



Sumter Soccer Club:

The difference between Ordinary and **EXTRA** ordinary is that little **EXTRA!**

Sumter Soccer Club is a non-profit, 501 (c) (3) organization registered with the State of South Carolina, Department of State. We take great pride in imparting the five main core values to our teams:

1. Teamwork
2. Dedication
3. Leadership
4. Sportsmanship
5. Fun in a competitive environment

The costs involved in running a soccer club are quite extensive. The expenses required range from uniforms and equipment to referee fees and insurance. We would like to try to bring our player registration fees that range from \$400-\$500 down to \$150 dollars per player. In order to do this, we need help from our community. We would like to offer you the opportunity to invest in our local youth, by choosing one of the sponsorship packages below.

A Touch of European Teaching to a Small Town

Sumter Soccer Club has recently contracted with a global football-coaching program called Coerver Coaching. We are bringing a European edge to our small town players to better equip them with soccer skills that will enable them to become more competitive and successful against other teams. Coerver's methods focus on individual skill development and small group play. They incorporate teaching a skill to the players and provide instructional guidance to the coaches in order to continue creating fun and challenging practice sessions for the whole season. Coerver has been endorsed by some of the top federations, association, and legends/experts of the game to include Bayern Munich, Arsenal FC, French, Chinese, and Japanese Football Associations. In addition, Coerver has a global partnership with Adidas.

About Sumter Soccer Club

- Established in 2005
- Over 200 players participated during the 2015-2016 season
- Since 2010 our club has had a team either as a Champion or a Finalist in Spring State Cup hosted by the Publix Palmetto Academy & Kohl's
- Fall 2015 – 2 teams placed as Champions and a Finalist in their Division in a North Carolina Tournament
- Sumter Soccer Club is the host for the SC Youth Soccer Association State Spring Cup for 2015 and 2016 in Sumter, SC
- Hosting a new Tournament in November 2016 called the Patriot Cup



A Mutually Beneficial Partnership:

An elected board of directors, the coaching staff and the parents are the driving force behind Sumter Soccer Club. We all work together to help grow this club into what it is today. Sumter Soccer Club is different from most soccer clubs because we are a small non-profit club that does not receive any governmental or grant assistance. Our primary revenue source is registration fees paid by families, proceeds from any tournaments we host, and donations received from generous individuals and businesses.

This year, we are developing a sponsorship program that will allow Sumter Soccer Club to extend its strong traditions for years to come. Your contributions will be targeted to lower the growing costs of fees for the Club's 200 players. Their registration fees enable the players to participate in Club training programs, SC Youth Soccer Association league games, and local and regional tournaments. The contributions made through the sponsorship program can help pay the costs of running the league, enable us to purchase equipment that will benefit every player in the club, and provide free registration scholarships for low-income families.

The club can ensure that your company's name and logo will reach out to an audience of families not only from within our local Sumter area but throughout the state of South Carolina and neighboring states. Our sponsorship program will provide you with a blend of options that include in-person and online marketing opportunities.

In order to continue to make this a rewarding experience a reality for our youth, we are reaching out directly to area businesses, families, and friends, and offering the opportunity to help by becoming a team or club sponsor! Please take a moment to review and select the sponsorship package that best fits your business and your budget.

In addition, the sponsorship packages are located on our website:

<http://www.sumtersoccerclub.com/index.html>

If you have any questions about the club or any of the sponsorships available in this package, please feel free to contact our board Treasurer Ursula Byard at ubyard@yahoo.com or by phone at 803-305-3910 or the Member at Large Dow Koty 803-464-1977

Respectfully yours,
Ursula L. Byard
Sumter Soccer Club Treasurer

For tax-reporting purposes, all checks must be made payable to the Sumter Soccer Club. All sponsors will receive an advertising/sponsorship invoice for tax-reporting and deduction purposes based on the sponsorship level selected.



SPONSORSHIP/DONATION PACKAGES

Club/Team Donation

- Any Individual or Business may make a Team/Club Donation directly to a specific team for assisting the team with their expenses.
- Donations DO NOT provide for sponsorship or recognition as part of the club sponsor program for that individual or business.
- All Donation amounts available to the team are for use as detailed within this program without “cost of sponsorship” being deducted.

