



# ***STRONGER***

TOGETHER



# **AFC ROCHESTER**

2025 / 2026 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 ensures kids can play, grow, and belong—regardless of financial situation.

## 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
- AFCR teams represent nearly 10% of all Rochester area travel teams

**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 banner placement at AFCR Cup + Tryouts
- Business logo on back of AFCR training tops (new this year)
- 5 social media features throughout the season
- Premier logo + link on AFCR website
- Logo included in digital marketing (newsletters + major announcements)
- First right of renewal
- Includes 2-year jersey branding cycle (payable annually)

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

- Back-of-jersey logo on all AFCR teams
- Sponsor banner at AFCR Cup (high-visibility placement)
- Business logo on back of AFCR training tops
- 4 social media features per season
- Logo + link on AFCR website (Gold tier)
- Includes 2-year jersey branding cycle (payable annually)

## **Silver Sponsor – \$2,000/year**

- Sponsor sign at AFCR Cup
- Business logo on back of AFCR training tops
- Logo + link on AFCR website (Silver tier)
- 2 social media features per season
- Inclusion in monthly sponsor highlights in newsletter

## **Bronze Sponsor – Small Business “Adopt-A-Team” – \$600-\$1,200/year**

- Recognition as the adoptive sponsor of one AFCR team
- Logo on team training shirts or warm-ups
- Helps fund tournament entry or indoor rental
- Sponsor sign at AFCR Cup
- Recognition on website
- Split sponsorship options available

## Training Top Sponsor – \$500/year

- Business logo on back of AFCR training tops
- Visibility across 45+ teams and 600+ players
- 1 club wide social media thank-you post
- Training tops are worn year-round, giving your brand meaningful, repeated exposure.

## Custom Partnerships

We can tailor sponsorships to align with your business goals. Options include:

- Support a specific program or town
- Help a team attend a new event
- Provide financial assistance for players
- Highlight your brand at major AFCR events

Have a unique idea? We're excited to create something custom for you. Ready to Become a Partner?

Your support helps expand opportunities for youth across our community. Sponsorship Interest Form:

<https://forms.gle/cMYWmSbpU2z4uGccA>

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