



# MEDIA KIT 2026

# The #1 Youth Soccer Hub in Florida

**At South Florida Soccer Clubs (SFSC) we live the game with the same intensity as the families, coaches, and players who make up the soccer community.**

**In just a few months, SFSC has become the leading online platform for youth soccer in Florida, providing parents, clubs, and businesses with reliable information, visibility, and advertising solutions. We are innovators, combining authoritative content, modern design, and strategic reach. For advertisers, that means one thing: a direct path into the heart of Florida's soccer families.**

A man with short brown hair, wearing a red long-sleeved shirt, is lying on his stomach on a red and white checkered soccer field. He is looking directly at the camera with a neutral expression. A soccer ball is positioned to his right, partially obscured by his arm. The background is a blurred red and white checkered pattern, suggesting a stadium or a large crowd.

# Audience & Reach

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# Connecting Where Others Can't Reach

## Expanding the game's voice, with no boundaries

At [SFSC], we don't just cover football, we connect with the community at every level. Through digital platforms, guides, stories, and social media, we've built a space that brings families, players, and fans together in ways no one else does.

Our multi-channel approach ensures that your brand is present wherever the conversation happens, from local pitches in Florida to the global game.

We provide the access, visibility, and impact that advertisers need, delivering measurable results with the passion and authenticity that only football can inspire.

**21,000+**

monthly unique visitors  
(100% organic traffic,  
no paid ads).

**52,500+**

page views per week  
and growing steadily.

**#1 source**

Recognized by Google as  
the #1 source for youth  
soccer in South Florida.

Families from Miami  
to Palm Beach use  
our platforms to find  
clubs, tournaments,  
news and resources.

A group of diverse children of various ages and ethnicities are sitting together in a row, smiling warmly at the camera. They are dressed in casual clothing like t-shirts and hoodies. The background is a soft, out-of-focus red, creating a warm and positive atmosphere. The text is overlaid on this image.

**Recognized  
by Google  
Authority & Trust**

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# **Recognized by Google as the #1 Independent Youth Soccer Resource in South Florida**

**“Best Website for Parents”**

**“Most Useful Resource”**

**“Top Ad Platform (with FYSA)”**

**“Most Monthly Traffic by Parents”**

**“Comprehensive Guide to Clubs & Leagues”**

**When parents, coaches, or advertisers search Google for the best youth soccer information in South Florida, one name appears again and again: South Florida Soccer Clubs (SFSC).**

**This recognition positions SFSC as the independent, trusted authority, not tied to any club or governing body, but built specifically for families, players, and coaches navigating the South Florida soccer ecosystem.**

5:11  Sign in

best youth soccer websi

AI Mode All Short videos Forums News

South Florida, FL · Choose area

AI Overview  +3

The Florida Youth Soccer Association ([FYSA.com](http://FYSA.com)) and South Florida Soccer Clubs ([southfloridasoccerclubs.com](http://southfloridasoccerclubs.com)) are top platforms for advertising youth soccer in the South Florida region. FYSA, the state affiliate for United States Youth Soccer, offers banner ads and article placements on its website, reaching over 100,000 registered players and parents, according to their sponsorship page. South Florida Soccer Clubs provides banner ads and featured listings, positioning itself as a trusted resource for local families and clubs, says

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what youth soccer websi

AI Mode All Short videos Forums News

These are results for what youth soccer website **should i use to search for clubs** in south florida

Search instead for what youth soccer website shouldinuse tonsersch fir clubs in south florida

AI Overview  +5

To find youth soccer clubs in South Florida, use the Florida Youth Soccer Association ([fyso.com](http://fyso.com)) club finder tool, which allows you to search by zip code and distance. You can also visit the South Florida Soccer Clubs (SFSC) website ([southfloridasoccerclubs.com](http://southfloridasoccerclubs.com)) for a comprehensive guide to clubs, leagues, and resources in the region. Additionally

