



# **GNA Revolution**

SPONSORSHIP GUIDE

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## About Us

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The **GNA Revolution** Soccer Club's mission is to help foster young players' physical, mental and social growth so they can reach their potential in life through their participation in soccer. We will achieve this by teaching life skills, encouraging personal achievement through dedication, teamwork, and sportsmanship. **GNA** strives to provide the highest quality staff, facilities, environment and curriculum to give players the tools to succeed.

- Nonprofit status 501(c)(3) current with State of Ohio and Federal Government since 2006.
- Our Members include (these numbers fluctuate each year):
  - 50-70 City of Gahanna residents.
  - 80-100 residing in the Gahanna School District.
- Contributions to our community:
  - Since 2012 we have awarded over \$7,000.00 in college scholarships to graduating GLHS students who have played for either GSA or GNA.
  - Since 2006 we have awarded over \$35,000.00 to families/players unable to pay their club fees because of financial hardships.
  - We have donated \$2,400.00 to GLHS athletic department thru GNA Night, Golf outing and Stadium signage since 2013.
  - We encourage all of our teams to play in the Gahanna Fall Open and have spent over \$23,290.00 in fees to be part of that tournament.
- We are part of the Ohio Player Development Program.
  - This is a collection of the top clubs in Central Ohio, i.e. Columbus Crew, Ohio Premier and Classic Eagles.
  - This program is an invitation only league that brings together clubs that have shown a dedication to player development.
  - Each club hosts games twice a year which brings all the players and their families to Gahanna for over 100 games each calendar year.
  - This program is something no other club can offer in the Gahanna area.
- GNA REVOLUTION has created an affordable grass roots soccer program for boys/girls between the ages of 4-7 years old. The Revolution Jrs. Academy soccer training program was designed to improve the soccer experience for young soccer players. We have set a goal for our staff of nationally certified coaches to teach the sports FUNDamental skills in a positive energetic atmosphere. GNA Revolution is the only Travel Soccer Club in Gahanna with a parent board. Our board consists of Gahanna residents and non residents.
- GNA provides a professional coaching staff focused on developing young athletes between the ages of 4-18.

## Our Demographics

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17 combined teams for boys and girls U4-U19

Away games are played throughout Central Ohio

GNA participates in the biggest tournaments in Central Ohio and travels to out of state tournaments

Over 200 GNA Families

US Youth Soccer Annual Registration of Players 2014 - 3,055,148

### *Website Audience*

Sessions	Users	Page views
8,424	5,370	24,220

May, 1st 2017 - May, 1st 2018

### *Monthly News Letter Audience*

Totals 1,189

## How Your Support Helps

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As we look to grow and improve GNA, we are seeking to acquire sponsorships to support scholarships, hardship applications for qualified players and assist in growing our club.

You can have an immediate impact in our community and club which can positively impact so many families. GNA wants to make a way for every player who earns a place on a team to be able to play, regardless of financial circumstances. We are not looking for sponsors. We are looking for partners.

## Why Columbus and the Surrounding Communities

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### Premier Sports Destination

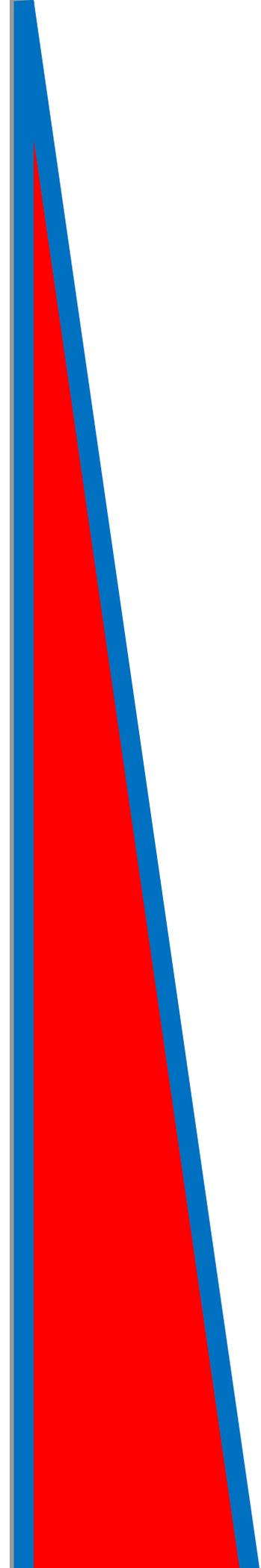
Columbus is well positioned to be one of the leading sports destinations in the United States. As the capital of Ohio and the 15th largest city in the United States, Columbus is located in the heart of the Midwest and within a day's drive (550 miles) of nearly half of the nation's population. Columbus is at the crossroads of interstates 70 (east-west) and 71 (north-south), which makes the city highly accessible by car.

Port Columbus International Airport is 10 minutes from downtown and is served by major airlines offering more than 140 daily nonstop departures to 32 airports.

Columbus has a hotel package that offers plenty of rooms and a wide range of prices. Downtown Columbus features 14 hotels and 3,800 rooms, including 2,950 that are committable to groups. There are also 2,092 hotel rooms that are attached to or adjacent to the Greater Columbus Convention Center. The downtown hotel package is just part of the 21,355 hotel rooms located in Franklin County.

