



South End Soccer

Youth soccer in the heart of Boston



SPONSORSHIP PROPOSAL

January 2019



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Dear friend,

South End Soccer is thrilled to begin our 11th year **providing free soccer programs to inner-city children in Boston!** It is our mission and passion to give Boston youth the opportunity to play soccer and engender a love of the game regardless of prior experience or economic means; and to use soccer to connect our diverse community.

A decade ago, 40 kids from predominantly low-income families participated in our first clinics. Today, we serve more than **1,200 youth annually** in recreational, developmental, and competitive programs - our in-house league every fall, travel travel teams every fall and spring, and clinics in the winter and summer.

And, we want to join our team to help make it possible for any inner-city child to play!

Why engage with South End Soccer? Proven successes and positive impact on since launching in 2008:

- We **create a welcoming environment** for youth from any socio-economic, cultural, racial or ethnic background to get on the pitch.
- We **charge no fees** by engaging corporations, universities, organizations, and the community to support urban soccer.
- We **form strong partnerships** - City of Boston, Police Athletic League, Boston Scores, Roxbury YMCA, UCal McKenzie Breakaway Foundation, Mass Youth Soccer and many more.
- We **break barriers to access** by playing locally on fields in the heart of the city that are easily accessible to neighborhood families (including Rotch, Madison Park, Carter Field, and Roxbury YMCA), and provide transportation as needed.
- We **empower youth** to have confidence and pride by building teams with volunteer coaches who are community members and parents who mentor players by using soccer to teach life skills such as good sportsmanship, respect for fellow participants, team building, and conflict resolution.
- We 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.

And, we have 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 to strengthens collaborations between the soccer programs, schools, and youth programs.

We are making a huge impact in our community. And, we would love to add you to our sponsor team. Feel free to reach out via phone or email. We greatly appreciate YOU and your time - let's make the world's most popular sport a reality for any 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



South End Soccer

Equity, Opportunity and Positivity



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, Mass Youth Soccer, Boston Scores, US Soccer Foundation, 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
- 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 commitment sponsors one age group of 4 to 10 teams during the fall and spring seasons supports:

- State registration for all players and coaches
- Administration
- Transportation needs
- Coach and staff development

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 of 15-25 players 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 of 15-25 youth 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.

Season-End Event Sponsor: \$500

Your Season-End Event sponsorship supports:

- Awards and medals for players
- Coach gifts
- Event costs

In return, your company name will be displayed on event materials and the SES website as the lead sponsor. You will also have the opportunity to speak at the event.



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!



\$125 - one recreational player, including uniform, insurance, registration fees, and coach training.



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



\$500 - 20 soccer balls (we provide a practice ball for every player, that's more than 400 balls a season!)



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





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



\$5,000 - 30 youth to attend free summer clinics.



South End Soccer  PO Box 180833, Boston, MA 02118
www.southendsoccer.org  southendsoccer@gmail.com



South End Soccer

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 Team Sponsor\$1,000
- ☐ SES Friends Circle\$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.