Club Uniform Sponsor (\$4,000):

The Club Uniform Sponsors are businesses, organizations, or individuals that donate a minimum sponsorship contribution of \$4,000 or more. In return for their support, Sponsors will receive the following:

- Your business LOGO will be shown on over 200 uniforms, and warm up gear worn by all club players.
- We will also create a prominent, full-color display banner on the Club website.
- Advertising on the Club website with a link to your website

All professional design and production fees are included. Only one uniform sponsorship is available and issued for a one-year term.

Club Practice T-shirts (\$2,000)

The Club Practice Shirt Sponsors are businesses, organizations, or individuals that donate a minimum sponsorship contribution of \$2,000 or more. Shared sponsorship of practice shirts is available upon request. In return for their support, Sponsors will receive the following:

- Your business logo will be displayed on over 300+ practice shirts that are worn by all club players as well as players’ families
- Advertising on the Club website with a link to your website

All professional design and production fees are included. Practice Shirt Sponsorship is issued for a one-year term.

Equipment Sponsorship

The Sumter Soccer Club Equipment Sponsors are businesses, organizations, or individuals that select a \$50 or more sponsor package. Our goal is to raise \$5,000 to purchase the following equipment:

1. 300+ Soccer Balls
2. Practice Bibs
3. Training Equipment
4. Corner Flags

In return for their support, Equipment Club Sponsors will receive the following:

- Advertising on the Club website with a link to your website



Policy for Team Sponsorships

The Club has adopted the following policy regarding sponsorships designated for a specific team.

1. Any team can freely solicit sponsorships from any person, business, or organization.
2. All team sponsorship money must be used for the equipment, uniforms, tournaments, player registrations, clinics, camps, team practice fees, or travel expenses for tournaments.
3. Sponsorship money may not be used to hire professional trainers for the team.
4. In order to receive tax benefits from the sponsorship, the sponsorship must be made to the Sumter Soccer Club and identified as a team sponsorship. A percentage (cost of sponsorship) of all team sponsorship will be retained at the club level.
5. The Club will send a thank you letter to the sponsor, including the Club's Tax Identification Number and invoice for the advertising level your business has selected.
6. Prior to receiving a check from the Club, the sponsored team must provide a written and signed statement listing the intended expenditures for the money.
7. Once the written statement is received, the Club Treasurer will write a check to the designated team representative or vendor described in the receipt of goods.
8. In the event that all the money is not used for the listed approved expenses, the remaining money is to be redirected back to the Club to be used for cost reduction for club players, player scholarship expenses or future registration fees.
9. Please visit the Sumter Soccer Club website for more information: <http://sumtersoccerclub.com>

Please contact Treasurer Ursula Byard at ubyard@yahoo.com or by phone at 803-305-3910 or the Member at Large Dow Koty 803-464-1977 for any questions, conflicts, or additional information regarding the Sumter Soccer Club Marketing/Sponsorships Program.



Team Sponsorship Selection Form

The sponsorship runs from August 1 to June 31. Please consider making your selection below and returning it with your Sponsorship Payment today.

_____ CLUB UNIFORM SPONSOR (\$4,000)-Enter Amount: \$_____ (Minimum \$4,000)

_____ CLUB PRACTICE SHIRTS (\$2,000)

_____ \$50 EQUIPMENT SPONSOR

_____ CLUB / TEAM DONATION \$_____ Enter amount of your Club donation

_____ Team Name: The name of the team you are sponsoring

_____ Team Coach

Assign Me! Let the Club Board of Directors assign you to a team. This method is beneficial to support teams that have not been able to get adequate team sponsorship on their own.

Please choose your sponsorship option above and mail your completed form with your check made payable to the Sumter Soccer Club at the address below:

Sponsor contact: _____

Business name: _____

Street address: _____

City/State/ZipCode: _____

Phone: _____

Email address: _____

Attention: Sumter Soccer Club Treasurer

PO Box 2873

Sumter, SC 29151