



SPONSORSHIP PROPOSAL



Equipping young athletes to be excellent in sportsmanship, leadership and teamwork that transcend the field.



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Introduction

North East United Soccer Club seeks to provide low-cost and no-cost athletic opportunities to the youth near Maplewood, Minnesota, because we believe that the skills learned on the pitch will influence lives off the pitch.

NEU has been supporting youth soccer in the Maplewood community since 1977. We operate year-round to help kids play soccer where they live.

Our Programs

Recreational Soccer

In partnership with the City of Maplewood's Parks and Recreation department we offer a high quality, low-cost youth recreational soccer program to Maplewood and the surrounding communities.

Facts

- We offer six seasonal sessions: Fall, Winter (x3), Spring, and Summer
- Each session is six weeks long
- We have 60-70 players per session
- Each session is coached by our expert NEU coaching staff

Competitive Soccer

We offer a highly competitive soccer program that runs from Pre-Academy (7 year olds) through High School.

Our teams are focused on developing soccer, character, and leadership skills

Facts

- We have 14 competitive teams (boys, girls, and coed)
- We have 225 players representing over 180 families from Fridley to Woodbury and Hugo to Lakeville
- Each team plays in three tournaments including the USA Cup in Blaine which pulls 100s of teams from around the world

NEU Scholarship Program



100%

Scholarship for All

In order to keep our club accessible for everyone we provide a scholarship for every athlete. Our current fees are 30–40% lower than other local clubs. Our “Scholarship for All” program allows us to keep our fees low and yet maintain an excellent club.

30%

Needs Based Scholarship

While we keep our fees low, some families still require additional financial aid to participate in our club. About 30% of our athletes receive a needs based scholarship which gives them a low-cost option for participating.



Benefits for Sponsor



While sponsorship is a gift in and of itself, we also want to consider your donation as a partnership. Here are some potential benefits of sponsorship.

Advertising

Popup field signage at Hazelwood Park in Maplewood, MN

Ad space during annual tournament (1,000 players + families)

Website recognition (500+ unique views per month)

Email and Social Media

Special emails to our whole club on your behalf (2k subscribers)

Facebook posts through social media (2.5k followers)

Recognition in our regular email communication

Tax Deduction

As a 501(c)3 organization, your gifts are tax deductible.

Sponsorship Packages



Friends and Family

This is for individuals or families who want to support NEU

Social Media and Website Recognition and/or Tribute Message

Thank you gift from the club

Tax Deduction

\$500+



Company Hype Package

This package is for companies who want to support our program while getting their name out to the community

On-field Banner during all competitions

Website Recognition

Team-wide Emails

Ad space in program brochures for tournaments

Tax Deduction

\$1,500+



Goal Keepers Package

We are looking for 1–2 multi-year corporate sponsors who will be sustaining member of our club (2 year commitment)

Everything from Company Hype Package for two years

Logo on competitive jersey

Framed NEU jersey with logo

\$10,000/yr



**Thank you for
your interest!**

**We look forward
to talking more**

