



ALL4ONE
WE ARE UNITED

Corporate Partnerships

Summer and Winter Seasons 2018-2019

Why partner with us?

5,000+ supporters

3,000 games

2,500 players, including:

- 1,000+ minis
- 95+ youth and senior teams
- All ages and levels

Local, provincial, and national exposure

Online promotion:

- United DFC website
- Facebook
- Instagram
- Twitter

United DFC is seeking strategic partnerships with local companies and groups who know that community support is good for business.

Successful businesses recognize that partnering with a non-profit like United DFC is an excellent way to:

- Increase brand recognition
- Identify your business as an active supporter of youth and sport
- Enhance your community profile
- Reach new customers in your community!

Who is the United DFC soccer club?

- The result of a December 2017 merger of four soccer clubs in Dartmouth, Cole Harbour, and Eastern Passage.
- A grassroots-focused soccer program serving the communities of Dartmouth, Cole Harbour, Eastern Passage, Cow Bay, Lawrencetown, North Preston, East Preston, Cherrybrook, Shearwater, and beyond.
- An organization of passionate volunteers, experienced coaches, and dedicated staff who work hard to create an environment where all players can play at the right level for their talent and motivation.

United DFC Partnership Levels

Our open and flexible approach will ensure that United DFC can best meet each corporate partner's needs

Diamond Partnership

Only 1-2 available

- Includes company logo on 1,500+ jerseys
- Contact the General Manager for more information

Platinum Partnership

Two-year commitment, \$6,000 annually. Only 4 available

- Large company name and logo to appear in a prime location on the United DFC website and Facebook page
- One game-day event to be renamed and promoted as "Company Day"
- Facebook endorsements - weekly
- Twitter endorsements - weekly
- Two direct and targeted emails per year to the club mailing list (5,000+ soccer parents)
- Naming rights to one special event and one summer camp, with first right of refusal in subsequent years
- Company logo on permanent and summer Technical Staff shirts
- Large logo on the United DFC partner banner (provided by club) to be hung at all club events
- Opportunity to hang your own company banner at events (where applicable)
- Company logo on any promotional material
- Opportunity to set up table(s) to sell/advertise your company at any of our special events through the season including Soccermania and Soccer by the Sea
- Announcement of company name at special events
- Company logo on monthly club newsletter
- Token of appreciation

Gold Partnership

Two-year commitment, \$4,000 annually. Only 6 available

- Company name and logo to appear in a prime location on the United DFC website and Facebook page
- Facebook endorsements - bi-weekly
- Twitter endorsements - bi-weekly
- One direct and targeted email per year to the club mailing list (5,000+ soccer parents)
- Naming rights to one special event, with first right of refusal in subsequent years
- Company logo on summer Technical Staff shirts
- Medium logo on the United DFC partner banner (provided by club) to be hung at all club events
- Opportunity to hang your own company banner at events (where applicable)
- Company logo on any promotional material
- Opportunity to set up table(s) to sell/advertise your company at any of our special events through the season including Soccermania and Soccer by the Sea
- Announcement of company name at special events
- Company logo on monthly club newsletter
- Token of appreciation

United DFC Partnership Levels

Our open and flexible approach will ensure that United DFC can best meet each corporate partner's needs

Silver Partnership

One-year commitment, \$2,000 annually. Only 8 available

- Company name and logo to appear on the United DFC website and Facebook page
- Facebook endorsements - monthly
- Twitter endorsements - monthly
- Naming rights to one special event (not including Soccermania or Soccer by the Sea), with first right of refusal for subsequent years
- Small logo on the United DFC partner banner (provided by club) to be hung at all club events
- Opportunity to hang your own company banner at events (where applicable)
- Company logo on any promotional material
- Opportunity to set up table(s) to sell/advertise your company at any of our special events through the season
- Announcement of company name at special events
- Company logo on monthly club newsletter
- Token of appreciation

Bronze Partnership

One-year commitment, \$500 annually. Unlimited availability

- Company name and logo to appear on rotating basis on the United DFC website and Facebook page
- Facebook endorsements - minimum four per year
- Twitter endorsements - minimum four per year
- Opportunity to set up table(s) to sell/advertise your company at any of our special events through the season
- Announcement of company name at special events
- Token of appreciation

Friends of United DFC

One-year commitment, \$250 annually. Unlimited availability

- Company name and logo to appear on Friends of United DFC page on website
- Company name to appear on partnership banner
- Facebook endorsement - minimum two per year
- Twitter endorsement - minimum two per year
- Token of appreciation

Special Events Supporter

Individual events, \$250 per event. Unlimited availability

- Opportunity to set up table(s) to sell/advertise your company at the special event of your choice
- Company name and logo to appear in social media, website and all announcements associated with the special event you are supporting
- Announcement of company name at special event
- Opportunity to hang your own banner at the special event you are supporting (where applicable)
- Token of appreciation

Additional Partnership Opportunities

Contact our General Manager for more information:

- Training shirts (to be worn by 2,500 players)
- Jersey sponsors (Diamond-level sponsorship)
- In-kind donations
- Premiership Level team partnership - mens and womens team
- Player of the Game/Practice partnership (including naming rights)
- True Sport Player of the Week
- Program partnerships (Prospects, U10 Community program, etc)
- Skills program/juggle club partnerships (including naming rights)
- Individual team partnerships
- Coach education
- Volunteer appreciation program
- Tents/canopies with company name/logo
- Player bursaries (for players with financial challenges)
- Scholarships for post-secondary studies
- Soccer camps
- Facility costs (including office space)
- Power Soccer (Wheelchair) Program partner
- Friday night skills events
- Coming in 2019: The United DFC Tournaments – both Winter and Summer

Special Events Hosted by United DFC:

- Come Try Soccer - twice a year
- United DFC Celebration (season kick-off)
- United DFC Open House
- Under-10 Community Kick-off event
- Under-12 Community Kick-off event
- Under-10/12 Pool Party
- Under-8 Prospects Jamboree
- Soccer camps
- Family Fun Run
- Community Clean up
- Volunteer Appreciation
- Soccer by the Sea (August)
- Soccer Mania (July)
- Club BBQ



Contact us:

General Manager, Heather Braun - info@udfc.ca
President, Rob Gillis - president@udfc.ca

United DFC Partnership Level Summary

	Diamond (1-2 available)	Platinum (4 available)	Gold (6 available)	Silver (8 available)	Bronze (unlimited)	Friends of UDFC	Special Event Supporter
Company name/logo on 1500+ jerseys	✓	-	-	-	-	-	-
Game Day Event to be renamed "Company Day"	✓	✓	-	-	-	-	-
Naming rights to 1 soccer camp	✓	✓	-	-	-	-	-
Targeted emails to club membership 2500+ members (per year)	4	2	1	-	-	-	-
Exclusivity – right to be only company in your field partnering with United DFC	✓	✓	✓	-	-	-	-
Company logo on Staff shirts	✓	✓	✓	-	-	-	-
Naming rights to 1 special event	✓	✓	✓	✓	-	-	-
Company logo on monthly newsletter	✓	✓	✓	✓	-	-	-
Logo on United DFC banner to be hung at events	lg	lg	med	sm	-	-	-
Hang your own company banner at events	✓	✓	✓	✓	-	-	✓
Set up table at our events	✓	✓	✓	✓	✓	-	✓
Acknowledgement of company at events	✓	✓	✓	✓	✓	-	✓
Facebook endorsements	weekly	weekly	bi-weekly	monthly	4/ year	2/ year	event
Twitter endorsements	weekly	weekly	bi-weekly	monthly	4/ year	2/ year	event
Name/logo on United DFC website and Facebook page	✓	✓	✓	✓	✓	✓	✓
Token of appreciation	✓	✓	✓	✓	✓	✓	✓
Diamond - Contact General Manager for more information	* 5,000 + supporters						
Platinum - \$6000 annually, 2-year commitment	* 3,000 games						
Gold - \$4000 annually, 2-year commitment	* 2,500 players, including:						
Silver - \$2000 annually, 1-year commitment	1,000+ minis						
Bronze - \$500 annually, 1-year commitment	95+ youth and senior teams						
Friends of United DFC - \$250 annually, 1-year commitment	* All ages and levels						
Special Event Supporter - \$250 annually, 1-year commitment	* Local, provincial and national exposure						

Website: Udfc.ca
Facebook: UnitedDFC
Twitter: @UnitedDFC
Instagram: UnitedDFC

PARTNERSHIP OPPORTUNITIES

BUSINESS NAME: _____

BUSINESS ADDRESS: _____

CONTACT NAME: _____

CONTACT NUMBER: _____

CONTACT EMAIL: _____

WEBSITE: _____

TWITTER: _____

Please select the Partnership Opportunity that works for you:

Partnership	Commitment	Cost Annually	Selection
Platinum	Two-Year	\$6,000	<input type="checkbox"/>
Gold	Two-Year	\$4,000	<input type="checkbox"/>
Silver	One-Year	\$2,000	<input type="checkbox"/>
Bronze	One-Year	\$500	<input type="checkbox"/>
Friends of United DFC	One-Year	\$250	<input type="checkbox"/>
Special Events Supporter	Per Event	\$250	<input type="checkbox"/>

By signing below, you agree to pay the above-noted amount for the selected partnership with United DFC. Full payment is due prior to May 30, 2018, and is non-refundable. You hereby release United DFC, organizers, staff, other partners, volunteers and players from any and all legal liability howsoever caused.

(Signature)

(Date)

Payment Method

Payment can be made via Visa, MasterCard or cheque. Please make it payable to United DFC, Unit 4, 75 MacDonald Avenue, Dartmouth, NS, B3B 1T8.

Card Holder's Name: _____

Credit Card Number: _____

Expiry: _____

Signature: _____ Email address for Receipt: _____