Delaware Union Soccer Club
300 Fields Way, Middletown, Delaware
https://www.delawareunion.com/

SPONSORSHIP OPPORTUNITIES WITH DELAWARE UNION

CONTACT INFORMATION

https://www.delawareunion.com/

To learn about additional sponsorship and supporters information please contact any of the below Delaware Union representatives.

Jeff Martino, Board President

Jeff.Martino@delawareunion.com

Gaylord Neal, Board Member, Manager, Sponsorships & Fundraising

Gaylord.Neal@DelawareUnion.com

General Information

info@delawareunion.com

Donations/Fundraising: **Please send donations to:**
Delaware Union Soccer Club, PO Box 545, Middletown, DE 19709

We invite all potential sponsors and supporters to join our movement to help develop youth soccer talents, grow the ability to work as a team member, build communication skills / attitudes and learn to better understand and appreciate diversity and inclusion.

HISTORY

Delaware Union Soccer Club is an approved Nonprofit 501c3 organization.

Delaware Union Soccer Club - TAX ID # 51-0374834

Delaware Union officially began at the start of 2014, however, its roots date back to 1983. It is the strategic merger of Delaware Union (MOT) and CDSA (Kent County). Delaware Union is providing opportunities for children ages 3-19 to establish strong physical, emotional, and social relationships. It relies heavily on volunteers and part-time staff personnel.

- Over 1000+ player registrants throughout its programs
- Representing 850+ families
- Email list of 2000+ including relatives of all families
- 82% of our players are from the Middletown area
- 18% of our players are from Odessa, Smyrna and Dover areas.

SOCCER OPERATIONS LEADERSHIP

The Board of Directors is pleased to announce that Nick Papanicolas was promoted to Technical Director effective September 1st, 2022. Under Nick's leadership, we are accelerating player development, expanding marketing and fundraising opportunities, and uniting the club under one vision. Nick brings a wealth of experience and is well respected throughout the region. He has demonstrated success from his early days as a Delaware State Champion player to his current position as the head coach of the nationally ranked Wilmington University Wildcats. Since 2004, he has led the Wildcats with over 200 wins, 6 championships, and sent 11 athletes to play professionally, becoming the most decorated soccer coach in the Central

Atlantic Collegiate Conference. Nick's passion, drive and knowledge of soccer player development is a tremendous asset for long-term success of our coaching staff and Delaware Union Soccer Club.

PROGRAMS

• Discovery (Designed to introduce players as young as 3 to soccer)
• **Recreational Teams** (Players 5-18)
• Free 3X3 tournament held bi-annually
• **Representative Teams** (Travel Players 7-19, Higher Level of Competition and Frequent Tournament Participation)
• Player Development Sessions (Skills Development)
• Summer & Day Camps

All sponsorship dollars raised are used for any of the areas listed below:

- **Scholarships / Financial assistance** to help youth play who can't afford the soccer fees.
- **Capital Purchases**: Fields (upgrades & maintenance) / Equipment - Lighting / ***Bathrooms*** / Running Water **(Basics)** /Security Cameras / Future Field opportunities / Indoor spaces
- **Uniforms for Coaches and Students**
- **Leadership/Mentoring Programs**
- **Travel Costs for Coaches to attend Tournaments with their team**

Delaware Union Soccer Club
300 Fields Way, Middletown, Delaware
https://www.delawareunion.com/

SPONSORSHIPS

DE Union sponsorships offer:

- Branding – These opportunities allow sponsors to display their logos to event attendees, website visitors, news consumers, and email recipients.
- Lead opportunities – These opportunities give sponsors a way to promote their products and services with discounts and promo codes.
- Networking – With these opportunities, sponsors have a way to get to know attendees one-to-one.

Our Platinum, Gold, Silver, Small Business, and Individual sponsor levels are open to all. We honor all our sponsors and appreciate however they can partner with us.

There are five primary sponsorship levels to give brands some flexibility to choose what level best serves them.

- Platinum Sponsor - $30,000 (This package has been taken.)
- Gold Sponsor - $7,500 (8 packages Available)
- Silver Sponsor - $2,500 (Four taken, 16 packages Available)
- Small Business Sponsor - $250 (Five taken, 15 packages Available | 20 or less employees)
- Individual Sponsor - $100

Delaware Union Soccer Club
300 Fields Way, Middletown, Delaware
https://www.delawareunion.com/

The Five Sponsorship Levels

1. Platinum Sponsor 🥇 - $30,000 (Taken already)

Platinum level sponsorship offers the sponsoring company the highest level of visibility.