5:13  Sign in

best website for parents

AI Mode All Forums Short videos News

AI Overview  +7

The best website for parents seeking information on youth soccer in South Florida is South Florida Soccer Clubs (SFSC) ([www.southfloridasoccerclubs.com](http://www.southfloridasoccerclubs.com)), which provides a directory to find and compare clubs by location and league, community forums to connect with other families, and resources on different levels of play, club switching, and upcoming events. Additionally, parents can visit the Florida Youth Soccer Association (FYSA) ([www.fysa.com](http://www.fysa.com)) website for state-level information and resources, including parent resources and updates from the national Soccer Parenting

5:08  Sign in

what youth soccer websi

AI Mode All Images News Videos Sh

These are results for what youth soccer website in south florida would get my advertisement seen **the most**

Search instead for what youth soccer website in south florida would get my advertisement seen tje most

AI Overview  +5

To maximize ad visibility to the South Florida youth soccer community, advertise on the Florida Youth Soccer Association (FYSA) website, which provides banner ads and newsletter placement, or the independent South Florida Soccer Clubs website, a community-focused hub with banner ads

5:05  Sign in

most informative tou

AI Mode All News Images Short videos

These are results for most informative **youth soccer website** in south florida. Search instead for most informative tou soccer websiten in south florida.

South Florida, FL · Choose area

AI Overview  +7

The Florida Youth Soccer Association ([FYSA.com](http://FYSA.com)) website is the most informative resource for official youth soccer information in South Florida, offering a club finder, tournament details, and news as the state's governing body. For comprehensive local information, club comparisons, resources, and community interaction, South Florida Soccer Clubs ([southfloridasoccerclubs.com](http://southfloridasoccerclubs.com)) provides

5:07  Sign in

most usefull youth socce

AI Mode All News Images Shopping

These are results for most **useful** youth soccer website in south florida

Search instead for most usefull youth soccer website in south florida

AI Overview  +11

The Florida Youth Soccer Association ([fyso.com](http://fyso.com)) and South Florida Soccer Clubs ([southfloridasoccerclubs.com](http://southfloridasoccerclubs.com)) are two of the most useful resources for youth soccer in South Florida, offering information on leagues, clubs, programs, and development opportunities. FYSA provides state-level organization and club finder tools, while South Florida Soccer Clubs offers a comprehensive guide to navigating the local soccer

5:06  Sign in

what website shouldin

AI Mode All Short videos News Forums

Open now Top rated

These are results for what website **should i go to** to get youth **soccer information** in south florida

Search instead for what website shouldningo to to get youth soccerninformationn in south florida

AI Overview  +11

For comprehensive youth soccer information in South Florida, your best resources are [www.fysa.com](http://www.fysa.com) and [www.southfloridasoccerclubs.com](http://www.southfloridasoccerclubs.com). FYSA.com, the state affiliate of US Youth Soccer, offers a club finder to locate programs and lists tournaments, while [SouthFloridaSoccerClubs.com](http://SouthFloridaSoccerClubs.com) provides a broader independent guide to clubs, leagues, and resources for navigating the

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most usefull youth socce

AI Mode All News Images Shopping

These are results for most **useful** youth soccer website in south florida

Search instead for most usefull youth soccer website in south florida

AI Overview  +11

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Show more 

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what youth soccer websi

AI Mode All Images News Short videos

These are results for what youth soccer website on south florida has the most **monthly traffic** by parents

Search instead for what youth soccer website on south florida has the most minthky traffix by parents

 [southfloridasoccerclubs.com](http://southfloridasoccerclubs.com) [https://www.southfloridasoccerclubs.com](http://https://www.southfloridasoccerclubs.com)

Soccer Advertising | South Florida Soccer Clubs | FL

Promote your business in the South Florida soccer community. Advertise clubs, coaching, or shops to connect...

