



House League - Sponsorship Package



Our Plan

2022 Season

North York Academy offers outstanding Initiation and House League programs for boys and girls of all skill levels from ages 4 to 10 years old. Teams are coached by NYA coaching staff and assisted by volunteer parents. Players will train twice a week and play games every Saturday.

Toronto is one of the largest and most diverse cities in the world, yet from such a vast pool of players we struggle to bring forth top players and propel them to the most elite levels of soccer. Seeing this gap, North York Academy strives to create opportunities without barriers for all deserving players. Ingenuity is the engine of progress. Creating new and innovative ways to train and develop youth players and to provide opportunities for them is our number one goal. Together, with external support, we can make this vision even more of a reality for up-and-coming young players. Youth need options and opportunities. We can offer them a means to stay off the streets and the stage to showcase their talent. We need to eliminate barriers and create pathways for these kids to play for bigger and better teams. More teams that are focused on the same goal of trying to find and develop top talent creates a more challenging environment and promotes healthy competition. This will help push Canadian soccer forward. Our hope is that by starting this project within the City of Toronto, we can start bringing in talented players and mold them into top quality players who have a dream to play in university, in the, CPL, USL, MLS, overseas, and in the Canadian National Team. We can grow our own hometown heroes. We can cultivate leaders within our community.





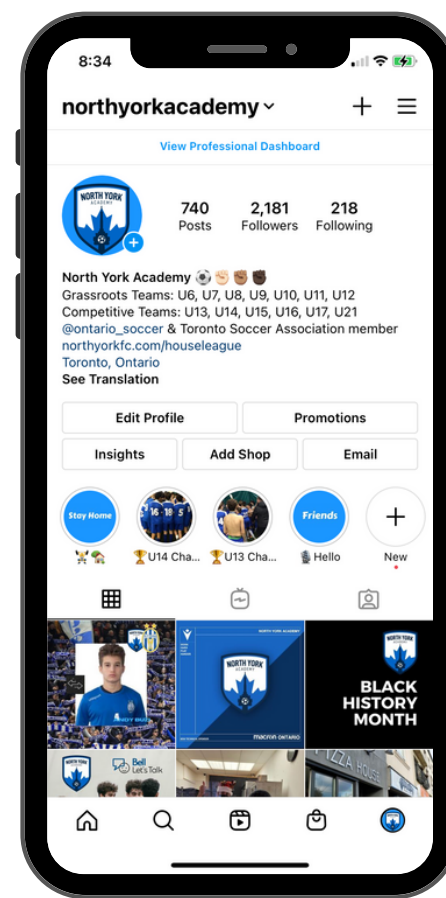
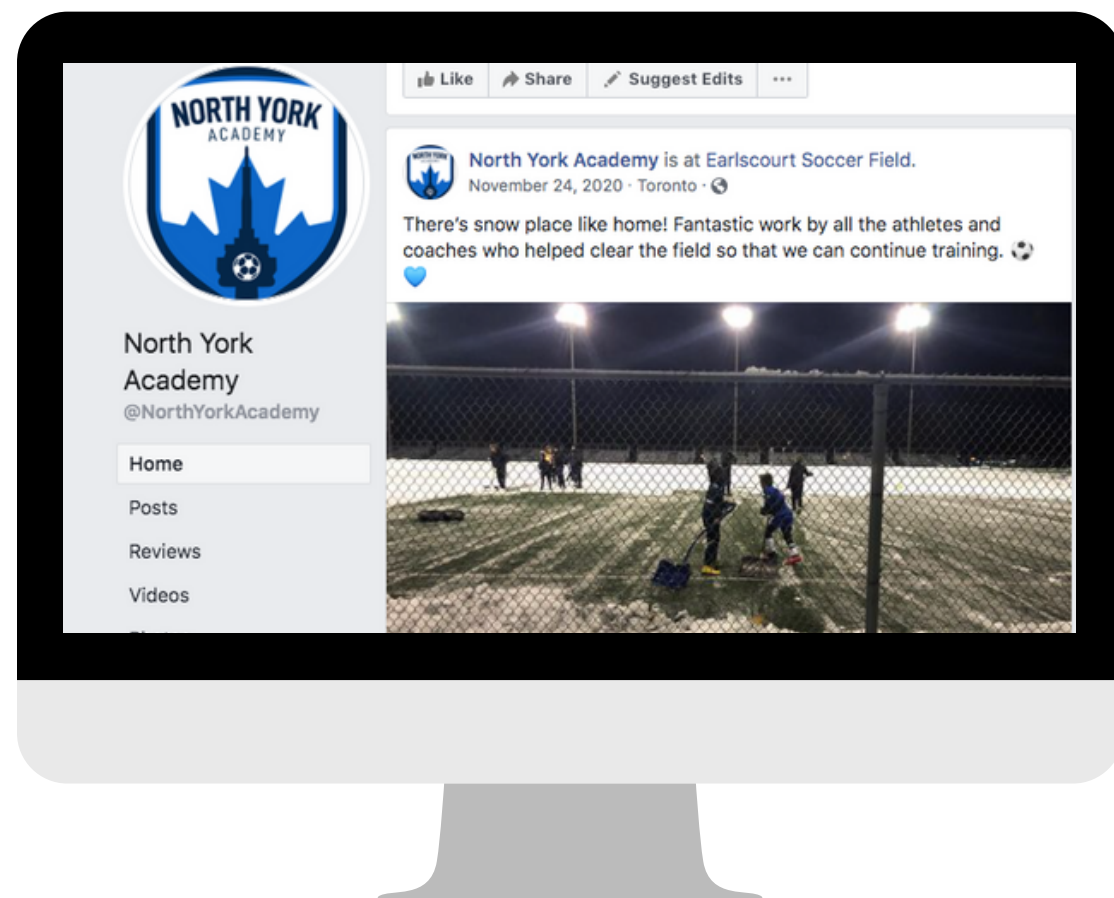
Home Pitch: Hudson College
City: Toronto
Surface: Artificial Turf

