



# 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.**



# 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.

**10,000+**

Engaged Monthly  
Unique Visitors  
(100% organic traffic,  
no paid ads)

**50,000+**

Monthly Page Views  
Per Quarter.  
Consistent Organic  
growth

**5+Minutes**

Time on Site  
11+ Minutes on Club and  
League Pages

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



**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”

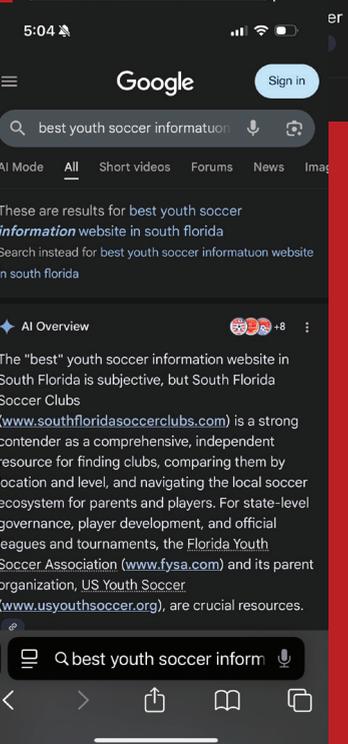
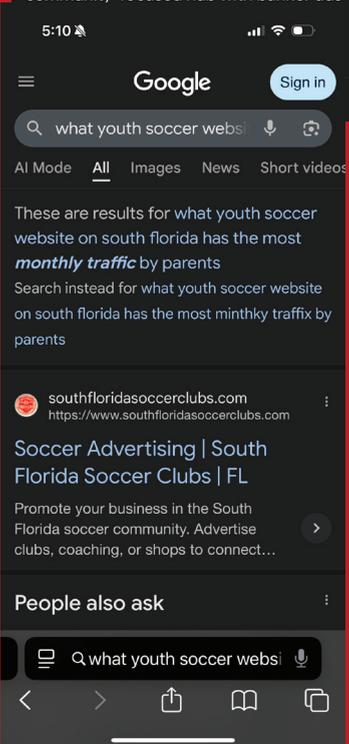
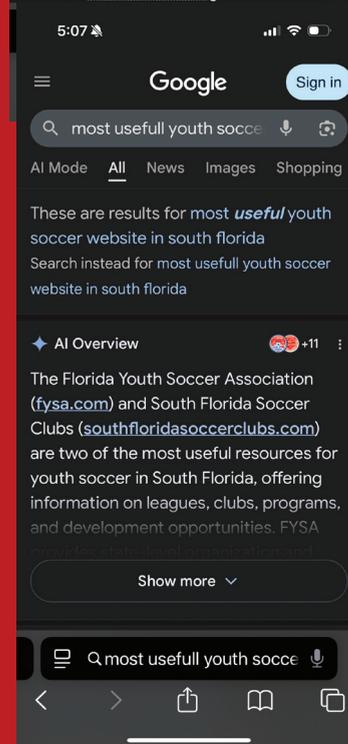
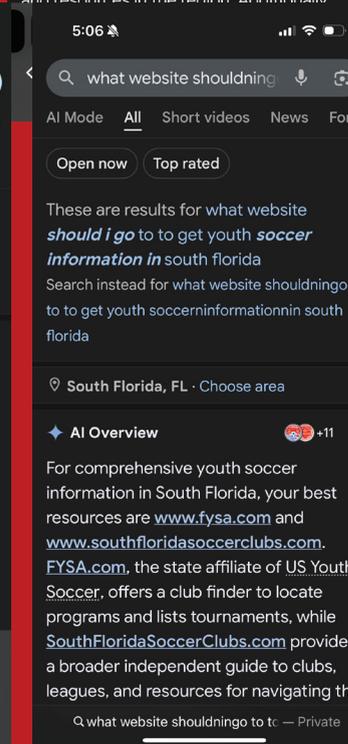
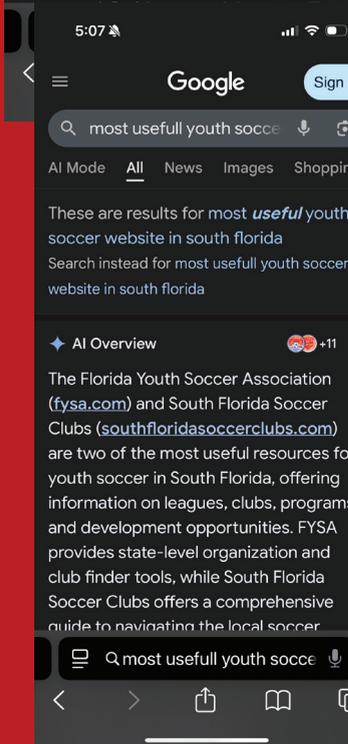
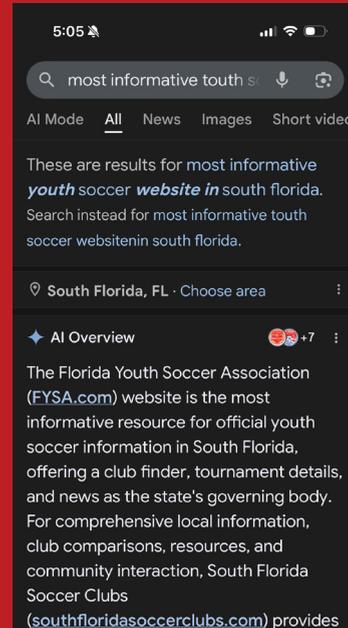
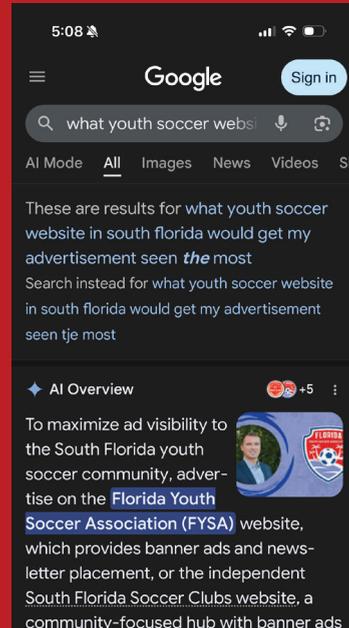
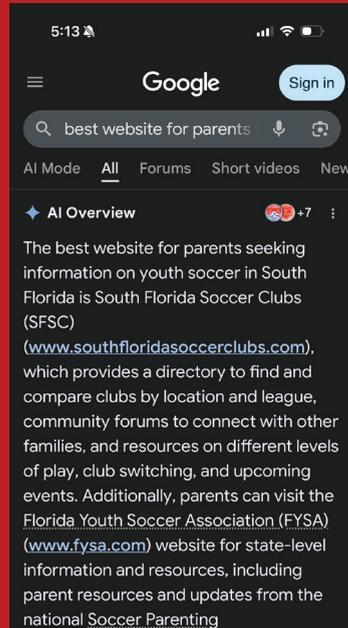
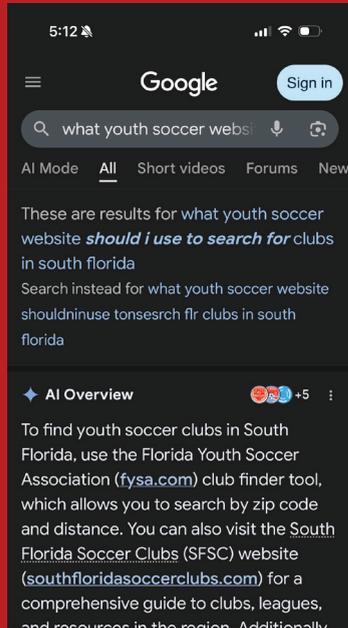
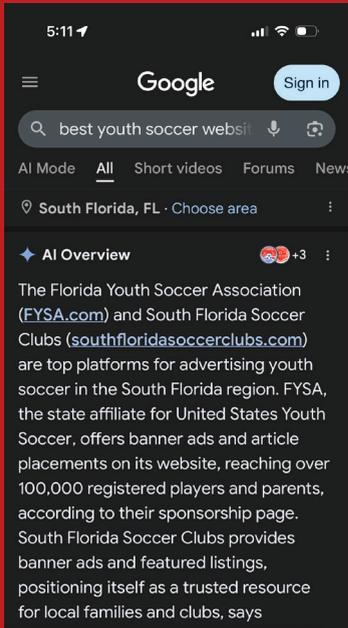
“Top Ad Platform (with FYSA)”

