

# SPONSORSHIP & PARTNERSHIP PACKAGE GUIDE 2019



Storm **Futbol Club**



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**Storm FC**  
SOCCER ORGANIZATION



# SPONSORSHIP & PARTNERSHIP

The mission of **Kernow Storm FC** (Storm FC) is to offer programs, camps, training and professional coaching to our community youth and young adults in a safe, family, fun environment, focusing on our sustainable values.

**Storm FC** has a dedicated unique **Player Development Pathway (PDP)** that leaves no player behind, and allows a player to develop, flourish and grow to elite level competition.

2019 **Storm FC** completed the **PDP** by joining the **United Premier Soccer League (UPSL)**. This league allows the organization to continue a player's development post high school graduation on a semiprofessional level.

Storm FC is a member of **US Youth Soccer** (Local Leagues, Presidents cup, State cup, National Series), **US Club Soccer** (NPL Red River League, National Cup Series), **United Soccer League** (Super Y League, Xusl) and now **United Premier Soccer League** (US Open Cup, Central Conference).

Storm FC is a **501c3 Nonprofit organization** registered in the state of Texas.

We have over **65 teams** playing in **10 Leagues** from **Kansas/Arkansas to Florida** with teams in **developmental leagues** to **elite leagues** and everything in between. In addition to youth teams we now have our **adult pro development** team playing in the UPSL.

Storm FC holds **3 tournaments** a year each with over **100 teams** participating. **Summer Sizzler 5v5** in June, **Winter Storm 5v5** in December and **Target United Cup** in January. Any given tournament weekend Storm FC hosts over **5000 visitors** to the event and hosting city.

Various teams have competed with the very best in the United States, over the years. The club has had teams compete in nationals at **National Premier League** competition, The **Super Y league** nationals, in which we were **national champions** in 2017, and State games of America nationals, in which we won **3 national titles**.

Sponsors enjoy maximum exposure through **Social media, club website, Banners, Field perimeter signage, Club events, event interaction** and **asset naming**.

We welcome you as our new **community partner**



Storm**Futbol.com**



**Storm FC**  
SOCCER ORGANIZATION



Ground Address: 2636 Patrick Rd, Waxahachie, 75165

Office address: 2693 North Highway 77, Building 1, Suite 202 Waxahachie 75165

OfficeStormFC@gmail.com | antonypenna@stormfc.co.uk | www.stormfutbol.com

## Dear Potential partner|sponsor

Storm Futbol Club is seeking sponsorship in order to help with budgetary needs. Storm FC is a full service soccer organization that provides camps, programs, training, tournaments and now a post graduate pathway to professional soccer.

We pride ourselves in being a community focused organization with strong sustainable values our staff teaches to our players and members.

The club has been accepted into the UPSL (United Premier Soccer League) which is an adult professional development league. This league completes our Player Development Pathway (PDP) for our players that either graduate high school and have a desire to play professionally or for those players that graduate college and return to the community.

Partnering a local community group is a fantastic opportunity to:

- Raise the profile of your business to a large community membership with a multi-cultural base
- Increase brand awareness
- Engage and interact with potential and prospective consumers
- show community support with local youth and young adult organization to reinvest

Storm FC is a non profit 501c3 organization, to support the budgetary constraints per year we rely heavily upon community support and donations.

Your partnership with us will support our work in the following:

- Community outreach for FREE training and camps to local youth.
- Maintain safe practice facilities and equipment
- Maintain an outlet for players post HS graduation for healthy lifestyle and risk aversion
- Support

In the following pages you will see tailored packages that will best suit your preferred support and exposure. We are flexible and open to negotiation if you prefer more "a la carte" solution

Partnering and sponsoring our club provides you with an opportunity to give something back to your local stakeholders, engage with local families, and show local citizens your support of local charities.



# Storm Futbol Club

## A B O U T O U R C L U B

Our soccer organization has a proud history in the local soccer scene. Formed in 2004, we have strong roots and traditions in Ellis County, with teams, players and board members from all over the DFW Metroplex.

Following a move to Waxahachie from Ennis, the club grew, through, professional coaching, strong support, faith principles, and an underpinning emphasis on sustainable values.

The club self funded a brand new soccer practice facility in Waxahachie during the 2011/12 season.

Since the new facility opened we have designed and developed programs for 18 month olds to 3 year olds (FUNdaMINIs Kickstarter) 4-6 year old Fun engaging programs and Early Development Program (EDP), a new strictly developmental league at our practice facility (SCDL southern Clubs Development league).