People also ask

5:09  Sign in

what youth soccer websi

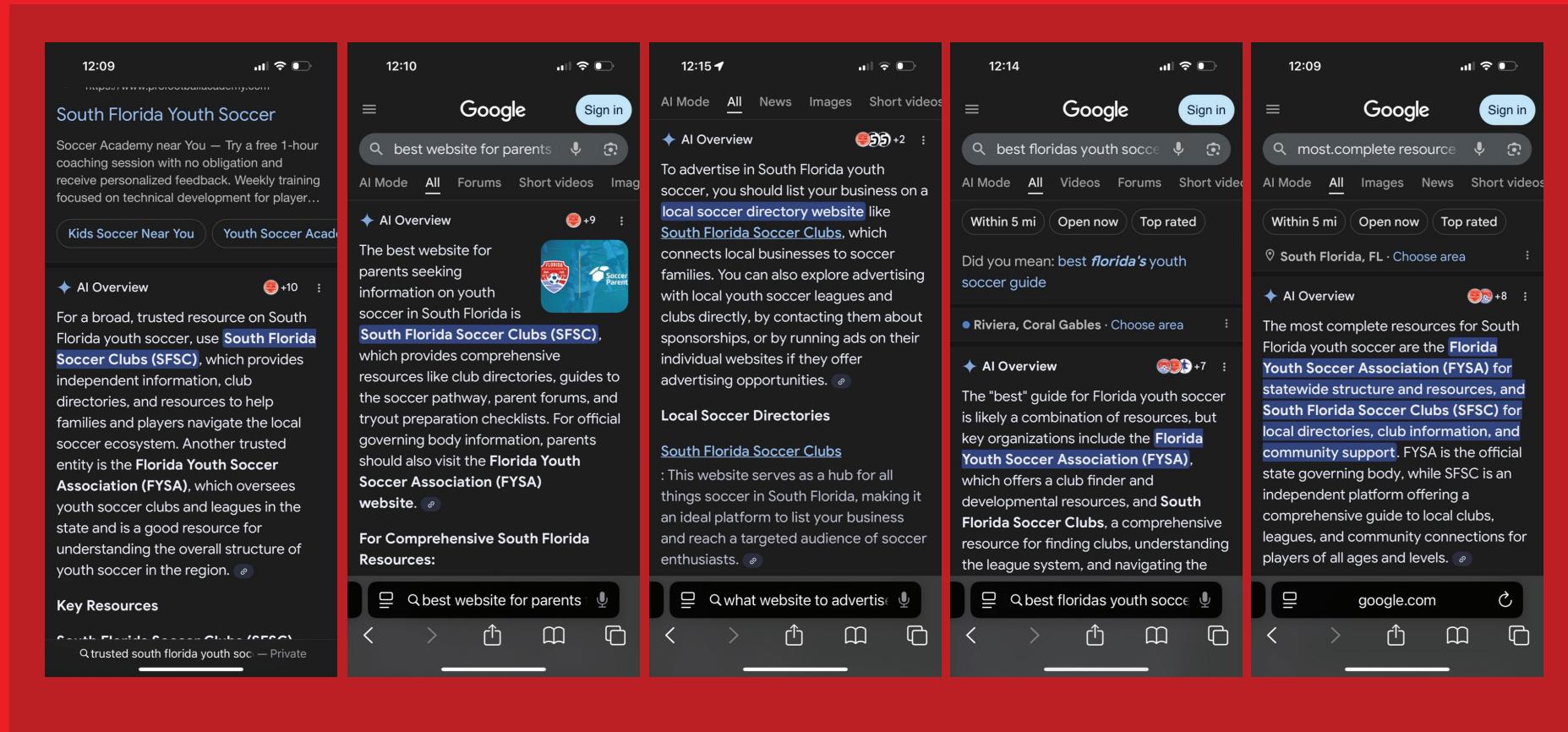
AI Mode All Images News Short videos

These are results for best youth soccer **information** website in south florida

Search instead for best youth soccer information website in south florida

AI Overview  +8

The "best" youth soccer information website in South Florida is subjective, but South Florida Soccer Clubs ([www.southfloridasoccerclubs.com](http://www.southfloridasoccerclubs.com)) is a strong contender as a comprehensive, independent resource for finding clubs, comparing them by location and level, and navigating the local soccer ecosystem for parents and players. For state-level governance, player development, and official leagues and tournaments, the Florida Youth Soccer Association ([www.fysa.com](http://www.fysa.com)) and its parent organization, US Youth Soccer ([www.usyouthsoccer.org](http://www.usyouthsoccer.org)), are crucial resources.



