, our winning tradition comes from our excellent development, lead by a team of motivated technical staff and coaches with a true passion for soccer. Founded on strong cultural principles, our primary focus is to have fun and build a passion for soccer that will last a lifetime.



### Our Mission

To ensure that players of all ages and abilities have equal access to the game of soccer. To help and inspire technical development through a focus in individual success and personal growth, rather than just winning.





# SPONSORSHIP PACKAGES

## TITLE SPONSOR

**\$40,000**

- Name on League1 and AMSL game and training jerseys
- Logo & corporate profile on organization's website
- Logo on all marketing strategies
- Naming rights for one indoor field with corporate banner
- Presenting rights at CSWU sponsored events
- Social media mentions
- Complimentary logoed merchandise (ball, shirt, etc)



## PLATINUM SPONSOR

**\$15,000**

- Name on U9 - U12 Community jerseys
- Name rights for one indoor field with corporate banner
- Logo & corporate profile on organization's website
- Social media mentions
- Complimentary logoed merchandise (ball, shirt, etc)



## GOLD SPONSOR

**\$3,000**

- Banner on lobby wall at CSWU facility
- Logo & corporate profile on organization's website
- Social media mentions
- Complimentary logoed merchandise



# BENEFITS OF BEING A SPONSOR

Increase visibility with a specific demographic to generate sales leads, while supporting your local community soccer association!



Each year, over 2300 players participate in CSWU programs

Soccer is the top sport for organized participation, with 16% of all youth between the ages of 3 and 17 participating in organized soccer in Canada.



Targeted exposure

Improved company reputation

Dynamic content for social media marketing



**78%**

Of attendees consciously look to see who the event sponsors are

**75%**

Of attendees would purchase the product or service of a sponsor over that of a non-sponsor

**33%**

Switched brands, products, or services to sponsors after exposure





# BECOME PART OF THE TEAM

Athletes are powerful role models, compelling story tellers, and authentic brand ambassadors. Whether you are looking to enhance your corporate culture or develop focused, enduring relationships with consumers and corporate clients, our flexible partnership opportunities can provide you with unique and exciting platforms to reach your marketing objectives.

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We are seeking long-term partnerships; our goals are as important as your objectives. Every sponsorship is different and we would like to work with you to tailor your sponsorship with our team accordingly.

Contact  
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