



STRONGER

TOGETHER



AFC ROCHESTER

2026/2027 SPONSORSHIP PACKAGES

COMMUNITY OVERVIEW

Who We Serve

AFCR supports players and families from Brighton, Avon, East Rochester, Pittsford, Victor, and nearby areas. Your partnership benefits athletes across AFCR Avon, Brighton, Jets, Pittsford, Select, and Victor, helping us unite communities and give all children opportunities to grow on and off the field.

Our Story

AFCR formed through the alignment of Brighton FC, Full Circle Sports Club, and the community clubs of East Rochester, Avon, and Pittsford. By unifying these programs, we expanded access to quality coaching, shared resources, and competitive opportunities for more young athletes. Today, AFCR is a regional club focused on building skilled players and strong community connections.

Our Impact

- 600+ players ages 8–19
- 45+ competitive teams
- Year-round training & clinics
- Players from Avon, Brighton, East Rochester, Pittsford, Victor, and surrounding areas

Why Your Sponsorship Matters

- Keep soccer affordable and accessible
- Provide quality coaching and development
- Improve the player experience with equipment and training tools
- Host local tournaments and community events

Every sponsorship helps AFCR expand opportunities, enhance the player, experience, and strengthen youth soccer throughout our community.

Why Partner With AFCR

- Reach 1,000+ local families
- Strong visibility at fields, events, and online
- Positive alignment with youth development and community impact
- Support for 45+ teams and 600+ athletes

Partnering with AFCR is an investment in local youth and the future of our community.

SPONSORSHIP PACKAGES

Champion Sponsor – \$10,000/year (2-year commitment)

Exclusive – Only 1 Available

- Front-of-jersey logo on all AFCR teams (600+ jerseys)
- Premier recognition as AFCR's exclusive Champion Sponsor
- Premier sponsor banner placement at AFCR Cup + Tryouts
- Premier recognition at major AFCR club events
- 5 dedicated social media features throughout the season
- Premier logo + link on AFCR website
- Logo included in digital marketing (newsletters + major announcements)
- First right of renewal for Champion sponsorship
- Includes 2-year jersey branding cycle (payable annually)

Gold Sponsor – \$5,000/year (2-year commitment)

- Back-of-jersey logo on all AFCR teams
- High-visibility sponsor banner at AFCR Cup
- 4 social media features throughout the season
- Gold-level logo + link on AFCR website
- Sponsor recognition in AFCR digital communications
- Includes 2-year jersey branding cycle (payable annually)

Silver Sponsor – \$2,000/year

- Sponsor signage at AFCR Cup
- Business recognition in AFCR digital communications and select club-wide promotional materials
- Silver-level logo + link on AFCR website
- 2 social media features throughout the season
- Recognition in AFCR sponsor highlights and newsletters throughout the season

Bronze Sponsor – "Adopt-A-Team" – \$600-\$1,200/year

- Recognition as the sponsor of one AFCR team
- Sponsorship funds directly support approved team activities
- Sponsor signage at AFCR Cup
- Business recognition on the AFCR website

AFCR Cup Tournament Sponsor – \$500

Support the AFCR Cup and help us create a memorable tournament experience for players, families, coaches, and visiting teams from across the region.

- Recognition as an official AFCR Cup Tournament Sponsor
- Business logo included on shared sponsor signage displayed at the event
- Business recognition in AFCR Cup digital communications
- Recognition through AFCR Cup social media
- Opportunity to include approved promotional items, coupons, or giveaways in registered team goodie bags

Multiple sponsorship opportunities available.

READY TO BECOME A PARTNER?

Your support helps expand opportunities for youth athletes and strengthens soccer throughout our community.

SCAN TO BECOME
A PARTNER



Questions? Contact:

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