



Midland Soccer Club Sponsorship Programs

The most comprehensive club in Michigan with more than 30 fields in a single location, serving

Youth Recreational & Travel Soccer · Adult Leagues · TOPSoccer (special needs)

Annually reaching >9,000 local soccer athletes and spectators, and >10,000 tournaments attendees

FIELD SPONSORSHIP

Field Sponsorships are available at a cost of \$600 per year, for a period of three years. Signage including your company's logo will be displayed on a designated field and will remain during the entire soccer season for that year.

After the initial three year period, the field sponsorship can be renewed on an annual basis, at a discounted rate of \$550 annually.

FENCE SIGNS

A one time charge of \$2000 gains signage displayed on the white fence surrounding portions of the Midland Soccer Club complex for a period of three years. After the initial three year period, fence signage can be renewed annually at a discounted rate of \$650 .

General Details

- Field Sponsorship signage is 18" x 24", double sided, and will be displayed on a designated field
- Fence Signage is 2' x 3', and will be displayed on the white fence along Soccer Drive
- The Midland Soccer Club will provide the cost and maintenance of the signage
- Company logos to be provided by the sponsoring company
- Signage will be removed during the winter months to prevent weathering

One Club. One Community. One Goal.

Sponsorship at the Midland Soccer Club offers several benefits to your organization!

Places Your Business in front of your Target Market... thousands of times!

The Midland Soccer Club **attracts thousands of players weekly** to participate in recreational, travel and adult soccer games. These games **attract more than 5000 players and families on any given weekend** during the soccer season, totaling **>100,000 attendees annually**. Many of these attendees are from the local Midland area, in addition to out-of-town travel soccer participants, coaches, families and guests, including several Traverse City select travel teams, who utilize MSC fields for some of their games. Your company's sponsorship can take full advantage of this traffic.

Market Your Business Inexpensively

We all know how much advertising your business can cost. Ad placement in publications can run thousands of dollars, for a single ad! With **significantly lower price tag, sponsorship at the MSC is a wise investment that gains you repeated exposure** to your target market, resulting in a very favorable return on your investment.

Get Your Brand / Company Noticed

Your company's logo, featured in MSC signage is a great way to leverage your sponsorship and get brand recognition within the local community and visitors to the region.

Overview of the Midland Soccer Club (MSC)

The MSC was founded in 1977 and since its inception, more than 20,000 families have been involved with the club. MSC is the most comprehensive club in Michigan, with more than 30 fields across 54 acres and programs for youth recreation, youth select and adults in the spring, summer and fall. MSC offers youth recreational soccer starting at age four through high school age, and 20+ select travel teams. In addition, the MSC offers men's 19+, men's 30+, women's and co-ed leagues in the summer and fall. The MSC also hosts two major regional tournaments annually, which draw more than 10,000 players, families and friends from across the Midwest. The Midland Invitational Tournament occurs every Mother's Day weekend, and the Fusion Invitational Tournament is held every year in early September. The MSC is home to several summer camps for recreational players, travel players, and special needs children, as well as offering winter training opportunities. The MSC also hosts Traverse City select travel teams each weekend, allowing Traverse City players less travel distance when playing some of their games against down-state opponents.

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