We have been a main club for National Premier Leagues (NPL, US Club Soccer), and The Super Y league (USL, United Soccer League) all of which has helped give our families direction and a “Pathway” to elite and more consistent competition, all while being a staple in the local leagues.

We partner with other local soccer organizations to provide tournaments ad events throughout DFW

As we embark on our 15th anniversary season (2019/20) The club has been awarded a UPSL Mens Professional Development league place. This completes our Player Development Pathway (PDP) and shows that we will continue to support players post High School graduation. A commitment we are excited to complete. We plan on the womens team participating in 12 months.

The Club has won various national titles with the most recent being crowned as The Super Y National Champions 2017.

Aside from results and trophies, our club particularly values the inclusive and welcoming culture that has been fostered within the club environment. Lead by a committed and passionate board, player development, participation and instilling a love for the game are the key aims of the club. This is reflected in the attitudes and behaviors of all those



# Storm Futbol Club

## WHY SPONSOR ?

Partnering with Storm FC is an opportunity to associate your organization with a well respected, professionally operated, large scale local non profit organization.

Our club provides a unique medium to increase the brand recognition of our sponsors.

The branding of our partners sponsor packages will be intimately connected with the local community while at the same time providing invaluable assistance to local community groups. In this sense our sponsorship proposal is a truly exciting prospect for all our partners.

Whether through our website, field displays on game days, jersey sponsorship, or brand promotion through a package, Storm FC can offer your organization a huge amount of opportunities to advance your business, service or product.



# Storm Futbol Club

## YOUTH TOURNAMENT COMMUNITY ECONOMIC IMPACT

Tournament	Teams	Travel Teams	Est. Attendees	# of Families	Hotel Night	Visitors in hotels	Person Per room	Total room nights	Days Stay	Total Days Stay	
SSC '14	122	13%	2684	976	1	349	3	116	2	5368	
WSC '14	170	12%	3740	1360	1	449	3	150	2	7480	
SSC '15 (spring floods)	82	32%	1804	656	1	577	3	192	2	3608	
WSC '15	130	42%	2860	1040	1	1201	3	400	2	5720	
SSC '16	90	32%	1980	720	1	634	3	211	2	3960	
WSC '16	145	13%	3190	1160	1	415	3	138	2	6380	
SSC '17	94	12%	2068	752	1	248	3	83	2	4136	
WSC '17	135	42%	2970	1080	1	1247	3	416	2	5940	
SSC '18	89	32%	1958	712	1	627	3	209	2	3916	
WSC '18	121	13%	2662	968	1	346	3	115	2	5324	
TUC '19	123	12%	4125	1500	2	495	3	165	2	8250	
<b>Average Tournament</b>			<b>Hotel</b>	<b>Food &amp; Beverage</b>	<b>Entertainment</b>	<b>Retail</b>	<b>Travel</b>	<b>Total</b>			
<b>\$ Per family</b>			\$115	\$90	\$50	\$40	\$60	<b>\$355</b>			
<b>Est. Economic Impact (IEE)</b>			\$133,400	\$104,400	\$58,000	\$46,400	\$69,600	<b>\$411,800</b>			
<b>Indirect Spending Multiplier</b>			1.75								
<b>Projected Direct and Indirect Spending</b>									<b>\$720,650</b>		

WSC - Winter Storm 5v5 | SSC - Summer Sizzler 5v5 | TUC - Target United Cup

\*Est attendees multiplier 1.75 per player

## CLUB COMMUNITY ECONOMIC IMPACT

Year/Season	T-Shirt Imp.	Teams	Players	# of Families	Games League	Tourn. Games	Elite League Games	Practice Days	Impressions per player per year	\$0.005 (CPV) value to Advertiser	
KSFC '13-'14	4771	19	285	256	418	171	0	1824	4,401,312	\$ 22,006.56	
KSFC '14-'15	5022	20	300	266	440	180	72	1920	5,015,040	\$ 25,075.20	
KSFC '15-'16	5273	21	315	279	462	189	64	2016	5,505,696	\$ 27,528.48	
KSFC '16-'17	5390	23	322	285	506	207	48	2208	6,118,515	\$ 30,592.58	
KSFC '17-'18	6981	28	417	370	616	252	154	2688	9,901,248	\$ 49,506.24	
KSFC '18-'19	6981	65	417	370	1430	585	154	6240	22,441,939	\$ 112,209.70	
<b>KSFC '17-18 Spending</b>			<b>Game Day</b>	<b>Practice Days</b>	<b>Tournaments</b>	<b>Elite Play</b>	<b>Total</b>				
<b>\$ Per family</b>			\$40	\$15	\$340	\$430	<b>\$825</b>				
<b>Est. Economic Impact (IEE)</b>			\$10,241,600	\$34,632,000	\$5,426,400	\$79,550	<b>\$50,379,550</b>				
<b>Indirect Spending Multiplier</b>			1.75								
<b>Projected Direct and Indirect Spending</b>									<b>\$88,164,212.50</b>		

