

x  
x x  
x x  
x x  
x x  
x x  
x



PREMIER PARTNER  
**OPPORTUNITIES**



x  
x x  
x x  
x x  
x x  
x



# Club Portfolio

TEAMS

  
20 Girls  
Teams

  
41 Boys  
Teams

TOURNAMENTS



CAMPS



SCHOOL OF EXCELLENCE



MIDDLE SCHOOL PRE  
SEASON TRAINING



BULLS FUTSAL

LEAGUES



# WHO WE ARE

Bulls Rush FC is committed to promoting soccer as the ultimate sport by creating a fun, inclusive environment where players and families can thrive. The club focuses on developing well-rounded individuals through high-level coaching, supporting both athletic and academic growth.

With a player-first approach, Bulls Rush FC provides programs designed to help every athlete reach their full potential on and off the field, while positively impacting the broader community. Guided by its core values fun, family, community, inclusion, loyalty, perseverance, and integrity the club is dedicated to excellence at every level.



*One of the region's  
leading youth soccer providers.*



**61**  
Teams



**3500+**

Players, Parents,  
and Coaches



**4500**

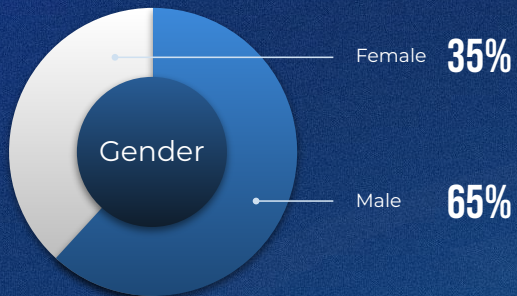
Email Database



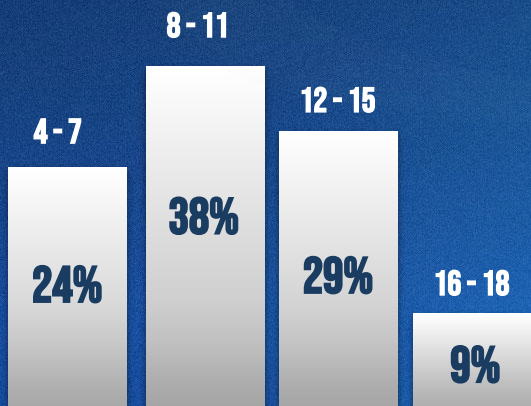
# OUR DEMOGRAPHICS >>



## PLAYER DEMOGRAPHICS



## AGE DEMOGRAPHICS



## PARENT DEMOGRAPHICS

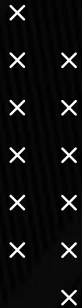
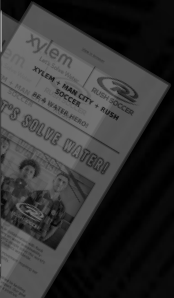
**65%** OF RUSH MEMBERS HAVE A HOUSEHOLD INCOME GREATER THAN \$98,000

**17%** OF RUSH MEMBERS HAVE A HOUSEHOLD INCOME GREATER THAN \$272,000

**88%** OF RUSH HOUSEHOLDS ARE MARRIED COUPLES



# PARTNERSHIP PROPOSAL





## PARTNERSHIP OPPORTUNITIES

# JERSEY LOGO PLACEMENT

We help brands gain visibility by placing their logos on Bulls Rush Soccer Club jerseys reaching a community of 750 active members. From prominent front-of-jersey placements to sleeve sponsorships, each opportunity is designed to maximize local exposure and connect your brand with players, families, and fans throughout the club.

