





ADULT SOCCER & PICKLEBALL

SPONSORSHIP PROPOSAL

PARTNER. PROMOTE. MAKE AN IMPACT.

Inspire
Community
THROUGH
SPORTS!

REACH MORE THAN
4,800+
ACTIVE ADULTS EACH YEAR!





ADULT SOCCER
LEAGUES
3,200+
PARTICIPANTS



ADULT SOCCER
TOURNAMENTS
800+
PARTICIPANTS



PICKLEBALL
LEAGUES
500+
PARTICIPANTS



PICKLEBALL
TOURNAMENTS
300+
PARTICIPANTS

STRONG COMMUNITY
CONNECTIONS

VALUABLE BRAND
EXPOSURE

MEANINGFUL
PARTNERSHIPS

SUPPORT LOCAL
RECREATION

THE WOODLANDS TOWNSHIP | ENRICHING LIFE THROUGH NATURE, COMMUNITY & RECREATION | THEWOODLANDSTOWNSHIP-TX.GOV

Annual Sponsorship Opportunities

The Woodlands Township Adult Sports Program offers local businesses a unique opportunity to connect with one of the largest and most active adult recreation communities in the Greater Houston area. Each year, our leagues and tournaments welcome more than 4,800 participants, creating year-round exposure through competition, championship events, digital marketing, and community engagement. Our programs include 3,200+ participants in Adult Soccer Leagues, 800+ participants in Adult Soccer Tournaments, 500+ participants in Pickleball Leagues, and 300+ participants in Pickleball Tournaments. Whether you're looking to increase brand awareness, generate new customers, or demonstrate your commitment to the local community, our sponsorship opportunities provide meaningful visibility both on and off the field while supporting high-quality recreational programs for thousands of Woodlands residents.

Adult Sports Presenting Partner - \$15,000

☐ A full comprehensive package that includes Soccer League & Tournament Trophy Presenting Rights, Pickleball Tournament Medal Presenting Rights, Pickleball Champion T-Shirt Sponsorship, Soccer Captain's Armband Sponsorship, Soccer and Pickleball Combo Banner Package, digital promotion, activity guide inclusion, email campaigns, activation opportunities, exclusive category protection, and first right of renewal.

Individual Sponsorship Opportunities

- ☐ Soccer League & Tournament Trophy Presenting Rights: \$5,000
- ☐ Pickleball Tournament Medal Presenting Rights: \$5,000
- ☐ Pickleball League Champion T-Shirt Sponsorship: \$1,500
- ☐ Soccer Captain's Armband Sponsorship: \$900
- ☐ (2) Soccer Banner Package: \$250
- ☐ (2) Pickleball Banner Package: \$250
- ☐ (2+2) Combo Banner Package: \$400

Marketing Benefits

Level of Inclusion	Adult Sports Presenting Sponsor	Soccer League & Trophy Presenting Rights	Pickleball Tournament Medal Presenting Rights	Pickleball League Champion T-Shirt Sponsorship	Soccer Captain's Armband Sponsorship
Logo on Activenet Registration Platform	✓	✓	✓	✓	✓
Logo on TeamSideline Sports Homepage	✓	✓	✓	✓	✓
Hyperlink to sponsor website	✓	✓	✓	✓	✓
Business Logo and contact info displayed in The Woodlands Township Activity Guide (Spring, Summer, Fall)	✓				
3 Dedicated emails to participants through Activenet and TeamSideline	✓				
Promotional tabling at all soccer and pickleball sports events	✓	✓	✓	✓	✓
Distribution of marketing materials at all soccer and pickleball sporting events	✓	✓	✓	✓	✓
Giveaway and sweepstakes opportunities for participants at all soccer and pickleball sporting events	✓	✓	✓	✓	✓
(2) Complimentary entries into any pickleball event	✓	✓	✓		
(1) Complimentary soccer entry into any soccer event	✓	✓	✓		

Term Options

- ☐ One-Year Agreement
- ☐ Two-Year Commitment (15% Discount)
- ☐ Renewal Agreement (10% Discount)

Investment Summary

Adult Sports Presenting Partner (\$15,000)	\$ _____
Soccer Trophy Presenting Rights (\$5,000)	\$ _____
Pickleball Tournament Medal Presenting Rights (\$5,000)	\$ _____
Pickleball Champion T-Shirt Sponsorship (\$1,500)	\$ _____
Captain's Armband Sponsorship (\$900)	\$ _____
(2) Soccer Banner Package (\$250)	\$ _____
(2) Pickleball Banner Package (\$250)	\$ _____
(2+2) Combo Banner Package (\$400)	\$ _____
 SUBTOTAL	 \$ _____
DISCOUNT TERM OPTION	\$ _____
TOTAL INVESTMENT	\$ _____

Authorized Sponsor Information & Agreement

Business Name: _____
Primary Contact: _____ Title: _____
Address: _____
Email: _____ Phone: _____
Website: _____
Signature: _____ Date: _____

