



A Fusion of Power and Passion



→ 2024 SPONSORSHIP PACKAGE



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Forged in Unity, Driven by Passion



Prepare to witness the birth of a new soccer dynasty as two giants of the game, Calgary Caledonian FC and Calgary South West United Soccer, unite to form the formidable force that is Callies United! With an unwavering commitment to excellence and a shared vision of dominance, Callies United is not just joining the league; they're entering with a bang!

Title Sponsor - \$50,000

- Logo on League1 and AMSL game and training jerseys
- Logo on home and away team tents
- Logo and corporate profile on team website
- Logo on all marketing strategies
- Recognition at every game as our title sponsor
- Name rights for one indoor field with corporate banner at CSWU facility
- One full page ad in our season program brochure
- 3 official match balls with main sponsor logo printed on them
- Banner on our website with hyperlink to sponsor website
- Digital Acknowledgement - Website, Facebook, Twitter & Instagram
- Logo on display in Media area
- 20 admission tickets to every home game in 2024



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Platinum Sponsor - \$25,000

- Logo and corporate profile on team website
- Logo on home and away team tents
- Logo on all marketing strategies
- One half page ad in our season program brochure
- Banner on our website with hyperlink to sponsor website
- Name rights for one indoor field with corporate banner at CSWU facility
- Digital Acknowledgement - Website, Facebook, Twitter & Instagram
- Logo on display in Media area
- 10 admission tickets to every home game in 2024



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Home Game Sponsor - \$7,500

- Logo printed on game day tickets
- Logo printed in game day brochure
- Logo and corporate profile on website
- Recognition during game
- Digital Acknowledgement - Website, Facebook, Twitter & Instagram
- Logo on display in Media area
- 10 admission tickets for the sponsored game

Callies United - Home Schedule	
Date	Opponent
Tuesday, May 7, 2024	Calgary Foothills
Friday, May 24, 2024	Edmonton BTB
Friday, May 31, 2024	St Albert Impact
Tuesday, June 4, 2024	Calgary Blizzard
Friday, June 7, 2024	Edmonton Scottish
Tuesday, July 9, 2024	Cavalry FC U21



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A La Carte Sponsorship

Player of the Match

Sponsor the Player of the Match award. Price includes cost for award.

Your logo featured on team social media as the Player of the Match Sponsor.

Option to make an on-field presentation to the player after the match.

\$1,500

Game Day Volunteer Meal

Sponsor a meal for the hard-working game day volunteers.

Your logo will be displayed in the game day brochure with a mention.

\$1,500

Field Side Banners

Your banner will be displayed at the field during all home games.

\$2,500



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Sponsorship Package 2024 Season

YES! I would love to become a Sponsor for Callies United for the 2024 Season.

Please select which way you would like to be involved this coming season. You may select more than one option if you wish.

Sponsorship Opportunity		Cost	Commitment
<input type="checkbox"/>	Title Sponsor	\$50,000	2 Seasons
<input type="checkbox"/>	Platinum Sponsor	\$25,000	1 Season
<input type="checkbox"/>	Home Game Sponsor	\$7,500	Per game
<input type="checkbox"/>	Player of the Match Sponsor	\$1,500	Per game
<input type="checkbox"/>	Game Day Volunteer Meal Sponsor	\$1,500	Per game
<input type="checkbox"/>	Field Side Banners	\$2,500	1 Season

Sponsorship Details	
Company Name	
Contact Person	
Address	
Contact Number	
Email Address	
Signature of Authorized Person	



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Benefits of Becoming a Sponsor



Brand Visibility

Community Engagement

Marketing Opportunities

Networking and Relationship Building

Employee Engagement

Talent Development

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



Thank You