



# TOTAL FOOTBALL CLUB

2016 SPONSORSHIP PROPOSAL

TOTAL FOOTBALL CLUB IS A DYNAMIC AND PROGRESSIVE YOUTH SOCCER CLUB THAT UNDERSTANDS THE NEED TO CREATE AND MAINTAIN STRONG COMMUNITY RELATIONSHIPS



**AT TFC WE UNDERSTAND THAT CORPORATE AND BUSINESS RELATIONSHIPS MUST BE MUTUALLY BENEFICIAL TO SUCCEED.**

**BECOMING A PARTNER WITH THE TOTAL FOOTBALL CLUB MEANS BECOMING A PARTNER WITH THE PREMIER YOUTH DEVELOPMENT CLUB IN SOUTH TEXAS.**

**WE ARE CONTINUALLY GROWING OUR NETWORK AND EXPANDING OUR REACH. IN THE PAST 3 MONTHS ALONE WE HAVE INCREASED OUR CLUB TEAMS FROM 7 IN THE SPRING TO 13 FOR THIS FALL SEASON, INCLUDING OUR FIRST GIRLS TEAM. WE FULLY EXPECT THIS GROWTH TO CONTINUE INTO THE SPRING SEASON AND BEYOND.**



**TFC ACES**



# Our Network

Total Football Club

13 Teams

125 registered players

Houston Youth Soccer Association (HYSA)

Over 10,000 registered players

Number of Tournaments (2016) - 7

(Houston Labor Day Cup attendance - Approx 2,500 players)



# Audience Exposure

Our various TFC teams practice across each of the 5 nights of the week and play in competitive HYSA or TPL league or practice games on weekends across the Houston area.

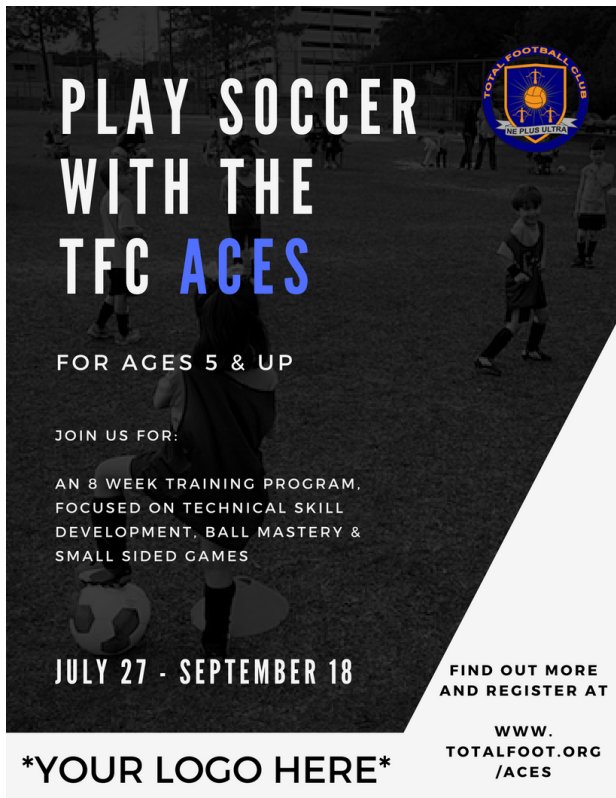
## ONLINE EXPOSURE

As our club has grown as has our online presence, FB Likes, Reach, Engagements and Page Views have all increased significantly in the last 3 months.

Our increased presence and focus on Facebook has seen a 515% increase in Reach, a 55% increase in Post Engagements and a 5% increase in Page Views in one month alone.



# THIS COULD BE YOU



**PLAY SOCCER  
WITH THE  
TFC ACES**

FOR AGES 5 & UP

JOIN US FOR:

AN 8 WEEK TRAINING PROGRAM,  
FOCUSED ON TECHNICAL SKILL  
DEVELOPMENT, BALL MASTERY &  
SMALL SIDED GAMES

JULY 27 - SEPTEMBER 18

FIND OUT MORE  
AND REGISTER AT

WWW.  
TOTALFOOT.ORG  
/ACES

**\*YOUR LOGO HERE\***



TFC IS A PROUD PARTNER OF "YOUR LOGO HERE"

**TFC Corporate Sponsors**

**\*YOUR LOGO  
HERE\***

# THIS COULD BE YOU



# Business Partner Packages

## Bronze Investor - \$600/year

- Recognition with the organization's logo placed on the sponsorship page of our website: [www.totalfoot.org](http://www.totalfoot.org)
- Commemorative plaque issued to organization in honor of their contribution

## Silver Investor - \$1,000/year

- All Bronze Investor benefits plus the below:
- Organization sponsorship recognition in club marketing tools (Facebook, Twitter, etc.)

## Gold Investor - \$1,500/year

- All Silver Investor benefits plus the below:
- Recognition with the organization's logo placed on the home page of our website: [www.totalfoot.org](http://www.totalfoot.org)
- Organization name and logo displayed on a banner at tournaments hosted by TFC

## Field Partner\* - \$3,000/year

- All Gold Investor benefits plus the below:
- Recognition with the organization's logo displayed on sleeve of all team practice jerseys

## Training Partner\* - \$5,000/year (2-year commitment)

- All Field Partner benefits plus the below:
- Organization's logo prominently displayed on the home page of our website: [www.totalfoot.org](http://www.totalfoot.org)
- Organization's name and logo included on any flyers distributed to market club events
- Organization's logo placed on the sleeve of all game jerseys worn by players

## TFC Partner\* - \$7,000/year (2-year commitment)

- All Field Partner benefits plus the below:
- Organization's logo prominently displayed on the front of all game jerseys worn by all players

\*Benefits listed in respect of logo placement on training and game jerseys are on a per team/age group basis





# LET'S MAKE THIS WORK

We look forward to working with you to build a long, strategic and mutually beneficial partnership!

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