



Become a Sponsor Today

FC Cary is proud to introduce our club sponsorship program for the 2020 seasons. This year sponsors will benefit from a range of opportunities from brand exposure on the FC Cary website to logo placement on team shirts. In addition, we are excited to extend several new limited opportunity sponsorships including field naming rights, coach shirts and club-wide t-shirt logo placement.

For package details, view the FC Cary Sponsorship Offer Sheet or complete and submit your Sponsorship Form today.

Simply put, a sponsorship is a partnership. Your business receives exposure from thousands of players, parents, relatives, coaches, fans, and community leaders. Additionally, your sponsorship serves to promote your business, build an image of community support, and POSITIVELY impacts the youth in our community.

Benefits by the Numbers:

1. FC Cary has approximately 1,500 players registered to play recreational soccer each season.
2. Spring season runs from March-May and fall season from August-October.
3. FC Cary players come from in and around the Cary area, with the majority based within Cary zip codes.
4. Age groups from range under-5 to under-18 with co-ed recreational competition at all ages.
5. Teams practice 1 time per week, play 8 regular season games (all on Saturdays).
6. Teams are coached by volunteers from the community.
7. Referees are primarily high school aged students, many of which have played for FC Cary in the past or are currently participating within our league.

FC Cary's primary method of communication to our players, families and the community is through our website (www.fccary.com), team wall (unique website with mobile app access for each team used to manage their schedule, team communications, social interactions and more) and email. With these strong online properties, sponsor logo/ad placement on our website, on team walls, in email communications, etc. can provide thousands of opportunities for exposure/viewings during the season.

Please contact us at sponsors@fccary.com for additional information or to secure a sponsorship for the upcoming season.

FC Cary is a non-profit organization providing recreational soccer opportunities to over 1500 children in the Wake County area each spring and fall season. Our focus is to provide a fun and educational level of soccer for all children regardless of skill. We emphasize the development of soccer fundamentals while focusing on good sportsmanship, fair play, and teamwork.



Sponsorship Opportunities for 2020

Grassroots Supporter: \$250/season

- Sponsor's logo on FC Cary Sponsors page (w/ option for link to business webpage)
- Sponsor's banner ad (1 small & 1 large) featured on FC Cary home page slide show
- Recognition in FC Cary social media interactions

Team Sponsor: \$500/season

- Sponsor's logo on FC Cary Sponsors page (w/ option for link to business webpage)
- Sponsor's banner ad (1 small & 1 large) featured on FC Cary home page slide show
- Recognition in FC Cary social media interactions
- Sponsor's logo with primary full back logo placement on team t-shirts for 2 teams* (team size between 10-18 players depending on age group)

Premier Sponsor: \$1000/season

- Sponsor's logo on FC Cary Sponsors page (w/ option for link to business webpage)
- Sponsor's banner ad (1 small & 1 large) featured on FC Cary home page slide show
- Recognition in FC Cary social media interactions
- Sponsor's logo with primary full back logo placement on player game t-shirt for 5 teams* (team size between 10-18 players depending on age group)
- Sponsor's logo/link displayed in the online team walls (unique online site for each team which is used to view schedules and for communications between coaches, parents, and players)

* At the Team Sponsor and Premier Sponsor level additional teams may be added for \$100/team

** All sponsor logos are to be provided by the sponsor and must be approved prior to placement in their respective locations

*** All sponsorship packages are prices for one season. Seasons run from March-May and August-October.

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Limited Sponsorship Opportunities

Field Sponsor: \$1000/season – only 3 slots available per season

- Sponsor's name added to online schedule where all game/practice location assignments are listed
- Sponsor's name/logo added to complex field map located on FC Cary website
- Sponsor's logo on FC Cary Sponsors page (w/ option for link to business webpage)

Coach/Assistant Coach T-shirt Sponsor: \$2400/season – only 1 slot available per season

- Sponsor's logo with primary full back logo placement on coach and assistant coach t-shirts (150+ volunteer coaches per season, majority of whom wear coach shirt for both weekly practice and games)
- Sponsor's logo on FC Cary Sponsors page (w/ option for link to business webpage)

Player Game T-shirt Sleeve Logo Sponsor: \$4000/season – only 2 slots available per season

- Sponsor's logo with single sleeve logo placement on all player game t-shirts league wide (1,500+ players age 5-18 across 100+ teams)
- Sponsor's logo on FC Cary Sponsors page (w/ option for link to business webpage)

Additional Sponsorship Opportunities

Product or Service Supporter: Varies

Some sponsors may elect to donate "product" (i.e. first aid kits, food, beverages, etc.), which the club can either use or offer for sale to our families or community. Other may donate "services" (i.e. field maintenance, pest management services, etc.). These sponsors may receive any of the aforementioned benefits, dependent upon the actual realized dollar value for the product or service donated, and as agreed upon by the club and product/service sponsor.

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Sponsorship Agreement

Please make selections below:

Sponsorship Opportunities

- Grassroots Support (\$250/season)
- Team Sponsor (\$500/season)
- Premier Sponsor (\$1000/season)

Sponsorship Add-ons

- Additional teams (\$100/team)
Qty: _____ x \$100 = _____

* Requires Team or Premier level sponsorship

Limited Sponsorship Opportunities

- Field Sponsor (\$1000/season)
- Coach T-shirt Sponsor (\$2400/season)
- Player Game T-Shirt Sleeve Logo Sponsor (\$4000/season)
- Product or Service Supporter (Provide Description)

Sponsor Name: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone No.: _____ **Email:** _____

Signature: _____ **Date:** _____

Website Link Address: _____

Please submit completed agreement with payment (payable to FC Cary) to:

FC Cary - ATTN: Sponsorship
2474 Walnut Street #233
Cary, NC 27518

NOTE: Once sponsorship agreement is received and reviewed, additional information regarding logo requirement for website inclusion and t-shirt printing will be emailed to the contact person listed above.

Or by email at sponsors@fccary.com

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