



## Advertising & Promotion Opportunities

Sedgwick County Soccer Association offers a full range of promotional opportunities to get your message out in front of our membership during league and tournament play; A 501(c)3 non-profit organization, the SCSA league has been around since 1991. Each weekend, our games bring out an average of 8-10,000 people to the Southlakes Soccer Complex at 47th and Meridian. Our players range in age from 4—19 years old. Funds gained from sponsorships go towards com-plex improvements and help to keep player fees down.

### FIELD SPONSORSHIP

First season, cost is \$500 / Each subsequent renewal is \$300. Some high traffic signs will renew at \$500/season. (High traffic signs are near concessions/restrooms & entry/exit signage.)

- 3' x 4' two-sided sign with your ad (can be same on both sides, or different. Full color.
- Sponsor to supply artwork or thumbnail sketch and logos.
- One day opportunity each season to advertise: send one Email Blast or hand out coupons/staff a tent or event.
- Listed on SCSA website as field sponsor: company logo displayed on rotating banner on main page
- Any art changes from season to season will bill directly from Total Printing Solutions (estimate \$250)
- First right of refusal to renew each season.

### BANNER ADVERTISING ON 47th STREET WROUGHT IRON FENCE

- Cost is \$250/season. Banner will be left up throughout the 10—12 week soccer season. Banners will be removed in off-season to preserve the condition of your banner. Guaranteed to be displayed 10-12 weekends of league play as well as 1 tournament in the Spring.
- Sponsor may provide their own banner or use our vendor. Approximate cost to produce mesh banner with grommets:
  - 4' x 6' = \$150
  - 4' x 8' = \$200
  - 4' x 10' = \$250

### CONCESSION STAND ADVERTISING IN GLASS CASE

Cost is \$250/season. Size of ad is 19" x 31 3/4". Price includes printing of your full-color ad. Sponsor provides the art. This opportunity is limited to 6 spots available in the glass case each year. Sponsors are given the first right to renew.

See more advertising and promotion opportunities on Page 2 . . .

## **LEAGUE CHAMPIONSHIP T-SHIRT**

Each season SCSA awards t-shirts to the first place champion teams in each division U9— High School. Just over 300 t-shirts are awarded to the youth soccer players earning the title of Division Champion. Companies may have their logo printed on the back of the t-shirt for \$250 per season.

## **UNIFORM SPONSORSHIP U5-U8**

All of our teams from U5-U8 are given a set of uniforms for their games. Uniforms are dispersed to teams every fall and are worn in both the fall and spring season. This spring season we have Companies may have their logo printed on the front of the jerseys for \$1000 for the entire year.

## **SCSA MEMBER EMAIL BLAST**

Our email service has been contracted through Constant Contact. For 10 cents per address and a \$25/hour design fee (design fee is waived if the client presents a premade flyer in .jpg or .pdf format), emails can be sent to the following audiences:

- All team officials, including coaches, assistant coaches and team managers
- All players households
- All referees
- A subset of players in an age/gender group (i.e. U11—U16 girls)

All emails will also post free of charge to the SCSA Facebook page after the email is sent.

*NOTE: All email lists are kept private and not released to the purchaser of the email blast.*

## **MID AMERICA CUP SOCCER TOURNAMENT**

Sponsorship opportunity at the Mid America Cup soccer tournament held April 27-28, 2019 8am—5pm on both days. Attendance last year was 80 teams, or approximately 3,000—3,500 players, coaches, referees and fans in attendance both days.

- Retail booth opportunities available for a share of gross sales.
- Tournament Sponsors (\$2,500) are given space to set up a tent in the vendor court. Sponsor may staff and distribute advertisements: i.e. promotional items/flyers or coupons.
- The company logo will be included on the tournament banner, posters and on-line promotions of the tournament. Note: sponsors must submit logo by October 15, 2018 to be included in printed material for the April 28-29, 2018 tournament. There is no deadline for submitting the logo for digital advertising.
- Banners with sponsor logos will be displayed at the designated area for awarding trophies and medals. Photos are taken at the award area by participants and families as well as SCSA staff.

**To learn more, please contact our Marketing Director, Jennifer Young, at:**

**scsamarketing.soccer@gmail.com**

**Cell: 316-641-4430**

**Office: 316-729-7770**