



High Performance - Sponsorship Package



Our Plan

2022 Season

Our U21 High Performance team will play in the Ontario Soccer League (OSL). The league is provincial level. This allows for young players to prepare themselves for university or professional academies at an elite level. The division is very competitive and is made up of teams from all over Ontario. The OSL is also the only Canadian soccer league that offers a promotion/relegation structure. This truly sets it apart and makes it much more desirable for new teams and players. We will compete in the Central Division. The league is affiliated with Ontario Soccer and Canada Soccer Association. The season runs from March to November. We will play 8 home games and 8 away games. We will be attending several university showcases in Canada and the United States during the pre season, including FTF and Top Rated in ON, Blackrock FC Showcase, Potomac Memorial Cup in MD.



Home Pitch: Alumni Field
Opened: 1995
City: Toronto
Capacity: 2,500 People

Get your company out there!

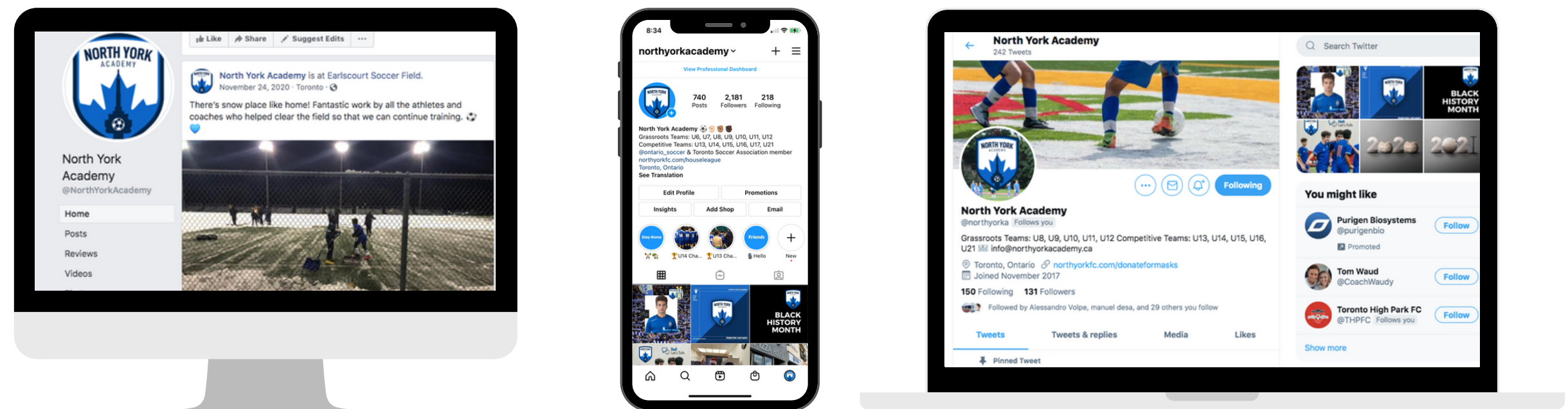


NYA is the future of Canadian Soccer. Our Audience is young, energetic and ready for a good time! They are the next generation of Canadian soccer fans and consumers. Associating your brand with the game day experience we plan to deliver has huge growth potential.

Social media is a crucial tool for promoting your brand, as well as our team. We are constantly working to build our reach across multiple platforms. Our Instagram page has over 2000 followers to date. Our Facebook page currently has 490 page likes with plenty of engagement and is growing consistently over time. On Twitter we have grown to 131 followers.

We will be streaming all of our games with entertaining commentary via NYTV (a soccer specific streaming service allowing us to broadcast internationally), on our Youtube channel and on Facebook page. We will provide our audience with a behind the scenes perspective of their team with weekly practice highlights and interviews to get to know the players and coaches. We wish to be approachable through all of our social media platforms while remaining professional as an organization. From our experience being fans of soccer ourselves, we have found that the public are more likely to engage with an organization if they are able to relate.

We have already partnered with several TDSB schools and we plan to partner with other nonprofit organizations such as DevelopME Youth to promote our mission to the community. Wearing your logo on our kits and club gear will offer advertising to a whole new group of prospective customers and clients to your business. Your sponsorship of our club will get your company's name out there, and help develop positive attitudes toward your organization.