**750+** PLAYERS WEARING HOME JERSEY &  
**750+** PLAYERS WEARING AWAY JERSEY  
TOTALING OVER **1500** JERSEYS



# NAMING RIGHTS AND ACTIVATION FOR OUR TOURNAMENT

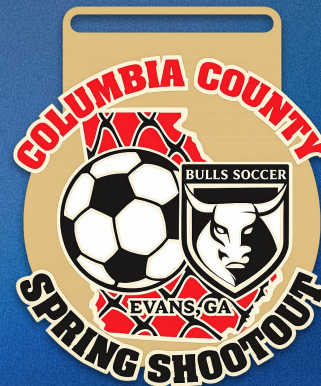
## TOURNAMENTS

This sponsor will have naming rights for these tournaments. Additionally, there are opportunities for in person activation at the event where you can come connect with the membership in person.

Example: COLUMBIA COUNTY CUP  
TOURNAMENT powered by *YOUR BRAND*

**170 teams** presented by (Your Brand)!

These events bring a lot of economic opportunities into the area and a great chance to become more integrated in the community.





## PARTNERSHIP OPPORTUNITIES NEWSLETTER & E-BLAST

### NEWSLETTER

One of the most effective assets to distribute information. Total reach per email is over 4500 unique addresses. Average open rate per newsletter is 25-30%. The Premier Partner gets full access to national email communications.

### DEDICATED MESSAGE

A premium email generated with only our partnership content. Each message will reach 4500+ people with a 25-30% open rate. This can be sent out up to 6 times a year with targeting capabilities for age, geography, etc.

View in browser

**XYLEM** | **BULLS RUSH SOCCER**  
Let's Solve Water

**XYLEM + MAN CITY + RUSH SOCCER**

**BE A WATER HERO!**

**LET'S SOLVE WATER!**

Exciting news! **Xylem** and **Manchester City**, in collaboration with Rush Soccer, are joining forces to educate Rush players on water sustainability. Xylem is a global water technology provider helping people solve the world's toughest water challenges across many different markets worldwide.

Together, our goal is to create "**Water Heroes**" - a movement inspiring our Rush players to lead the way in global water sustainability.

**Our Mission**

Through our partnership, Rush Soccer and Xylem are committed to tackling worldwide water challenges. Together, we'll create a lasting impact. Our goal is to empower our young athletes with the knowledge to make a positive change and advocate for a sustainable water future.

**Join Us for the month of August!**

Join our journey by keeping an eye out for training sessions focused on water challenges and ways to get involved. Together, Let's Solve Water!

Check out the Water Heroes website and become a Water Hero!

[Let's Solve Water!](#)



# PARTNERSHIP OPPORTUNITIES

## LOCAL WEBSITES

### WEBSITE HEADER

Presence of our partnership on the banner of the national website is visible across all pages.

### WEBSITE TRAFFIC

Weekly, the club website recorded over 7800 views.

### DEDICATED PARTNER PAGE

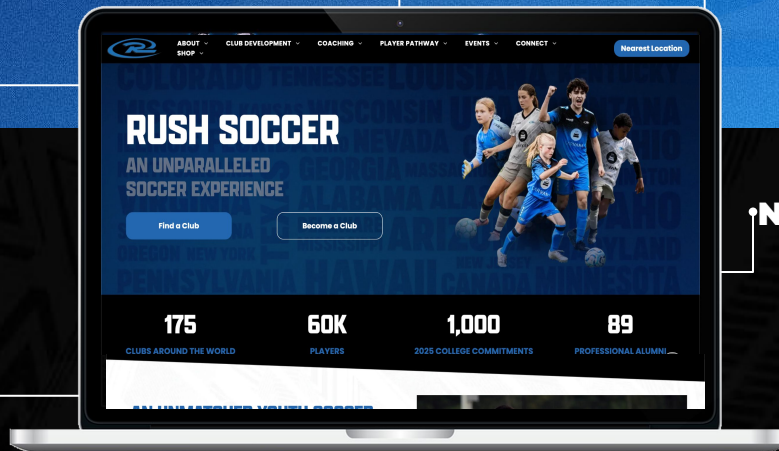
Premium spot for your logo. Partner logo linked to your designated landing page.

### WEBSITE FOOTER

Your logo included in the partner section. Visible at the bottom of all pages.

