

EL DORADO HILLS SOCCER CLUB

Sponsorship Guide

2018-2019 Season



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EL DORADO HILLS SOCCER CLUB – WWW.EDHSC.ORG

Effective Date: 6/1/18 – 5/31/19

EDHSC Events



The Opening Day Parade is just one aspect of our Opening Day event. The parade is for U5-U12 Rec players with each team led by a Comp player to increase club unity across programs.



Opening Day ceremonies with thousands in attendance pays tribute to the start of the fall season, the families, the athletes, and the community.



Bounce houses, human foosball, and a train have all been sources of fun at Opening Day



Our face painters, vendors, CBS Radio, and Sac Republic are among some of the partners that come out year after year to make our events memorable



The Oak Ridge High School soccer players donate their time providing amazing role models for our young athletes and making the experiences extra special. They provide skill training and play games during Opening Day and take on the role of coach during All Stars.



Our professional trainers and coaches are dedicated to our athletes and community. They show up for, and actively participate in, events beyond their coaching duties whether it is Opening Day, All Stars, Soccerfest or a non-soccer related sport.

Welcome 2018-19 Sponsors!

As a sponsor of El Dorado Hills Soccer Club, you help us achieve our mission of providing the best possible experience for all members of our local community. Through your support, we are able to provide our young athletes and families with many things including: scholarships for athletes, field and training equipment, athlete and coach development, and events that unite our community. We really couldn't do it without your financial contributions.

What's New for the 2018-19 Season

- **Field and Website Sponsorships**
- **Event Sponsorships**
- **Registration Sponsorships**

Contacts

To become a sponsor or for more information, please contact:

Heather Karr | 916-216-1255 | sponsorships@edhsc.org

Liz Palmeri | 916-849-5430 | sponsorships@edhsc.org

Michelle Starkel | 925-548-6917 | sponsorships@edhsc.org

Field & Website Sponsorships

El Dorado Hills Soccer Club hosts thousands of events throughout the year. Having your business prominently displayed on our fields and website is an awesome way to show your support and create visibility for your business. From recreational soccer to competitive soccer to camps and clinics, current and prospective athletes and families are visiting our fields and website all year long.

As a field and website sponsor, we will place a banner with your logo at one or more of our fields and your ad and/or logo throughout the highest trafficked areas of our website.

OPTION 1	OPTION 2	OPTION 3
\$500	\$1,000	\$2,500
<ul style="list-style-type: none"> • Banner at 1 field • Logo on our website 	<ul style="list-style-type: none"> • Banner at 2 fields • Logo and link on our website sponsor page • Monthly social media blasts per season 	<ul style="list-style-type: none"> • Banner at 3 fields • Logo and link on our website • Rolling ad on our website • Monthly social media blasts per season

Approximate Number of Athletes and Family Members Visiting EDH Fields for Regular Season Games (the majority are from the Greater Sacramento Valley)

	# ATHLETES	# FAMILY MEMBERS	ESTIMATED TOTAL
Recreational Program	1395	4185	5580
Competitive Program	415	1245	1660
Non-EDHSC Unique players coming to EDH per year (approx.)	5,250	10,500	15,750
Total	7,060	15,930	22,990

Event Sponsorships

El Dorado Hills Soccer Club hosts three major events through the year: Soccerfest, a competitive tournament, Soccer Opening Day, and the All Star Jamboree. They are a great way to get your business in front of families and fans coming in from out of town.

EVENT NAME	SOCCERFEST	OPENING DAY	ALL STARS
Month	JUNE	AUGUST	NOVEMBER
Levels	Competitive tournament Bronze through Platinum levels U8-U15	Recreational and Competitive Programs U5-U12	Recreational Program U7-U10
Title Sponsor Exclusive	\$5000	\$5000	\$1000
Gold Sponsors	\$1000	\$1000	\$200
Blue Sponsors	\$500	\$500	\$100
Approximate Attendance	3000+	3000-4000	900

What's Included in an Event Sponsorship

- Title sponsors will receive:
 - Exclusivity. Only one Title sponsor per event.
 - Name recognition on the event.
 - Example Title Sponsorship: El Dorado Hills Soccer Club Soccerfest presented by YOUR NAME

- Item for each athlete with company logo.
- Priority email blast opportunity to EDHSC membership and event database.
- Company logo on individual event signage.
- Company logo and link on event website.
- Booth at event.
- Company recognition on social media (Facebook and Instagram).
- Gold level sponsors will receive:
 - Booth at event.
 - Company logo on event signage.
 - Company logo and link on event website.
 - Company recognition on social media (Facebook and Instagram).
- Blue level sponsors will receive:
 - Booth at event.
 - Company logo on event signage.
 - Company logo on event website.

Soccerfest 2017 Demographics

GEOGRAPHIC AREAS	NUMBER OF TEAMS	APPROXIMATE # ATHLETES	APPROXIMATE # FAMILY MEMBERS	TOTALS
El Dorado Hills	23	299	897	1,196
Folsom Cameron Park	14	182	546	728
Fair Oaks Citrus Heights Gold River	5	65	195	260
Granite Bay Roseville Rocklin Loomis Lincoln	8	104	312	416
Sacramento Elk Grove	4	52	156	208
Out of Area	2	26	78	104
Totals	56	728	2,184	2,912

*Goal for 2018 is 80 teams

Registration Sponsorship

This year, at least 1800 athletes will register for El Dorado Hills Soccer Club. As part of registration, they will receive a receipt email that can include an offer from your business. This is a great way to send good luck wishes and/or a special promotional offer. For our Competitive program, registration occurs in May and June and for our Recreational program, registration occurs from April through July.

\$5,000

- Special offer included in every registration email for both Competitive and Recreational programs
- Logo and link on our website
- Rolling ad on our website
- Monthly social media blasts (Facebook, Instagram) per season

2017-2018 Season Registration Numbers

	# ATHLETES
Recreational Program	1395
Competitive Program	415
Total Athletes	1810

Multi-Year Combo Packages

El Dorado Hills Soccer Club is committed to building long term relationships with our partners. Businesses who make multi-year commitments will receive discounts which increase over each year of your investment in our club for the first three year.

1 YEAR	2 YEAR	3 YEAR
Not applicable	10% Discount	15% Discount

Sponsorship Requirements

For all sponsorship inquiries, please send an email with the following information to sponsorships@edhsc.org.

- **Business Name and primary contact information**
- **Website address**
- **Sponsorship levels you are interested in:**
 - Field & Website Sponsorship
 - Event Sponsorship
 - Registration Sponsorship