

BALTIMORE

UNION

BALTIMORE UNION SOCCER CLUB

SPONSORSHIP OPPORTUNITIES

UNION FRIENDLIES SOCCER FESTIVAL

8/16 to 8/18

White Marsh, MD

EST.2017



Quick Facts

The Union Friendlies Soccer Festival brought over \$1.25 million dollars into local business during the 2018 weekend.

Soccer Festival Facts

- \$125 million economic impact
- Over 10,500 people attend the festival each year over three days
- 93% of attendees are from Baltimore County
- In 2018 teams traveled to the Union Friendlies from VA, DE, PA and NC

Union SC Facts

- Over 750 players
- 54 Teams
- 109 Coaches
- Two State Champions in 2019
- Each team required to do service project in the community
- Our families live in our community

Why choose our event and club to sponsor?

- Community based club
- Large social media presence and following
- Every dollar goes back into enhancing our players experience
- Opportunity to set up at our event
- Exposure to new markets
- \$200 sponsorship starting point
- Large audience of over 10,000 people
- Tax deductible contribution to nonprofit organization

WHO IS BALTIMORE UNION?

BALTIMORE UNION Soccer Club is a proud member of Perry Hall / White Marsh Recreation program. BUSC is the club / travel soccer arm of the soccer program, its teams compete in local, regional and national tournaments and leagues.

BUSC currently has over 750 players and teams in its club soccer program that play soccer on a year-round basis. Its member families are primarily from the Perry Hall / White Marsh communities and surrounding suburbs.

The year-round program currently provides high level coaching and playing experiences for players ages 7 -18 years old.

While BUSC players and coaches spend the majority of time on the field the club's primary mission and motto is "community first" and this shows as they contributed over 75,000 volunteer hours to our community in 2018.



Sponsorship Opportunities

Title Sponsor – SOLD – \$5,000 - Rosedale Federal Savings and Loan

Field Sponsor (8) - \$1,000

There are eight fields where games will be played on at the complex, each field will have a “field” sponsor.

The sponsor will receive the following as “field” sponsor:

- Signage at Midfield on both side lines (two total)
- Signage on goal line on both sides of the goal (four total)
- Social media recognition before, during and after the event for one year
- Web link on club web site for one year
- Banner on “Sponsor” wall at main stadium field

Tent Sponsor (3) - \$500 per tent

There are three major area’s of traffic at the Friendlies, headquarter tent, concession tent and hospitality tent.

- Head Quarters (choose 1)
- Concession (choose 1)
- Hospitality Tent (choose 1)

The sponsor will receive the following as “tent” sponsor:

- Signage at tent
- Sign located throughout the facility
- Banner on “Sponsor” wall located at main stadium field
- Recognition on social media before, during and after event
- Ad in event program

Gold Level Sponsor - \$300

Gold level sponsors will have signage located throughout the complex during the three-day event.

The sponsor will receive the following as a “gold” level sponsor:

- Signage located at the complex
- Banner on “Sponsor” wall located at main stadium field
- Social media recognition
- Ad in event program

Silver Level Sponsor - \$200 in services or goods

Silver level sponsors will have the opportunity to donate services or goods to the event in exchange for marketing opportunities.

The sponsor will receive the following as a “Silver” level sponsor:

- Signage located at the complex
- Social media exposure
- Banner on the “sponsor” wall located at the main stadium field

Examples of goods or services for this sponsorship would include:

- Food or beverages for the hospitality tent for Referee’s and tournament staff (sandwich platters, water, gatorade, etc.)
- Food or beverages to be sold at the concession tent (Hot dogs/ rolls, mini bags of chips, candy, bottles of water, Gatorade, sodas, etc.)
- Donation of water coolers for fields
- Donation of ice