The Woodlands Township Representative

Name: _____ Title: _____
Signature: _____ Date: _____

Required Items:

- ☐ W-9 (attached form)
☐ Transparent Business Logo (.AI, .EPS, .SVG, or .PNG)

Payment Method:

- ☐ Check ☐ Credit Card ☐ ACH

CONSIDERATION

In consideration of Sponsor's agreement to [pay a fee of (\$_____) cash to the Township ("Sponsorship Fee")/provide the services and/or products described below ("Sponsorship Donation")], the Township grants Sponsor a non-exclusive right and license to engage in certain advertising and promotional activities in connection with the Event. Sponsor agrees to [pay the Sponsorship Fee to the Township within thirty (30) days from invoice date/promptly provide the Sponsorship Donation]. Any amounts due from Sponsor but unpaid, if any, will accrue interest at the maximum rate of interest allowed by law. Should it be necessary for the Township to refer any unpaid fees to an attorney for collection, Sponsor hereby agrees to pay all costs of collection, including reasonable attorneys' fees, whether or not suit is brought.

The [Sponsorship Fee/Sponsorship Donation] is in the nature of a donation and is earned in full as of the date of Sponsor's execution and shall not be refunded or returned by the Township on account of cancellation of the Event for any reason whatsoever, including without limitation, force majeure.

TERMINATION

This sponsorship may be terminated by: (a) automatic termination in the event that the [Sponsorship Fee/Sponsorship Donation] is not received on time according to this agreement, or in the event the Township fails to obtain necessary permitting or authorization for the Event; or (b) optional termination at the sole discretion of the Township. In the event of termination, the parties shall have no further obligations under this agreement.

GENERAL SPONSORSHIP AMENITIES

Sponsor shall have the right to display Sponsor's name and/or logo(s) on banners or other signage provided by Sponsor, subject to the sole determination of the Township that the content, size, and format of such signage is appropriate, at designated locations on the grounds of the Event, such locations to include the Sponsor's booth, if any, and at other locations designated by the Township.

The Township shall include Sponsor's name as a designated sponsor of the Event in various advertising and promotional information for the Event, which may include print, radio, electronic, and television advertising, with placements consistent with other sponsors of like level of sponsorship. Subject to the provisions of this Agreement, Sponsor grants to the Township the non-exclusive right and license to use Sponsor's name and logo in association with the Event and in connection with the Township's advertising or promotion of the Event.

ADDITIONAL SPONSORSHIP AMENITIES

By separate written agreement, the Township may provide certain sponsors contributing at higher levels with additional rights or privileges in connection with the Event. Sponsor acknowledges that it is not entitled to any additional rights or privileges not otherwise specifically provided for pursuant to this Agreement, absent such separate written agreement or written addendum to this Agreement.

LEGAL COMPLIANCE

All of Sponsor's rights are subject to any federal, state, and local laws and ordinances applicable to and during the Event. Sponsor agrees to comply with all such laws and ordinances, as well as any rules or regulations required by the Township or previously provided to Sponsor.

INDEMNITY

SPONSOR AGREES TO DEFEND, INDEMNIFY, AND HOLD HARMLESS THE WOODLANDS TOWNSHIP AND ITS AFFILIATES, OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, ATTORNEYS, SUCCESSORS, AND ASSIGNS FROM AND AGAINST ANY AND ALL SUITS, ACTIONS, CLAIMS, LOSSES, DEMANDS, DAMAGES, LIABILITIES, COSTS, AND REASONABLE EXPENSES, INCLUDING REASONABLE ATTORNEYS' FEES, THAT RELATE TO OR RESULT FROM SPONSOR'S PARTICIPATION IN THE

EVENT, INCLUDING, BUT NOT LIMITED TO, BODILY INJURY OR PROPERTY DAMAGE, WHICH ARE DUE TO SPONSOR'S (OR ANY OF SPONSOR'S REPRESENTATIVES AT THE EVENT) NEGLIGENCE OR WILLFUL MISCONDUCT.

SPONSOR HEREBY AGREES TO AND UNDERSTANDS THE CONTAGIOUS NATURE OF COVID-19 AND VOLUNTARILY ASSUMES THE RISK(S) OF PARTICIPATION IN THE PROGRAMS, SERVICES, EVENTS OR FACILITIES OPERATED BY THE WOODLANDS TOWNSHIP WHICH INCLUDE THE RISK OF BECOMING EXPOSED TO OR INFECTED BY COVID-19.

THE WOODLANDS TOWNSHIP

Accepted by: _____ Date: _____

Printed name and title: _____

Please return this document to:

The Woodlands Township Parks and Recreation Department
6464 Creekside Forest Dr, The Woodlands, Texas 77389

Phone: 281.516.7348 | Email: recreation@thewoodlandstowship-tx.gov

Sponsorship Asset Examples

Soccer Championship Trophy Example



Pickleball Tournament Medal Example



Soccer Captain's Armband Example



Pickleball Champion Shirt Example



THE WOODLANDS
TOWNSHIP