\*Est multiplier 1.75 per player/T-Shirt Impressions - # of People, Length of item kept, Monthly impression



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# Storm **Futbol Club**

PACKAGE CONTENTS 2019

**The Works Package**  
**Match Day Package**  
**Media Mogul Package**  
**A La Carte Package**



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# Storm Futbol Club

## Partner Sponsorship PACKAGE GUIDE 2019

# The Works Package

ONE AVAILABLE

### Key Features

Storm FC is a complete full service soccer club. With Early development teams, academy teams, youth competitive teams, sub elite and elite teams with our Men's UPSL Professional development team.

The Works package has the sponsor being the exclusive holder to the following.

### Practice gear

to be the exclusive sponsor for all players and teams practice jersey. Over 2500 printed jerseys, used for a complete season through June 30 2020. The jerseys will be a 15th anniversary custom jersey. Must have sponsor in place by February 28 2019 in order to be printed on time.

### Men's UPSL Jersey and warm ups Sponsor

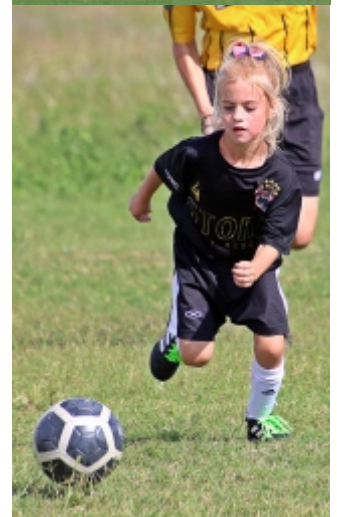
Sponsor name on home and away Professional development game jerseys, as well as replicas for fan sale. Warmups to have sponsor on front chest.

### Practice field naming

The main practice facility in Waxahachie will be renamed after the sponsors name, as well as a full time banner at the facility.

### Game Day

Perimeter A-frame signage (4), 12 Season pass home tickets, 4 Replica Jerseys or Warm up tops.



Value \$36,810  
Package Price \$30,000



# Match Day Package

ONE AVAILABLE

## Key Features

Storm FC mens UPSL team embark on their inaugural Central conference season. A large youth club behind the team, match days will be interactive and fun. Club team days, local soccer association days, match day crowds are anticipated to be 350.

The Match Day package has the sponsor being the exclusive holder to the following.

## Match Presented by

To be the exclusive sponsor of all marketing items for each games pre, during and post game for the Season.

## Ticketing branding of sponsor

All tickets will have the sponsors name, logo, web address and social handles. Can also have product|service incentives to drive traffic to sponsors store

## Ball Boy|Girl Tees

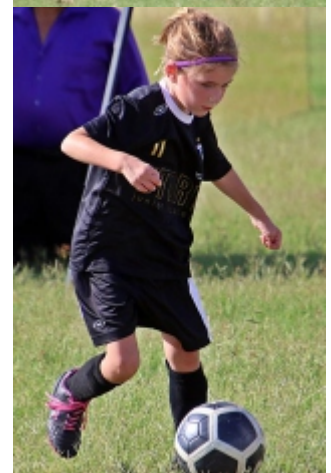
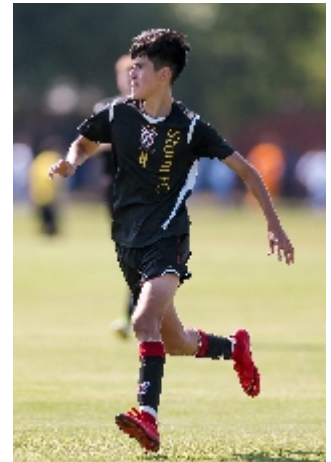
All ball boy|girls to wear a tee during game that identifies them as such with company logo on tee. Ball boy|girls get to keep.

## Game Day

Perimeter A-frame signage (4), 12 Season pass home tickets, 4 Replica Jerseys or Warm up tops.

