RUSH SOCCER

KCMO RUSH
PREMIER PARTNERSHIP

NATIONAL INDUSTRY RESEARCH & INSIGHTS

Why Youth Sports Is Where Brands Want To Be

New YouGov Sport research proves youth sports sponsorships dramatically outperform pro sports, TV, and digital media in building brand trust.

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CHANNEL EFFECTIVENESS

Youth Sports Tops All Marketing Channels

68%

Likely to build trust with a brand sponsoring child's youth sports program

~20 pts Better than college & pro team sponsorships and TV/streaming commercials

2× More impactful than influencer posts and out-of-home signage

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UNIFORM SPONSORSHIP VALUE

Why Uniform Sponsorships Drive Results



76%

Good Community Partner

View uniform sponsors as positive community supporters.



77%

Higher Recall Than Pros

Remember youth jersey sponsors more than pro team sponsors.



64%

Everyday Visibility

Notice sponsor brand more often in advertising and stores.

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DEMOGRAPHICS & STRATEGY

High-Impact Demographics & The Need for Longevity

Parents Ages 25–34 Response

77%	Likely to trust brand
77%	Go out of way to buy
75%	Try new company
74%	Join loyalty program

Why Sustainability Matters

70% of younger parents view a single-season sponsorship as *"just trying to sell me something."*

Multi-year partnerships build authentic local affinity, transforming transactional advertising into trusted community advocacy.

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PARTNERSHIP IMPACT

"63% of parents go out of their way to buy from a brand that sponsors their child's sports program."

65%
Brand feels local

78%
Redeem program discounts

71%
Consider official partner

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WHY YOUTH SOCCER IS POWERFUL



Annual Spending

$5.2 Billion

Youth soccer commands the largest total annual spend of any youth sport in the United States

Wealthier Demographic

78%

of our families have an annual household income over **$100k**

36%

of our families have an annual household income over **$200k**

Captivated Audience

9 out of 10

parents say playing sports helps kids build character and teaches important life skills

Parents consistently rate youth sports sponsorship as MORE influential than professional sports at every stage of the buying journey.

1.5x
more than
College Sports

1.6x
more than
The NFL

2.3x
more than
The MLS

Source: The ROI of Sponsorship in Youth Sports.
Research conducted by YouGov Sport, 2026.

CARVANA NEARLY DOUBLED CONSIDERATION AMONG RUSH FAMILIES

BEFORE

27%

would consider buying or selling with Carvana

WITH THE PARTNERSHIP

52%

would consider buying or selling with Carvana



OUR PURPOSE

Funding Access Through Sports Excellence

100% Scholarship Directed

Every dollar from corporate sponsorships directly funds scholarships for talented North Kansas City youth soccer players.

Removing Financial Barriers

Covers club dues, tournament fees, equipment, and travel costs for athletes in financial need.



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MARKET REACH

Connecting Your Brand with Northland Families

80
2026 / 2027 FAMILIES
Projected to expansion to 120 in 2027/28

80+
ANNUAL MATCHES
League & Showcase Tournaments

3–4×
WEEKLY TOUCHES
Practice & Training Frequency

Continuous local and regional brand exposure across Kansas City metro leagues and showcase events.

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Primary Sponsor- $7,000



PRIMARY TIER (2–YEAR TERM) **$7,000 / yr**

Direct Impact: Fully funds 5–7 player scholarships per year.

Exclusive logo placement on the back of all official competitive match jerseys.

Prominent logo placement on the KCMO Rush website home page.

Dedicated social media partner announcements & featured updates.

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BACK OF JERSEY



Official Training Kit Partner- $3,000



TRAINING PARTNER **$3,000 / yr**

Direct Impact: Fully funds 2–3 player scholarships per year.

- Custom logo placement on all official player practice & warm-up tops.
- High frequency exposure during practice 2–3 days per week in Northland.
- Corporate logo inclusion on website sponsor directory.

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TRAINING JACKET





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VISIBILITY

CURRENT: 80+ PLAYERS AND 160 PARENTS

7 teams play 10 league games per Season
Games hosted in Overland Park, Olathe and Kansas City

Teams will play in 3 tournaments per season with teams from all across the Kansas City area.
Training is hosted at William Jewell College in Liberty, MO



PARENT DEMOGRAPHICS

65% OF RUSH MEMBERS HAVE A HOUSEHOLD INCOME GREATER THAN $75,000

88% OF RUSH HOUSEHOLDS ARE MARRIED COUPLES

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MATCH KIT · SPOTS 1–4

SLEEVES AND BACK: SEEN EVERY GAME DAY



Front Back

HOME JERSEY · FULL-COLOR LOGOS



Front Back

AWAY JERSEY · ONE-COLOR LOGOS

TRAINING KIT ·

FRONT AND CENTER AT EVERY PRACTICE



Front Back

TRAINING JERSEY · CHEST



Front Back

OUTER JACKET · CHEST

PARTNERSHIP OPPORTUNITIES - LOCAL WEBSITES

WEBSITE HEADER

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

WEBSITE FOOTER

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



DEDICATED PARTNER PAGE

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

NATIVE SPONSORED CONTENT

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

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PARTNERSHIP OPPORTUNITIES - SOCIAL MEDIA



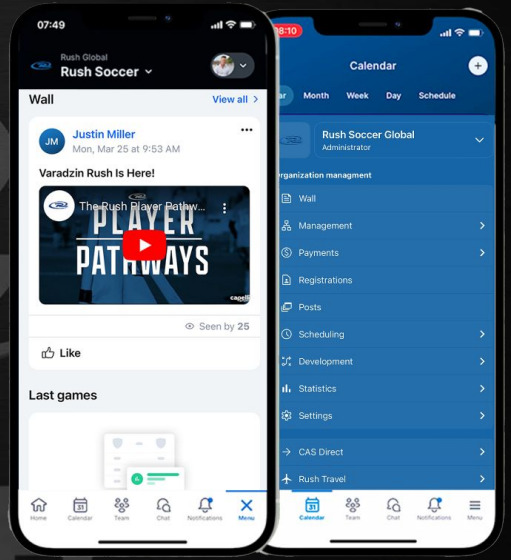
INSTAGRAM, FACEBOOK, X,

Inclusion of our partnership in Rush communications across all social media platforms.
Instagram
Facebook
X

Rush 360 is the central app for all of communication. There are many featured spots on the Rush 360 app for native partnership content such as dedicated ad space or website integration. Sponsor will get 5, 2-day long sticky posts per year

Rush 360 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.



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Player of the Match and Player of the Week





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PARTNERSHIP TIMELINE

1

December 2026

Partnership agreement signed by December 15

2

January 2027

Jersey reveal at the coaches convention and partnership announcement

3

March – June 2027

New kits produced and shipped with your logo

4

August 2027

Fall season starts: [X,XXX] players wearing your logo every week

5

April 2028

Renewal decision: you get the first right to renew for the next two-year kit cycle

6

October 2028

Next two-year kit cycle begins



LET'S BUILD THIS TOGETHER

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