



# South End Soccer

Youth soccer in the heart of Boston



## SPONSORSHIP PROPOSAL

March 2018

South End Soccer  PO Box 180833, Boston, MA 02118  
[www.southendsoccer.org](http://www.southendsoccer.org)  [southendsoccer@gmail.com](mailto:southendsoccer@gmail.com)



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Dear friend,

South End Soccer has reached a major milestone this year. We are celebrating 10 years of providing soccer to inner-city children for free! It is our mission and passion to give Boston children the opportunity to play soccer and engender a love of the game regardless of prior experience or economic means.

A decade ago, we introduced 40 kids from predominantly low-income families to soccer in a fall-only program. Today, we serve more than 1,200 youth annually in recreational, developmental, and competitive programs, which include our in-house league every fall, travel teams every fall and spring, and clinics in the winter and summer.

We want to share with you our successes and positive impact on the community and hope you will become part of our team this year as a sponsor.

By successfully engaging parents, organizations, companies, and the community, we are able to make play available to youth in the South End, Back Bay, Chinatown, Roxbury, Bay Village, Kenmore, Fenway, and adjacent neighborhoods at no cost.

Since launching in 2008, South End Soccer has grown to:



- Provide urban youth from ages 5-18 the opportunity to play at all levels by partnering with organizations such as BostonSCORES, New England Rush, NEFC, Roxbury YMCA, UCal McKenzie Breakaway Foundation, Mass Youth Soccer and City of Boston;
- Break down barriers by playing locally on fields in the heart of the city that are easily accessible to neighborhood families (including Rotch, Madison Park, Hurley School, and Roxbury YMCA) and provide transportation for our travel and competitive teams as needed;
- Empower confidence and pride in urban youth by building teams with volunteer coaches who are community members and parents, and mentor players by using soccer to teach life skills such as good sportsmanship, respect for fellow participants, team building, and conflict resolution;
- Bring together families from diverse backgrounds in a safe and supportive environment – thus exposing youth and adults to varied cultures and creating the avenue for neighbors to get to know each and build community.

In addition, we launched two amazing programs: TOPSoccer is a US Soccer program designed to reach and meet the needs of children ages 5-19 with physical and/or mental disabilities; and, the Boston Youth Soccer Summit – with the support of the City of Boston, Mass Youth Soccer and Northeastern University – strengthens collaborations between the soccer programs, schools, and youth programs and make it possible for more Boston youth to get out on the field and develop their skills.

As you can see, we are making a huge impact in our community. Please review the attached information. We would love for you to be our sponsor team. Feel free to reach out via phone or email. We greatly appreciate YOU and your support to make the world's most popular sport a reality for our urban youth! Thank you for your kind consideration.

Sincerely,

Caroline K. Foscatto, President and Co-Founder, cell: 617-512-9474, southendsoccer@gmail.com  
Carolyn MacNeil, Vice President and Co-Founder, cell: 617-581-2838, ccrane1028@gmail.com

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## ABOUT SOUTH END SOCCER

South End Soccer's mission is to provide high-quality soccer programming to children ages 5-18 in South End, Roxbury, Chinatown, and adjacent neighborhoods of Boston regardless of players' previous experience or economic means.

South End Soccer is committed to breaking down barriers and finding ways to get urban youth on the field playing the world's most popular sport:

- We provide FREE programming and raise all funding needed to support program expenses, including uniform kits, equipment, and coach training.
- The support we receive from community members, businesses, and local and national organizations is an essential part of our success. Our supporters include the Boston Police Athletic League, Boston Center for Youth and Families, Boston Parks & Recreation, Northeastern University, Boston University Medical School, Mass Youth Soccer, New England Rush, BostonSCORES, the US Soccer Foundation, NEFC, Roxbury YMCA, and UCal McKenzie Breakaway Foundation.
- We are a volunteer-based, non-profit organization; as a member of Mass. Youth Soccer (MYSA), we provide the highest quality training for our coaching staff of neighborhood parents and community members.



