

**R A I N B O W**



**S O C C E R**

### **Our beginnings...**

In 1972, a handful of soccer players, interested community members, and coaches got together to create the foundation for what has become a wonderful organization, dedicated to developing a recreational soccer community for thousands of children and adults in the area.

### **Who do we serve?**

Rainbow Soccer and Chapel Hill United serve more than 1,400 children each season and over 300 adults from Chapel Hill, Durham, Carrboro, Hillsborough and other surrounding communities. Our organization is proud to work with families that have deep roots in the area with generations of Rainbow supporters and participants, as well as those visiting for just a few months from foreign countries. We count many nationalities represented among our population of players and embrace the multi-cultural experience that comes along with the sport of soccer.



### **What does your sponsorship mean to Rainbow?**

At Rainbow Soccer, we never turn down a player in need of financial assistance. Per season typically 20% of our fee income was spent on financial aid! During last fall and spring, Rainbow Soccer and Chapel Hill United granted more than \$30,000 in financial aid for players in need of assistance.

### **Please join us as a Sponsor and Community Partner this season.**

The sponsorship opportunities we have available are listed on the following pages. Your sponsorship is a commitment that extends well beyond our organizational borders and touches so many families in our community! Thank you so much for your consideration.

### **New Opportunities...**

Rainbow Soccer now offers jerseys on breathable fabrics which make for great digital printing backgrounds. This way our team sponsors enjoy a full year of exposure on uniforms the kids are likely to wear to school and around town. Our fields are also getting new fencing that will provide banner advertising for our League, Community Impact and Scholarship sponsors. Come see the new Rainbow Soccer and all it has to offer to its sponsorship partners.

**Mike Hickey, Executive Director • [mike@rainbowsoccer.org](mailto:mike@rainbowsoccer.org) • 919-967-8797**

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## **Rainbow League Sponsor \$10,000 (Annual Sponsorship)**

- Fall Recreational Tournament headline sponsor (early November)
- Sole sponsorship for 20 Rainbow Youth/Adult teams (220 players) in each season.
- Sponsor tent allowed during Saturday games 9am - 4pm



- Preferred banner placement at front entrance of Rainbow soccer complex for all game weekends for fall and spring.
- One article during fall season and one article during spring season included in Rainbow/Chapel Hill United Soccer On-line Newsletter.
- Two sponsor coupons distributed via the On-line Newsletter directly to more than 5,000 subscribers - one during the fall season and one during the spring.
- Facebook promotion announcements for sponsor during fall and spring season.
- Sponsor logo, with active web links to sponsor's website, on home page of new Rainbow Soccer website.

## **Scholarship Foundation Sponsor \$5,000\***

- Sole sponsorship for 13 Rainbow Youth teams (130 players) AND 1 Adult team (25 players) in each season.
- Sponsor Banner for fall and spring season. Placement of one 3' x 8' banner near information tables at Rainbow Soccer Complex for fall and spring season. Includes banner.
- One sponsor thank you mention or coupon during fall season and one during spring season included in Rainbow/Chapel Hill United Soccer On-line Newsletter (with more than 5,000 subscribers).
- Sponsor logo, with active web links to sponsor's website, on logo panel of new Rainbow Soccer website.



**\* This sponsorship provides enough funding to offer 75 players full or partial scholarships for one season!**

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## **Community Impact Sponsor \$2,500 Fall & Spring Seasons**

- Shared sponsorship on 4 Rainbow Youth teams (72 players) **AND** 1 Rainbow Adult teams (75 players) in each season based on availability.
- 3 x 8 Sponsor Banner hung during practice and games at the Rainbow Soccer Complex for the fall and spring seasons. Includes banner by “A Better Image Printing”.
- One sponsor thank you mention coupon during each season included in Rainbow/Chapel Hill United Soccer On-line Newsletter (with more than 5,000 subscribers).
- Table at local Dick’s store from 10am-2pm, Saturday August 11<sup>th</sup>.
- Sponsor logo, with active web links to sponsor’s website, on rotating banner on new Rainbow Soccer website. <http://www.rainbowsoccer.org>

## **Ball Sponsor \$2,000**

- Help us with balls for the season and you could get many seasons of visibility with your custom logo printed on the balls! We will also give away 20 balls to children in need of financial assistance in your honor (with your logo on the ball, of course)!
- One sponsor thank you article included in Rainbow/Chapel Hill United Soccer On-line Newsletter (with more than 5,000 subscribers).



## **Friday Only Program \$1,500**

- Friday Only is our one night per week program held at Rainbow Soccer Park and Southern Community Soccer Park. The goal here is to introduce the 3-5 year olds to the game and give them 30 minutes of skills development and 30 minutes of playing time.
- This is a great sponsorship for someone marketing to the young families for services, pre-school, etc. or possibly a restaurant looking to get in front of families who might come to their establishment after soccer.

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**Team Sponsor \$650 (2 seasons)**

Sponsorship on 1 Rainbow Youth team (~12 players) **OR** 1 Rainbow Adult team (22 players) for two seasons - fall and spring. We have upgraded from cotton t-shirts to more breathable blends. You get a sponsor shirt and a plaque to display at your business.



**Banner on new Field Fence \$650  
(2 seasons includes 3x8 color banner)**

Rainbow Soccer has built a 1,000 foot fence which runs along the edge of the ditch by the parking lot at the soccer complex. The reason for the fence is to stop children from running in front of cars. The benefit of the fence from a sponsorship standpoint is we now have 2,000 feet of fence line to advertise your business. You provide us text and logo and we will have the banner printed and then hung.



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**COMPANY** \_\_\_\_\_ **DATE** \_\_\_\_\_

**CONTACT PERSON** \_\_\_\_\_ **TITLE** \_\_\_\_\_

**STREET ADDRESS** \_\_\_\_\_

**CITY** \_\_\_\_\_ **STATE** \_\_\_\_\_ **ZIP** \_\_\_\_\_

**OFFICE PHONE** \_\_\_\_\_ **CELL PHONE** \_\_\_\_\_

**EMAIL ADDRESS** \_\_\_\_\_

**SPONSORSHIP LEVEL**

- |  |          |  |         |
|--|----------|--|---------|
| <input type="checkbox"/> <i>TEAM SPONSOR</i>     | \$650    | <input type="checkbox"/> <i>BALL SPONSOR</i>           | \$2,000 |
| <input type="checkbox"/> <i>BANNER SPONSOR</i>   | \$650    | <input type="checkbox"/> <i>FRIDAY ONLY PROGRAM</i>    | \$1,000 |
| <input type="checkbox"/> <i>COMMUNITY IMPACT</i> | \$2,500  | <input type="checkbox"/> <i>SCHOLARSHIP FOUNDATION</i> | \$5,000 |
| <input type="checkbox"/> <i>LEAGUE SPONSOR</i>   | \$10,000 |  |         |

**AGE GROUP(S) PREFER TO SPONSOR**

- 3-6       7-10       11-15       ADULTS

**SPECIFIC TEAM TO SPONSOR** \_\_\_\_\_

PLEASE MAKE CHECKS PAYABLE TO RAINBOW SOCCER AND MAIL TO:  
P.O. BOX 3093, CHAPEL HILL, NC 27515

THANK YOU FOR YOUR SUPPORT!

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