## Half time show

half time show brought to you by sponsor. Various activities to engage spectators and kids, examples would be Penalty shoot out presented by...., winner can receive a sponsor product or gift.



**Per game value \$5,205**  
**Season value \$41,640**  
**Per game Price \$4,500**  
**Season Package Price \$25,000**



# Media Mogul Package

ONE AVAILABLE

## Key Features

Storm FC's interactive presence on social media platforms gives partnering sponsors an effective platform to reach new customers or educate on a service or product. Facebook, YouTube, Instagram, Twitter, Snapchat and our website are platforms Storm FC uses to tell our story and interact with members and fans on a daily to weekly basis.

The Media Mogul package has the sponsor being the exclusive holder to the following, plus **two (2) A-Frame Perimeter signs** at home games and **12 season tickets**.

## Social Media

Facebook page - over **2500** likes. Interactive posts including voting platforms. Instagram, YouTube posts and videos are all cross posted. Companies name, web address, and social media handles promoted will be posted on a weekly basis, through player and club graphics, as well as Mini video ads by players.

Players will promote by sharing and re-posting club social posts. All YouTube posts will have sponsoring information in the comments section, Facebook will tag.

## Pre and post Game interviews

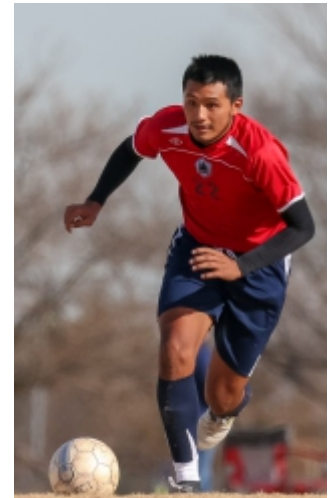
Every match week will begin with a head coaches and captains (or club staff, or squad players) media presentation. This will typically be on a Thursday and cover team news. Pre match and post game interviews will also be conducted. All collateral that will be posted will have the sponsoring companies logo name, social media tags and web address on them. Opportunities for product placement.

## Website

All news releases published through the website, print media or social platforms will have the sponsoring company name, logo, social handles and web address on them.

## PodCast, Highlight assets and Mini online Series (8-10 Episodes)

**PodCast** show presented by the sponsoring company on a weekly basis. **Match of The Day** (game highlights) will have all sponsoring information and logo on video. **Mini Series** "Storm FC, road to Season opener" aired on our YouTube platform, will follow the characters from tryouts to home opener. Product placement & "presented by sponsor"



Season value \$11,100  
Season Package Price \$10,000



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# A La Carte Package

FIRST COME FIRST SERVED

**Sponsorship Opportunities - Full year sponsorship ends June 30th 2020, Per season ends June 30th 2019.**

Make your own package that best suits your needs and budget by selecting as many partnering sponsorships as you like.

<b>Squad Uniforms</b> - Black and red jersey sponsor name in prominent position	<b>\$6250</b> Season
<b>Squad Jersey Sleeve</b> - Black and red jersey sponsor name on left sleeve	<b>\$2500</b> Season
<b>Squad Warm ups</b> - Logo on front of Warm up top	<b>\$3750</b> Season
<b>Ticketing branding</b> - Logo and option to have promotion to drive traffic	<b>\$275</b> Per Game <b>\$1850</b> season
<b>Ball Boy Tees</b> - Distinguishing tees with sponsors logo on	<b>\$250</b> Per Game <b>\$1500</b> season
<b>A-Frame Perimeter Signs</b> - 4x8 signs around the field at home games TV Coverage	<b>\$795</b> Season Each
<b>Club Practice field naming</b> - 1 year of all collateral and signage with sponsor	<b>\$12,000</b> Full year
<b>Entire club Practice jersey</b> - 15th anniversary special edition jersey. entire club	<b>\$12,000</b> Full year
<b>Tournament Naming</b> - Pick from Summer Sizzler 5v5 or Winter Storm 5v5	<b>\$10,000</b> per tournament
<b>Mens Pro Player Sponsor</b> - Sponsor a player for the season,	<b>\$425</b> per player season
<b>Half Time events</b> - Half time interactive events presented by Sponsor	<b>\$250</b> per game
<b>Business Listing</b> - Business listed on game day banner and website	<b>\$150</b> Season
<b>Futbol in the Community FREE Camps</b> - Community outreach camp naming	<b>\$750</b> Per season
<b>Storm TV Mini Series</b> - Series aired on YouTube platform, "Road to Kick off" paid advertising cross platforms product placement available - Ask for details	<b>\$475</b> an episode <b>\$3000</b> Series
<b>Hydration Station</b> - Home and away team water stations with logo on front	<b>\$100</b> per game <b>\$500</b> Season
<b>Fence Banner 4x8</b> - Banner to be placed on stadium fencing of company.	<b>\$395</b> Season
<b>Pre Post Game interviews</b> - Product placement available, Logo on video	<b>\$325</b> Season
<b>Interview Back drop</b> - Logos on backdrop included with main sponsor, TV	<b>\$1000</b> Season (limited)
<b>Match of The Day &amp; Highlights video</b> - Game highlights on YouTube paid post	<b>\$750</b> Season
<b>Portable Team Shelter</b> - Signage clearly on back of team shelters X2	<b>\$4,000</b> permanent