- **Branding and Lead Opportunity: Branded Logo on all team jerseys and practice shirts worn by players and coaches (1000+ Players and Coaches) - Only Available to one Sponsor**
- **Branding: Name of Company included in a DE Union Soccer Club Press Release** announcing the sponsorships as:
    - A news story on our new digital ecosystem website (Launched in February 2023)
    - A Short Sponsorship shoutout on our social media accounts
    - An email blast to our database (2000+ parents and relatives of players) with a discount/ promotion offering
- **Branding: Sponsorship Banner Visible at all Middletown locations | Sponsorship Banner Visible at 3v3 Tournament (end of each season)**
    - 25+ Regular Season Games per Saturday for a total of 14 weeks (two seasons - Fall & Spring)
    - 3x3 Tournament: On one Saturday at the end of each of two seasons
    - Times: 9 AM - 3 PM

    - 3 ft X 3 ft Field Signage (Creative graphic image provided by Sponsor) shown at both fields (Odessa and Middletown Village)

- Total attendance on a typical Saturday - Over 1000 people (parents, grandparents, youth)

- **Branding and Lead Opportunities: Company Name, Logo, and link to your website under Sponsor's Section on website** - Added to front page of new interactive and dynamic Digital Platform (under development- Launch early February 2023)
- **Branding and Lead Opportunities: 6 Email Blast to our Database** (2000+ parents, grandparents, interested soccer parties, vendors, etc.) which can include special promotions
- **Networking – With these opportunities, sponsors have a way to get to know attendees one-to-one. Our Sponsors are welcome to set up a table at our sporting events.**
- **Promotional: 30-second Video Promo (Sponsored Content from your YouTube Channel) -** Added to front page of new interactive and dynamic Digital Platform (under development- Launch in February 2023)
- **Branding and Lead Opportunities: Digital Banner Ads/Logo inserted into 5 News stories/articles on our website** - Part of the new interactive and dynamic Digital Platform (under development- Launch in February 2023)

2. Gold Sponsor 🥇 - $7,500 (8 packages available)

Gold level sponsorship offers your company many opportunities for brand and logo placement, a company description along with a link to your company's web site.

- **Branding: Name of Company included in a DE Union Soccer Club Press Release** announcing the sponsorships as:
  - A news story on our new digital ecosystem website (Launched in February 2023)
  - A Short Sponsorship shoutout on our social media accounts
  - An email blast to our database (2000+ parents, grandparents, interested soccer parties, vendors, etc.) with a discount/ promotion

offering

- **Branding: Sponsorship Banner Visible at one location | Sponsorship Banner Visible at 3v3 Tournament (end of each season)**
    - 25+ Regular Season Games per Saturday for a total of 14 weeks (two seasons - Fall & Spring)
    - 3x3 Tournament: On one Saturday at the end of each of two seasons
    - Times: 9 AM - 3 PM
    - One 3 ft X 3 ft Field Signage (Creative Graphics and Copy provided by Sponsor) shown at one of the fields (Odessa or Middletown Village)
    - Saturday games attended by over 1000 people (parents, grandparents, youth)
- **Branding and Lead Opportunities: Company Name, Logo, and link to your website under Sponsor's Section on website** - Added to front page of new interactive and dynamic Digital Platform (under development- Launch early February 2023)
- **Branding and Lead Opportunities: 3 Email Blast to our Database** (2000+ parents, grandparents, interested soccer parties, vendors, etc.) which can include special promotions
- **Networking – With these opportunities, sponsors have a way to get to know attendees one-to-one. Our Sponsors are welcome to set up a table at our events.**
- **Promotional: 15-second Video Promo (Sponsored Content from your YouTube Channel) -** Added to the front page of our new interactive and dynamic Digital Platform (under development- Launch in February 2023)
- **Branding and Lead Opportunities: Digital Banner Ads/Logo inserted into 3 News stories/articles on our website** - Part of the new interactive and dynamic Digital Platform (under development- Launch in February 2023)

3. Silver Sponsor 🥈 - $2,500 (20 packages available)

- **Branding: Name of Company included in a DE Union Soccer Club Press Release** announcing the sponsorships as:
    - A news story on our new digital ecosystem website (Launched in February 2023)
    - A Short Sponsorship shoutout on our social media accounts
    - An email blast to our database (2000+ parents, grandparents, interested soccer parties, vendors, etc.) with a discount/ promotion offering
- **Branding: Sponsorship Banner Visible at one location | Sponsorship Banner Visible at 3v3 Tournament (end of each season)**
    - 25+ Regular Season Games per Saturday for a total of 14 weeks (two seasons - Fall & Spring)
    - 3x3 Tournament: On one Saturday at the end of each of two seasons
    - Times: 9 AM - 3 PM
    - One 3 ft X 3 ft Field Signage (provided by Sponsor) shown at one of the fields (Odessa or Middletown Village)
    - Saturday games attended by over 1000 people (parents, grandparents, youth)
- **Branding and Lead Opportunities: Digital Banner Product Ads/Logo inserted into 1 News stories/articles on our website** - Added to front page of new interactive and dynamic Digital Platform (under development- Launch early February 2023)
- **Branding and Lead Opportunities: Company Name, Logo, and link to your website under Sponsor's Section on website** - Added to front page of new interactive and dynamic Digital Platform (under development- Launch early February 2023)

- **Branding and Lead Opportunities: 2 Email Blast to our Database** (2000+ parents, grandparents, interested soccer parties, vendors, etc.) which can include special promotions

4. Small Business Sponsor $250

(20 or less employees)

- **Branding and Lead Opportunities: Company Name, Logo, link to your website under Small Business Sponsor's Section** on website - Added to front page of new interactive and dynamic Digital Platform (under development- Launch in February 2023)
- **Branding and Lead Opportunities: 1 Email Blast to our Database** (2000+ parents, grandparents, interested soccer parties, vendors, etc.) which can include special promotions

5. Individual Sponsor $100

- **Acknowledgement: Person's Full Name shared under Individual Sponsor's Section** on website