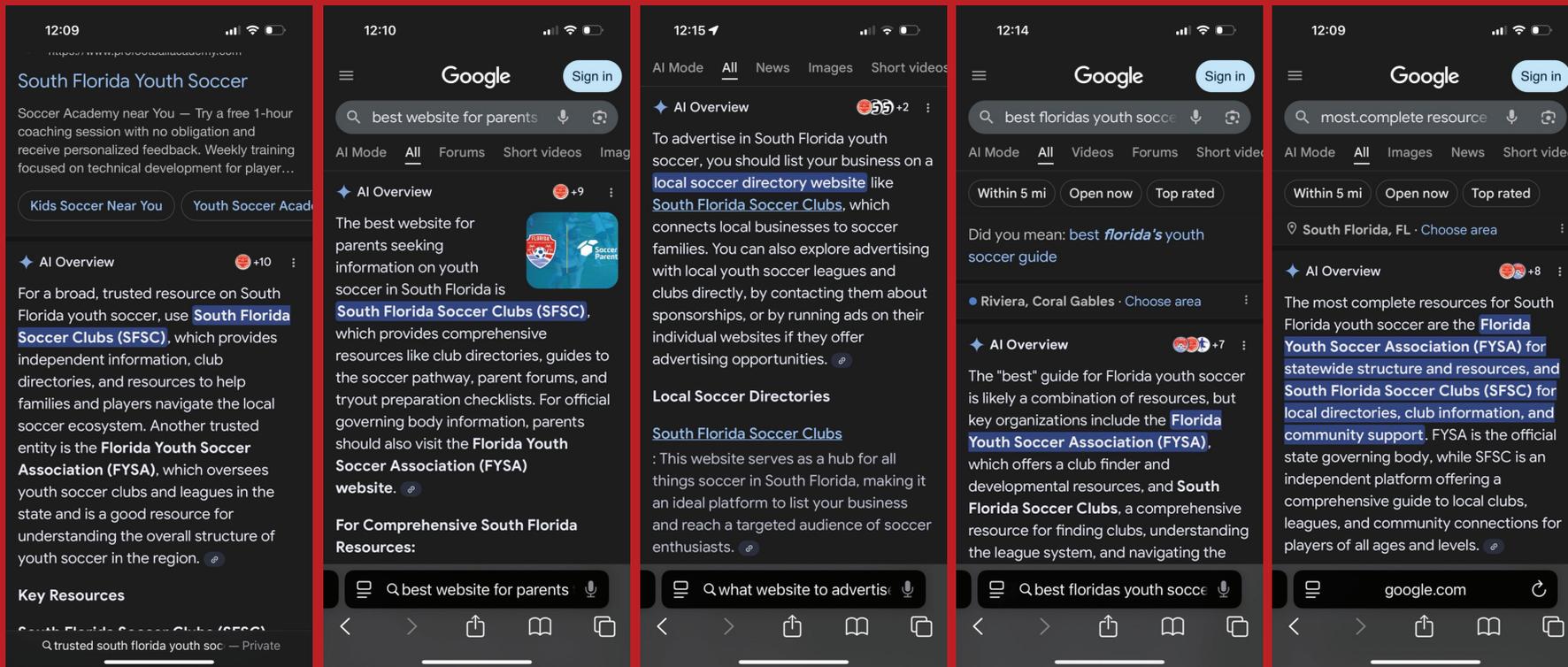
“Most Monthly Traffic by Parents”

“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.





**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.**



# 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.**

A person in a blue shirt with arms outstretched, holding a red flag, against a sunset background. The scene is bathed in warm orange and red light, suggesting a sunset or sunrise. The person is seen from behind, looking out over a vast, hazy landscape. The overall mood is one of achievement and looking forward.

# 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.**

A family of five (father, mother, and three children) is gathered around a tablet computer. They are all looking at the screen with interest. The tablet displays an advertisement for a soccer team, with text including "FLORIDA SOCCER", "NOW", and "JOIN NOW". The background is a solid red color.