# A La Carte Package

FIRST COME FIRST SERVED

**Sponsorship Opportunities - Full year sponsorship ends June 30th 2020, Per season ends June 30th 2019.**

<b>Video Podcast</b> - Hosts and guests to wear your companies T, and begin podcast with Co. overview	<b>\$150</b> Per Episode
<b>Season Ticket With Stadium Chair</b> - 6 game season tickets with Storm FC stadium chair	<b>\$119</b> Season
<b>Season Ticket with replica Game Jersey</b> - Season ticket for 6 home games	<b>\$98</b> Season
<b>Reserved Seating</b> - Reserved seating for all 6 home games with Stadium Chair at stadium	<b>\$99</b> Season
<b>Players game day travel polo shirt</b> - Logo on right chest or sleeve. must be worn to all games.	<b>\$50</b> player <b>\$1200</b> squad
<b>Matchday Program ad</b> - Business card size ad.	<b>\$50</b> game   <b>\$265</b> season
<b>Matchday presented by</b> - Company banner, match program title, tannoy shout out pre/post game.	<b>\$495</b> per home game
<b>Social media endorsements</b> - Club social media assets will endorse your company with links.	<b>\$150</b> Season (1 a week)
<b>Club recognition annual Banquet Naming rights</b> - Excl. naming of club banquet. 4 seats included	<b>\$4995</b> May '19 event
<b>Banquet of Champions trophy</b> - Each team cat. has min. 15 winners, club cat. more prestigious	<b>\$750</b> per category
<b>Game day promos</b> - Example: first 200 fans receive a Tee/promo sunglasses etc with co. logo	<b>\$250+</b> <b>Promo</b> a game
<b>Team supporter Silver</b> - Editorial story of business on website Social media assets company endorsements Opportunity to offer products or services to our members Logo on all promotional flyers (electronic and print media) 2 season tickets   Small banner on website	<b>\$1500</b> Season
<b>Team supporter Gold</b> - Players Player award at banquet named after company Banquet award presented by a representative of your company 4 Tickets to the club banquet Editorial story of business on website Social media assets company endorsements Opportunity to offer products or services to our members Logo on all promotional flyers (electronic and print media) 4 reserved season tickets   banner on website	<b>\$3000</b> Season
<b>Team supporter Platinum</b> - Exclusive players shorts will have sponsor name on full team Club Team of the Year award at banquet named after company Banquet award presented by a representative of your company 4 Tickets to the club banquet Editorial story of business on website Social media assets company endorsements Opportunity to offer products or services to our members Logo on all promotional flyers (electronic and print media) 6 Reserved Season Tickets with Stadium chair souvenir   banner on website	<b>\$4500</b> Season
<b>Players Short Sponsor</b> - all shorts to have company sponsor name	<b>\$1200</b> Season



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Office address: 2693 North Highway 77, Building 1, Suite 202 Waxahachie 75165  
Call 254.220.3284 for questions  
OfficeStormFC@gmail.com | antonypenna@stormfc.co.uk | www.stormfutbol.com

## Sponsorship Acceptance **Form**

We \_\_\_\_\_

On behalf of \_\_\_\_\_

are authorized to sponsor Storm FC non profit Soccer organization, for the season up to June 30 2020.

Authorized signature \_\_\_\_\_ Position \_\_\_\_\_ Date \_\_\_\_\_

We will Commit to the following Package:

- The Works Package
- Match Day Package
- Media Mogul Package
- A La Carte

A La Carte Listing of items

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Organization | Business name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Contact Email \_\_\_\_\_ Contact Phone \_\_\_\_\_

For Singular items please see our individual Sponsorship and advertising guide. Email for a copy pf call 254.220.3284



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