



Dear Friend of Framingham United Soccer,

On May 24th through May 26th we will be hosting our Annual Memorial Day Classic Soccer Tournament. This year marks the 38th anniversary of our event and we welcome you to be a part of this memorable occasion.

The 2019 Memorial Day Tournament is open to boys and girls teams in the U8 to U14 divisions. Last year over 120 teams from across the region played on 17 fields at four sites in Framingham and we expect even more teams at this year's event. The Classic is our Club's **biggest annual fundraiser** and we anticipate that our attendance will be over **6,000** unique players, families, coaches and spectators over the two days plus our "kick-off" event at Bowditch Field on Friday night.

The Memorial Day Classic is made possible through the efforts of our numerous club volunteers. While our volunteers provide us with the personnel to host the tournament, sponsorship funding is needed to ensure that we can continue to offer a quality experience for all participants. Please consider sponsorship of our tournament as an opportunity to contribute to the Framingham community and the Framingham United Soccer Club (FUSC). FUSC is a non-profit organization run solely by volunteers and your sponsorship funds will provide the financial assistance necessary for paying the trainers and referees and providing the equipment required to host a safe, fair and competitive tournament. In addition, your funds will give your business exposure to a highly desirable consumer demographic while also assisting in the development and promotion of youth soccer in Framingham and beyond.

The center pieces of our Sponsorship Programs are our Signage, Tournament Program and Web Site marketing options. It is estimated that these items will be distributed or viewed by each attendee multiple times during the weekend. This is over **6000** potential customers, many of whom are from out-of-town and will be looking to eat, relax, or purchase necessities during the weekend. Coupons or other incentives to attract people to your business are encouraged and can be made part of your sponsorship program.

If you are interested in participating, please review Page 2 of this letter for our various sponsorship packages.

All payments, advertisements and sponsorships must be submitted by May 1, 2019.

We look forward to hearing from you!

Sincerely,

Rob Kirkpatrick  
Tournament Director

Our Framingham United Soccer Club Tax ID # for FUSC is 04-2704304



**Platinum: \$1700.00 [ ]**

- “Official” Field Sponsor – **limited available**
- Field Signage/Banner at all field locations
- On site vendor booth set-up
- Linked website presence from website and mobile site
- Promotional Insert (coupon) in registration packet
- Full-page advert in tournament program
- Pre-tournament e-newsletter marketing to FUSC database
- Facebook/Twitter Feeds

**Gold: \$1,200.00 [ ]**

- Field Signage/Banner at all field locations (Sponsor to provide own banners)
- Linked website presence
- Promotional Insert (coupon) in registration packet
- Full Page advert in tournament program
- Pre-tournament e-newsletter marketing to FUSC database

**Silver: \$700.00 [ ]**

- Linked website presence from website and mobile site
- Promotional Insert (coupon) in registration packet
- Full-page Advert in tournament program

**Participation Award: \$700.00 [ ]**

- Recognized on website and in promotional material
- Name on participation medals
- Half-page Ad

**Tournament Booklet Advertising: [ ]**

\$200 - Full Page Advertisement in Tournament Program\* (Height 8”Width 7”)

\$110 - 1/2 Page Advertisement in Tournament Program\* (Height 3 ¾”Width 7”)

\$60 - 1/4 Page Advertisement in Tournament Program\* (Height 3 ¾”Width 3”)

\$30 - Business Card Advertisement

Please send all artwork to [tournament-director@fusc.org](mailto:tournament-director@fusc.org) and thank you for your support! If you would like assistance with the design and presentation of your marketing piece please let us know.