## A PARTNERSHIP WITH SES

South End Soccer is dedicated to giving Boston children the opportunity to play soccer and instill in them a love of the game regardless of economic means. We invite you to become a partner with SES and join our community of support!

Your partnership with SES will allow us to continue to reach inner-city Boston kids through soccer and community. Your sponsorship, which will expose your company to hundreds of families and community members, will bring joy to the children and families we serve.





# South End Soccer

## SPONSORSHIP OPPORTUNITIES



### World Cup Program Sponsor: \$10,000

Your World Cup sponsorship supports:

- Free winter clinics and free summer programs
- Staff, Coach and referee trainings
- Website maintenance & marketing
- Field Maintenance

In return, your company logo/badge will be displayed on all player uniforms, the SES website, SES promotional materials, and at events. You will also have the opportunity to speak at events.

### Age Group Sponsor: \$5,000

Your Age Group sponsorship of one age group of up to 10 teams during the fall and spring seasons supports:

- State registration for all players and coaches
- Administration and staffing
- Transportation needs
- Free Goal Keeper clinics

In return, your company name will be displayed on team uniforms, the SES website, SES promotional materials, and at events. Your company will have exposure to hundreds of families and community members.

### Travel Team Sponsor: \$2,500

Your Travel Team sponsorship of one team for spring and fall seasons supports:

- Uniforms
- Equipment
- Travel League registration
- Insurance
- Trainings

In return, your company name will be displayed on premiere team uniforms, the SES website, SES promotional materials, and at events. Your company will have exposure to hundreds of families and community members.

### In-House Recreation Team Sponsor: \$1,000

Your In-House Recreation Team sponsorship of one team during the fall season supports:

- Uniforms
- Equipment
- Insurance
- Trainings

In return, your company name will be displayed on team shirts, the SES website, SES promotional materials. Your company will have exposure to hundreds of families and community members.

### Friend of SES & Season-End Event Sponsor: \$500

Your Friend of SES sponsorship supports:

- Awards and medals for players for end of season events
- Coach gifts
- Event costs

In return, your company name will be displayed on banners on the field, event materials and the SES website as the lead sponsor.





# South End Soccer

WHERE YOUR MONEY GOES



Your support puts smiles on the faces of our inner-city youth and builds positive community engagement.

**THANK YOU!**



\$100 pays for one recreational player, including uniform, annual insurance, state registration fees, and coach training.



\$250 funds one travel team player, including uniform, insurance, state registration league fees, and coach training.



\$500 buys 20 soccer balls and since every player practices with a ball, that's more than 400 balls a season!



\$1,000 buys a set of goals for an inner-city field.





\$2,000 helps fund high school players to attend tournaments and college showcases.



\$5,000 sponsors 30 youth to attend free summer clinic.



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## SPONSORSHIP AGREEMENT



BUSINESS NAME/SPONSOR LISTED AS \_\_\_\_\_

CONTACT NAME/TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

WEBSITE \_\_\_\_\_

We (I) commit to sponsor South End Soccer and thus will be part of the team creating opportunities for urban youth to play soccer and engender a love of the game! By marking the box below, we (I) commit to payment of this amount (please check the appropriate box):

- ☐ World Cup Program Sponsor .....\$10,000
- ☐ Age Group Sponsor .....\$5,000
- ☐ Travel Team Sponsor .....\$2,500
- ☐ In-House Recreational Team Sponsor .....\$1,000
- ☐ Friend of SES & Season End Event Sponsor .....\$500
- ☐ Other amount \$ \_\_\_\_\_



CONFIRMATION SIGNATURE/DATE \_\_\_\_\_

Upon receipt of completed form and payment, South End Soccer staff will contact you to coordinate aspects of your sponsorship package. Check should be made payable and mailed to:

South End Soccer  
PO Box 180833  
Boston, MA 02118

**THANK YOU** for supporting South End Soccer and giving urban youth the opportunity to play and engender a love for the game of soccer! YOU are a champion!

*South End Soccer is a 501(c)(3) nonprofit corporation, Tax ID 90-0623475. All donations are tax-deductible to the extent allowed by law.*

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