

# FC WISCONSIN

## PARTNERSHIP OPPORTUNITIES



You're invited to join in the success of FC Wisconsin by becoming a partner.  
Your investment will contribute to the continued success and growth of FC Wisconsin.

**CONTACT:**

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FC Wisconsin operates under 501(c) (3) at P.O. Box 876 in Germantown, Wisconsin 53022

# About

Soccer is the number one sport in the world. Its popularity has exploded across the United States surpassing football, baseball, and basketball as the most played sport among our nation's youth.

FC Wisconsin was founded in 2012. Over this span of time, the club has achieved great success & growth. FC Wisconsin exists to improve the long-term development of boys and girls soccer players ages 4-19 years through the following:

- Individual attention
- Small coach-to-player ratios
- Collaborative coaching
- Ongoing coaching education
- A passion for helping players maximize their potential in a "club family" environment



# Growth

At its founding just 8 years ago, FC Wisconsin welcomed 191 players – 126 boys and 65 girls. Now, the club has grown to roughly 700 players who travel from throughout the state to be a part of FC Wisconsin.

With the added player pool, FC Wisconsin has continuously added & help develop more than forty highly qualified, licensed coaches that train, direct and mentor players during the club soccer season that runs from August through June.



# College Commitments

While FC Wisconsin has a long history of team success and unprecedented championships in Wisconsin soccer history, the primary focus of the club is to develop players to be successful collegiate student athletes. The club leads the state in providing a pathway for players to play at the collegiate level. Nearly 90% of every graduating class moves on to play college soccer. The coaching staff helps players develop, be identified and recruited, and commit to the top college programs across the country. FC Wisconsin players succeed in college and regularly earn NCAA post-season and conference awards, some even move on to play professionally.



BOYS PROGRAM



GIRLS PROGRAM

# National Platform

FC Wisconsin teams play on a local, state, and national level. This year alone teams will travel to Illinois, Missouri, Florida, Virginia, Michigan, Ohio, California, Colorado, Indiana, Texas, Minnesota, Arizona, Washington, and Pennsylvania.

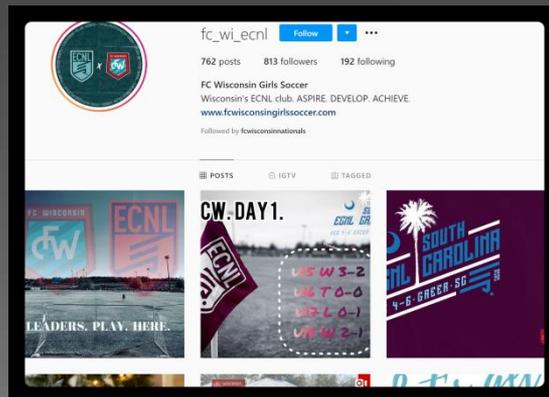


FC Wisconsin teams compete in the following leagues:

- ❖ Boys and Girls Elite Clubs National League (ECNL) - the top development & competition leagues in the country
- ❖ U.S. Soccer's Midwest Regional League
- ❖ Wisconsin State League