# 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**

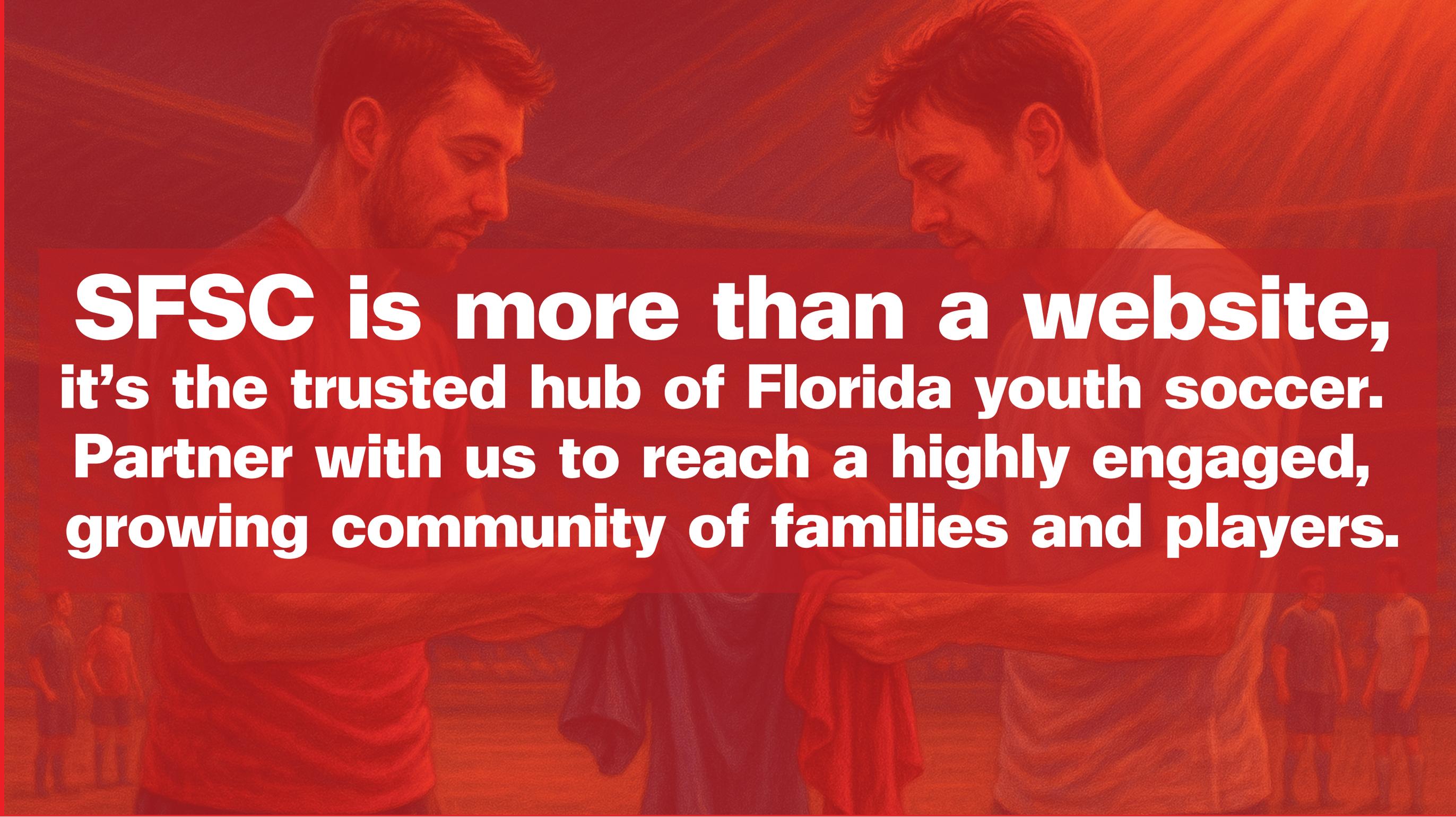
**For exclusivity or high-level partnerships:**

**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.**

A photograph of two men in a locker room, one in a red shirt and one in a white shirt, both looking down at something in their hands. The background shows other people in a locker room setting. The entire image has a red overlay.

**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**  
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South Florida Soccer Clubs LLC

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