



RE: Spartan FC - Northbrook Community Soccer Sponsorship Opportunities

Dear Potential Sponsor,

Soccer in our community has grown in the past 10 years. Over 800 Northbrook children play "house" league (recreational) soccer in both the Fall and Spring seasons. Additionally, the competitive or "travel" soccer program has burgeoned to over 430 children in Northbrook.

This explosion of competitive soccer in Northbrook has led to the newly formed soccer club, Spartan FC. Spartan FC officially became an affiliate athletic group of the Northbrook Park District in June of 2008.

As a brief background, Spartan FC, a **non-profit 501(c)(3)** designated organization, was founded by a volunteer board of Northbrook soccer parents and coaches with the sole intent of improving both the playing experience and social conscientiousness of the competitive youth soccer program.

The Spartan FC Board wants to provide this competitive club experience to Northbrook players at a very reasonable cost - Spartan FC's annual base fees are 50% less than most neighboring competitive soccer clubs. Our new club emphasizes the personal skill and team building growth of the player as well as the "give back" awareness of the soccer community. To improve the skills, Spartan FC has retained highly trained coaches and trainers to guide the development of its players.

Spartan FC sponsors:

- Youth Night at Glenbrook North High School for recreational and competitive soccer players
- SoccerFest and its accompanying 3v3 Tournament for all soccer players
- Urban Initiatives which hosts Chicago youth soccer players from Lawndale
- Holiday social events with the Boys and Girls Club of Greater Chicago
- College scholarships for Glenbrook North High School graduating senior soccer players.
- Subsidized registration fees for qualifying low income Spartan FC players.



Spartan FC is looking for a select number of sponsorship partners to make a positive impact in Northbrook through support of the program. Your sponsorship provides year round exposure. Partners will receive community goodwill through a number of awareness driving opportunities. The club is offering two levels of sponsorship: CLUB level and TEAM level. The following details the inclusions and the costs:

Inaugural Year Pricing

CLUB Sponsorship - Annual Cost: \$5,000

- Ad in printed Spartan FC Directory (500 distributed)
- Logo on Home Page of Spartan FC website, www.spartanfc.org, with link to sponsoring business website
- Logo/Company Name printed on all Club Goalie jerseys
- SoccerFest Event/3v3 Publicity (1,000 fliers, banners, 200 t-shirts)
- Youth Night Publicity - Fall and Spring events (1,000 fliers each event)
- Club Tryout Publicity (approximately 3 local newspaper ads, 1,000 fliers, 500 tryout t-shirts)

TEAM Sponsorship - Annual Cost: \$650

- Sponsor specific team of Spartan FC
- Logo on Home Team page of Spartan FC website with link to sponsoring business website. The team website is the primary communication tool for each Spartan FC team
- Business card printed Spartan FC Directory (500 distributed)
- Logo/Company Name on all team practice t-shirts (430 players)

We are looking forward to discussing opportunities to help promote your business by supporting Spartan FC. The deadline for our inaugural year sponsorship program is August 31, 2008.

Sincerely,

Spartan FC
www.spartanfc.org