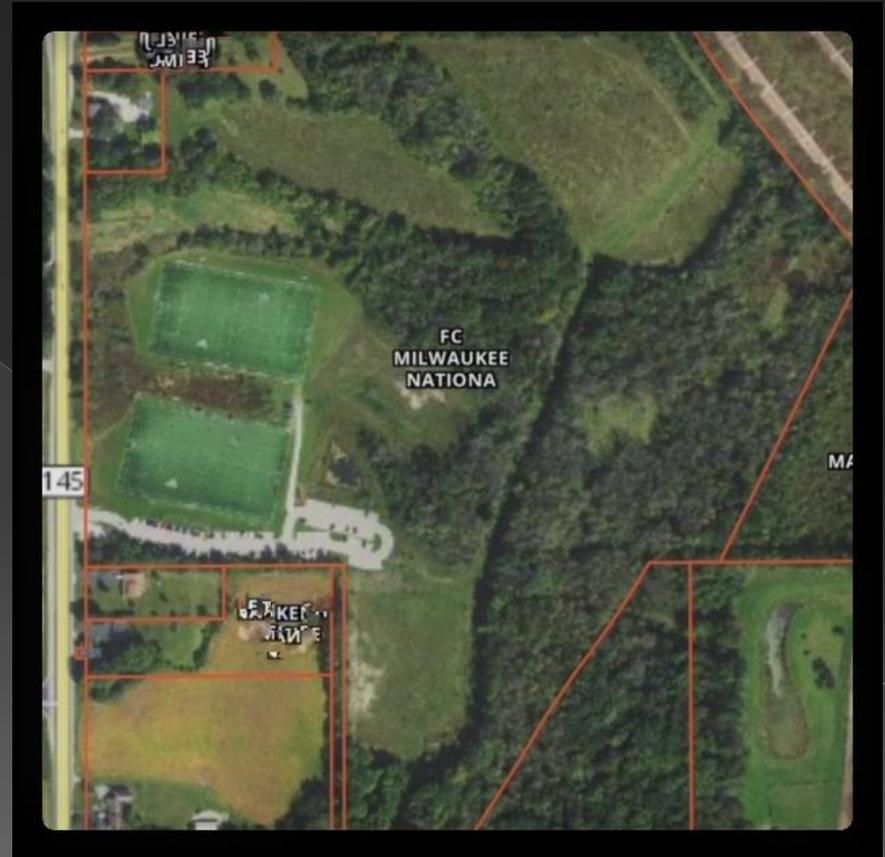
# Social Media

FC Wisconsin has a very active social media presence. With daily, sometimes even multiple postings a day, FC Wisconsin has amassed a following of nearly 3500 fans on social media.



# Facilities

FC Wisconsin is committed to providing its players the best facility to train and play. There are just three clubs in Wisconsin that have home turf fields. FC Wisconsin has two turf fields at its Germantown location. Coaches have skillfully mastered training and game schedules to fully maximize field usage seven days a week. FC Wisconsin's turf fields are visited by some 225,000 visitors annually. Although the club has superb turf fields, currently the facilities do not have restrooms, concessions, or a locker room.



# Facility Naming Partnerships

## Turf Field Partner | \$150,000 (two partnerships available, one for each field)

- ❖ Corporate logo or name printed on the turf for a period of 6 years & post signage identification
- ❖ Field will be officially called “{Insert Corporation or Name} Field” whenever referenced as a game or training location by FC Wisconsin, its opponents & any group that rents the field
- ❖ FC Wisconsin’s fields are used by regional, state & national teams
- ❖ The field partner will also receive recognition on the partner wall located on the concession stand, signage at each field with official name, FC Wisconsin website advertising & social media promotion



# Apparel Naming Rights

## Game Uniform Front | \$50,000

- ❖ Corporate logo or name printed front and center on more than 2,100 professional quality, Adidas uniforms worn by FC Wisconsin players competing at the regional, state, and national levels for a period of 2 years
- ❖ The game uniform partner will also receive field signage, FC Wisconsin website advertising including hyperlinks, and social media promotion

## Game Uniform Back or Front Leg of Shorts | \$20,000

- ❖ Corporate logo or name printed on the lower back center or front left leg of more than 2,100 professional quality Adidas uniforms worn by FC Wisconsin players competing at the regional, state, and national levels for a period of 2 years
- ❖ The game uniform partner will also receive recognition on the partner wall, FC Wisconsin website advertising including hyperlink, and social media promotion



# Apparel Naming Rights

## Training Jerseys | \$12,000 back

- ❖ Corporate logo or name printed centrally on back (or shared with other sponsors) of professional quality training jerseys worn by FC Wisconsin players during tri-weekly training activities and as a warm up prior to each game year round for a period of 2 years
- ❖ The training jersey front partner will also receive recognition on the partner wall located on the concession stand, FC Wisconsin website advertising including hyperlink, and social media promotion



# Field Billboard Sponsorship

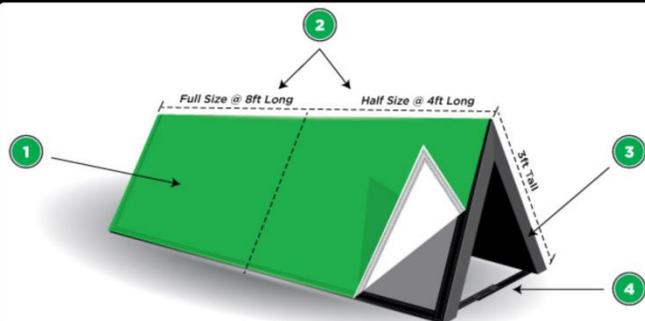


## 8-Foot Field Billboard | \$1250

- ❖ Corporate logo and/or name printed on a billboard for a period of 1 year, which will be located on the perimeter of each field
- ❖ FC Wisconsin's fields are used by regional, state, and national teams
- ❖ The field billboard sponsor will also receive FC Wisconsin website advertising and social media promotion on a monthly basis

## 4-Foot Field Billboard | \$650

- ❖ Corporate logo and/or name printed on a billboard for a period of 1 year, which will be located on the perimeter of each field
- ❖ FC Wisconsin's fields are used by regional, state, and national teams
- ❖ The field billboard sponsor will also receive FC Wisconsin website advertising and social media promotion every three months



# Club Needs...

## So where will your sponsorship money be allocated?

- ❖ Turf field resurfacing – each field will cost an estimated \$400,000 (total of \$800,000)
- ❖ Building of a permanent Concessions with bathrooms, and space for Ortho rehab & shelter from weather, which is estimated at \$325,000
- ❖ Brand new turf field #3, which is an estimated \$800,000