### City on the Rise

Columbus has a stability that's envied by many cities. It's a perfect balance between professionals looking to start a family or a career at companies like Victoria's Secret, Nationwide, AEP, Huntington, Abercrombie, Scotts, Honda or Cardinal Health and an annual influx of 120,000 college students with an energetic vibe. The city is younger, smarter and more open than almost any other place in America, but maintains its cool without a lot of attitude. Residents know that on any given night they can eat at a Dine Originals Columbus restaurant, while living in the hometown of Wendy's and White Castle.



## **Diversity and Creativity**

Columbus has become the most diverse city in the Midwest. More than 70 languages are represented within our community's school systems. We have cultivated a creative class that gives Columbus texture and brings forth a rich cultural mix of assets. We have attracted leaders from all walks of life in the fields of education, medicine, business and technology.

## **Business Innovation and Education**

Columbus is home to 15 Fortune 1000 companies and welcomes one of the highest populations of college students among our 50+ university and college campuses, ensuring that we maintain our youth and progressiveness. We are one of the leading research and tech cities in America, home to institutions like Battelle, Chemical Abstracts, and the IBM Client Center: Analytics Solutions Lab, a first of its kind center that will draw the best and brightest minds in technology.

## **Top Attractions**

Our embrace of freethinking isn't found just in the business community. Our love of new ideas and the people who have them can be found in the critically acclaimed attractions you'll find in every corner of the city. In fact, independent rankings have cited Columbus for having the #1 zoo (Columbus Zoo and Aquarium), the #1 public library (Columbus Metropolitan Library), the #1 science center (COSI) and even the #1 ice cream (Jeni's Splendid Ice Creams).

## **Arts and Culture**

Columbus also features world-class cultural attractions such as the Wexner Center for the Arts, the Columbus Museum of Art and Thurber House, as well as unique entertainment options like Shadowbox Live, Available Light Theatre and MadLab Theatre and Gallery. The Short North Arts District distinguishes Columbus as a vibrant arts city and hosts the popular Gallery Hop and HighBall Halloween events that attract thousands of people. Our homegrown culinary options are unique, diverse and accessible to all.

## How Does Your Company Benefit?

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***Increased awareness of the company's products and services.*** Each sponsorship package has extra benefits for the sponsor built in such as: field signage, website advertising, company name on uniforms, etc. Through a sponsorship, a company's brand will be in front of the youth sports market of parents, coaches, program organizers, players and fans on a daily basis.

***Exposure*** GNA teams play in over 60 tournaments a year both locally and throughout the region. Over 200 league games played that avg 75 players and parents per game

***That's over 15000 people that will see your logo every year***

***A welcomed form of advertising.*** In most settings consumers are inclined to tune out advertising. Although many traditional ways of reaching consumers are failing, youth sports sponsorships are a positive and engaging way to market a brand. Parents like to see the companies that are supporting local sports.

***Outstanding value for the dollars invested.*** Although sponsorship package costs vary from organization to organization, they commonly range based on what your business want to get out of the partnership. When comparing the cost of other marketing outlets like print, television and billboard advertising, youth sports sponsorships can be a great value and a smart option to include into the marketing mix.

***Build goodwill.*** Companies that sponsor youth sports programs make a positive contribution to their community. Overall this can evoke a community wide feeling that a company understands the impact and importance of sports for their youth. This feeling can instill loyalty among a business' current and future patrons.

***Possible tax incentive.*** GNA is a registered 501(c)(3) Non-Profit your sports organization. This allows for your business to receive a tax break for making a charitable donation. That is just another added benefit of sponsoring youth sports.

## Sponsorship Packages

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GNA offers a standardized set of sponsorship packages with corresponding levels of promotion.

### ***GOLD SPONSORSHIP – \$5000***

Exclusive sponsor of GNA Revolution teams for a two year season (2 spring/2 fall). Team sponsorship includes logo inclusion and/or sponsorship mentioned on the following:

- Logo placement Front of game and practice jerseys
- GNA Revolution Facebook page, print ads, local programs, brochures and website front page and sponsor page
- Team yard signs
- Signage at home events including Revolution Juniors skills camps.
- Recruitment materials for following season
- Right of first refusal (ROFR) to sign/extend agreement for two seasons
- 4x6 banner advertising your business

### ***SILVER SPONSORSHIP \$1500 per year***

Logo inclusion for sponsorship recognition on the following:

- Facebook
- Logo placement - Back of Practice jerseys
- Website - front page and sponsor page
- Signage at home events including Revolution Juniors, Summer Camps, OPDP weekends
- Monthly News Letter mention and links to sponsors website

### ***BRONZE SPONSORSHIP \$500 per year***

Logo inclusion for sponsorship recognition on the following:

- Facebook
- Website - sponsorship page

## Scholarship Program Donations

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Our fees are among the most affordable in Columbus for a professional coached program. Unfortunately every year we have families that cannot participate due to the cost of youth soccer. Because we keep our fees affordable we are only able to help a limited number of players each year. Tax deductible donations can be provided to help pay player fees.

If you or your business would like to help support our scholarship fund please contact James Norman at [gnarevolution@gnarevolution.com](mailto:gnarevolution@gnarevolution.com).

For all inquiries regarding GNA Sponsorship and Advertising opportunities please contact:

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