### NATIVE SPONSORED CONTENT

An article about our partnership in the form of a news story that will be posted on the club website.





PARTNERSHIP OPPORTUNITIES

# SOCIAL MEDIA

Inclusion of our partnership in club communications across **social media platforms.**

- 3 Dedicated or co-branded posts annually
- Tagging and cross promotion with sponsor's business page



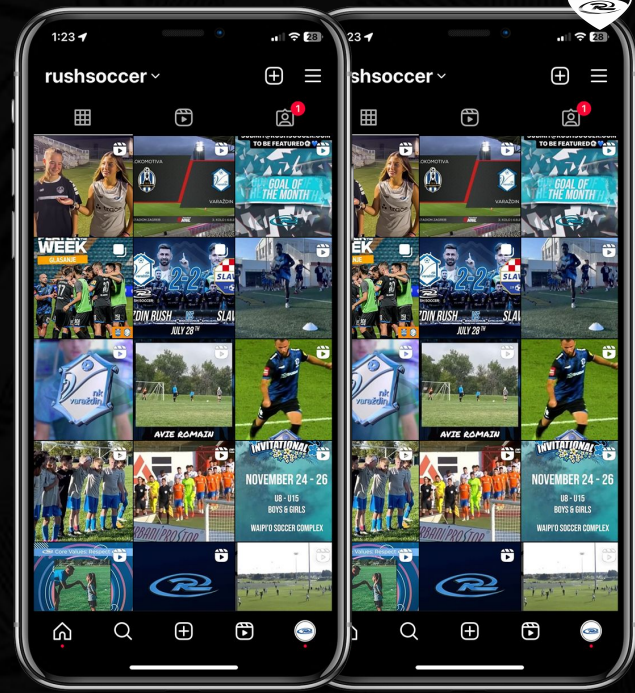
**INSTAGRAM**  
Followers: **1242**



**FACEBOOK**  
Followers: **3.4K**



**X**  
Followers: **341**



*“Bulls Rush Soccer’s audience is unique in the youth sport industry and arguably the most effective way to share your story to the American soccer audience. Rush has a track-record of successfully engaging parents, players, coaches, and staff across the country.*”



PARTNERSHIP OPPORTUNITIES

## MOBILE APP

PlayMetrics is the central app for all of Bulls Rush Soccer members

There are many featured spots on the **PlayMetrics** app for **native partnership content** such as dedicated ad space or website integration.

PlayMetrics provides an enhanced level of engagement for our users. Users are opening the app on average **4 times a day**.

Players and parents are using the app to access calendars, curriculum, direct messaging, email messaging, video messages, and more.

Projections for **2026** are showing that **70%** of our membership will open and use the app at least once a day.

# PlayMetrics



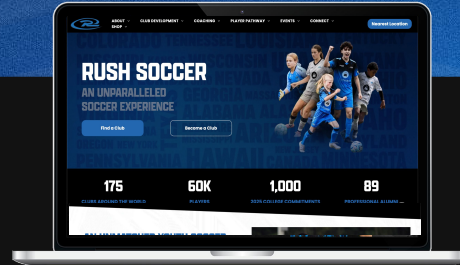


# PARTNERSHIP OPPORTUNITIES SUMMARIZED



## JERSEY SPONSOR:

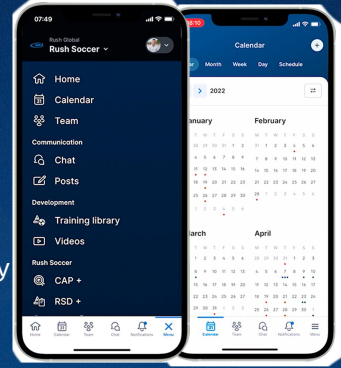
Determined by an independent 3rd party, over 750 impressions a year are generated by the front jersey of Bulls Rush Soccer.



**WEBSITE:** Recording over 7800 views each year across 6189 unique viewers.

## SOCIAL MEDIA AND MOBILE APP:

PlayMetrics is the central app for all of Bulls Rush Soccer Members and is opened 4x per day by users.