Get your company out there!



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 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.



Sponsorship Opportunities



COMPANY NAME ON PLAYING SHIRTS THROUGHOUT THE PROGRAM

You will have the opportunity to have your logo printed on our playing shirts. This is an excellent opportunity to promote your business and increase exposure. Naming on game shirts promotes brand awareness and recognition through increased exposure to the public, and through media.

SIGNAGE ON THE FIELD

Three banners stand out from all other signage around the ground and provides outstanding exposure at our home field.

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 front or back of official jerseys
- Banner displayed at entrance of Hudson College. One of the most prominent positions on the ground and visible to every person entering the grounds and a on the field
- Additional banners displayed and visible to media, parents and local neighbourhood
- Prime ad banner on website
- Prime advertisement on all social media platforms
- Your logo will appear on any promotional flyers

SPONSORSHIP OPTIONS



DESCRIPTION	GOLD	SILVER
Logo on Uniforms	front of jersey	back of jersey
Game Day Signage	50% of board with your logo	20% of board with your logo
Game day marketing opportunities	X	X
NYA Social Media exposure	X	X
NYA Website exposure	X	X
Sponsorship amount	1 house league team: \$600	1 house league team: \$400
Sponsorship amount	2 house league teams: \$1,100	2 house league teams: \$800
Sponsorship amount	3 house league teams: \$1,500	3 house league teams: \$1,000



Sponsorship Form

NAME:

TELEPHONE #:

EMAIL:

COMPANY WEBSITE:

FULL ADDRESS:

SPONSORSHIP OPTION



PAYMENT

CHECK MADE OUT TO: North York FC
ETTRANSFER TO: info@northyorkfc.com

AUTHORIZED PERSON

Signature _____

Date _____

Payment Option: by April 30, 2022