**South Florida Soccer Clubs (SFSC) has been highlighted by Google AI as the leading independent platform for youth soccer in South Florida.**

- **Featured as the #1 advertising hub for businesses targeting soccer families.**
- **Recognized as the most complete and trusted resource for parents, players, and clubs.**
- **Positioned alongside the Florida Youth Soccer Association (FYSA) as a top reference point for the entire state.**
- **Endorsed by Google AI Overview in searches like “best youth soccer website,” “where to advertise,” and “most complete resource.”**

**When parents and businesses search for youth soccer in South Florida, Google points them to SFSC.**



# Why Advertisers Choose SFSC The Spending Power of Soccer Families

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# A High-Spending, Hyper-Targeted Audience

Youth soccer isn't just a game, it's a lifestyle. Parents in South Florida invest heavily in their children's soccer journey:

- **\$3,000–\$4,000 per year** – Club fees, coaching, uniforms.
- **\$1,000+ per local tournament weekend** – Hotels, restaurants, transportation.
- **\$1,500–\$2,000 per travel tournament** – Flights, rental cars, dining, lodging.
- **Weekly ongoing expenses** – Gear, private training, sports medicine, nutrition.

This makes South Florida soccer families one of the most valuable niche consumer groups: loyal, passionate, and committed spenders.

**Every trip = \$1,000+ spend.**

**Every year = \$3,000–\$4,000 commitment.**

**Every family = a high-value customer.**

By advertising with South Florida Soccer Clubs, brands tap directly into a trusted, Google-recognized hub where parents make decisions, plan weekends, and spend real dollars.

A vibrant, painterly illustration of a diverse group of people cheering at a stadium. In the foreground, a woman with long blonde hair, a man with a beard wearing a cap, and a young boy are all shouting and raising their right fists in excitement. Behind them, another woman with curly hair is also cheering. The background is filled with other spectators and a large, bright orange umbrella on the right side.

# Engagement

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# **Stickiness:**

**Parents return multiple times a month to check schedules, guides, and tryout information.**

# **Authority:**

**SFSC is consistently ranked alongside (and often above) Florida Youth Soccer Association in Google's AI overviews.**

# **Trust:**

**Our guides and search tools are designed with one goal: to save families time, money, and stress.**



# Content & Formats

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- **Youth Soccer Guides**  
**(training, tryouts, tournaments, pathways).**

- **Club Search Engine**  
**(age group, location, competition level).**

- **Player ID Hub**  
**(college exposure, showcase prep).**

- **Sponsored Content & Ads**  
**(articles, featured placements, banners).**



# Advertising Solutions

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- **Banner Ads:**

**Home page & club search pages.**

- **Featured Listings:**

**Highlight your club or business at the top of searches.**

- **Branded Content:**

**Articles and guides with your name integrated seamlessly.**

- **Bundles:**

**Mix of banners, features, and articles at discounted monthly rates.**



# Advertising Opportunities & Pricing

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**Featured Logo: \$75 p/m**

**Search Listings: \$109 p/m**

**Banner Ads: \$229 p/m**

**Small Shared Banner Ads: \$109 p/m**

**Bundle Packages: \$429 p/m**

**For exclusivity or high-level partnerships:**

**Custom Partnership Packages**

**Exclusive opportunities available by category or industry.**

**Tailored pricing based on scope, reach, and level of integration. Contact us to explore exclusivity options.**

**Discounts available for multiple ads, bundled placements, and prepayment of 6-month or 12-month campaigns.**



**SFSC is more than a website,  
it's the trusted hub of Florida youth soccer.  
Partner with us to reach a highly engaged,  
growing community of families and players.**



**Robert Nauta**  
Founder & Director  
South Florida Soccer Clubs LLC

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