## NAMING RIGHTS AND ON-SITE EVENT ACTIVATIONS:

Activation and a physical presence at our tournament



## NEWSLETTER:

Total reach of over 4500 unique email addresses. Average open rate per newsletter is 25-30%.

# GOLD SPONSOR

Name and Logo on Training Jerseys - 1700+ Shirts

**CONTRIBUTION** \$10,000 Or In-Kind Trade

- Large logo on Training Jerseys worn 3x a week by all players
- Company Banner at Tournaments -Provided by Company
- Name, Logo, and Link to Company Website on Bulls Rush FC Website
- Sponsor may provide promotional materials for inclusion in registration materials
- Monthly Promotional emails
- Monthly Social Media Post promoting your business to all our social media followers
- Ability to set up booths and tables at any Bulls Rush Events



# SILVER SPONSOR

**CONTRIBUTION** \$3,000 Or In-Kind Trade

- Name, Logo, and Link to Company Website on Bulls Rush FC Website
- Name listed on Sponsor Banner at Soccer Fields - provided by Company
- Sponsor may provide promotional materials for inclusion in registration materials distributed to competing teams and players
- Ability to set up booths and tables at any Bulls Rush Events



# BRONZE SPONSOR

**CONTRIBUTION** \$1,500 Or In-Kind Trade

- Listing on Bulls Rush FC Website as a Sponsor
- Name listed on Sponsor Banner at Soccer Fields - provided by Company
- Sponsor may provide promotional materials for inclusion in registration materials distributed to competing teams and players



# PATRON SPONSOR

**CONTRIBUTION** \$1,000 Or In-Kind Trade

- Listing on Bulls Rush FC Website as a Sponsor
- Sponsor may provide promotional materials for inclusion in registration materials distributed to competing teams and players



# CLUB AND TOURNAMENT SPONSOR

**CONTRIBUTION - \$60,000 — Due by May 1 this ensures that your logo will get on uniform Jerseys**

\$60,000 per year 2-year commitment, Total \$120,000

## **BENEFITS :**

- Sponsors' Name on Tournament. Example: XYZ Columbia County Cup
- Sponsors' Name on all Tournament T-Shirts-Approximately 1500 to be sold at the Tournament
- Sponsors Name on all Bulls Rush Home and Away Uniforms
- Sponsors Name and Link on Bulls Rush FC Website and Facebook, Instagram, and all social media
- Sponsors Name and link on Columbia County Cup Website Facebook, Instagram and all social media
- Sponsors Name will be used in signage, at registration, and in printed promotional materials
- Monthly Social Media Post promoting your business to all our social media followers
- Sponsor may set up its own booth at fields or the Tournament headquarters for distribution of promotional materials. Size and location subject to Tournament approval; sponsor to provide booth personnel
- Sponsor may provide promotional materials for inclusion in registration materials distributed to competing teams and players



# TRYOUT SPONSORSHIP - \$5,000 ONLY 1 AVAILABLE

During Tryouts, each participant is given a T-Shirt. We print about 1000 of these, and your organization's name will be prominently displayed on the back of the tryout T-Shirt and all tryout materials, flyers, advertisements, and promotional material.

Your name and logo will be on all of our training tops. We print 1700 training tops that are worn 3x a week throughout the year

Your business name and logo will be advertised on the Bulls Rush Social Media Accounts Once Per Month

You will also have your name and logo linked on the Bulls Rush website



**GOLD**

\$10,000



**SILVER**

\$3,000



**BRONZE**

\$1,500



**PATRON**

\$1,000



**CLUB &  
TOURNAMENT**

\$60,000  
per year



**TRYOUT**

\$5,000





**Contact Us Today**

[join@rushsoccer.com](mailto:join@rushsoccer.com)

[kbriggs@bullsrushfc.com](mailto:kbriggs@bullsrushfc.com)