Part of the Team



When you become a sponsor of the NYA U21 OSL team you will also be supporting our numerous community and youth programs. The extent of our reach has expanded to several pockets around the city. We have youth programs at many public and private schools. We also have drop-ins in many underserviced neighbourhoods and are currently working with DevelopME Youth to create soccer mentorship programs for youth. We are also offering internship opportunities and have partnered with Sheridan and Humber College. We provide a barrier free, welcoming and safe environment for youth to develop both soccer and life skills. We understand the value of giving back to our community, and your support can help create more programming and opportunities both on and off the field.

Sponsorship Opportunities



NAMING RIGHTS ON PLAYING SHIRTS THROUGHOUT THE PROGRAM

An excellent opportunity to promote your business and increase exposure. Your logo on our jerseys promotes brand awareness and recognition through increased exposure to the public, and on our social media channels. These jerseys will also be merchandised to a vast number of supporters; promoting more advertising opportunity.

SIGNAGE ON GAME DAY

Three banners stand out from all other signage around the ground and provides outstanding exposure at home games. One of the three banners will be positioned centrally and will be viewed from the stands, as well as on our match streams on various platforms.

SOCIAL MEDIA & CLUB WEBSITE

Social Media lets you gain a competitive advantage. Fans who visit our club website, Facebook, Instagram or Twitter pages will easily be able to access your website as well as your social media platforms. Potential clients then visit your content, explore your services, subscribe, tell their friends, and ultimately expand your reach.

IN SUMMARY, THE ITEMIZED BENEFITS OF OUR PACKAGES INCLUDES:

- Naming rights on official jerseys
- Banner displayed at home stadium. One of the most prominent positions on the ground and visible to every person entering the grounds and on the field
- Additional banners displayed and visible to media and supporters
- Presence on North York Academy website
- Presence on North York Academy social media platforms
- Your logo will appear on promotional flyers, including match day programs
- Free entry to the first match of every season for all Company employees for the term of sponsorship. Employees must show work ID/Proof of employment with your company at gate. Tickets to all future matches will be discounted at gate. Tickets for friends and family discounted throughout season at gate.

NORTH YORK ACADEMY MACRON GAME AND TRAINING GEAR



HOME KIT

AWAY KIT

TRAINING KIT



SPONSORSHIP OPTIONS

	GOLD	SILVER	BRONZE	TOURNAMENT SUPPORT
Logo on Uniforms	front of jersey	back of jersey + shorts	training kit	Jersey sleeve (with \$1500+ contribution only)
Game Day Signage	3 boards	2 boards	1 board	
NYA Event Invitations	8 tickets	6 tickets	4 tickets	
Game day marketing opportunities	X	X	X	
Logo on Print media	X	X	X	
NYA Website Exposure	X	X	X	
NYA Social Media Exposure	X	X	X	
Sponsorship amount	\$7,500 per season	\$5,000 per season	\$3,000 per season	\$50 and up

We are now offering a more flexible **Tournament Support Sponsor** option. Starting at \$50, you can help our High Performance athletes reach their dreams of playing University soccer. Tournaments and showcases are a crucial part of our players' ability to further their soccer careers. All contributions made by Tournament Support Sponsors will be pooled together and used to help support our teams' participation in these high-cost events. With a contribution of \$1500+, your logo will feature on the sleeve of our travel kit. Supporting our Tournaments also provides the greatest exposure and furthest reach for your business both in Canada and the United States. Your company's logo will be showcased to a far greater audience as we travel to a variety of locations with thousands of spectators, far beyond what is expected at local events.

Sponsorship Form

NAME:

TELEPHONE #:

EMAIL:

COMPANY WEBSITE:

FULL ADDRESS:

AUTHORIZED PERSON

Signature _____

Date _____

PAYMENT

CHEQUE MADE OUT TO: North York FC

- ☐ Gold Sponsor: \$7,500
- ☐ Silver Sponsor: \$5,000
- ☐ Bronze Sponsor: \$2,500
- ☐ Tournament Support Sponsor (please specify amount): \$_____

