



# VSA

**ALWAYS MOVING FORWARD**

Sponsorship Package

[www.vsaonline.org](http://www.vsaonline.org)

#HelpBuildVSA



# WHO ARE WE!

## **Mission Statement:**

Our purpose is to be a community based soccer club that is committed to providing players of all levels and backgrounds the opportunity to play the beautiful game of soccer!

## **Vision Statement:**

To build a pathway that provides a professionalized platform creating opportunities for all players in our club to succeed in life on and off the field

## **Core Values:**

Community  
Collaboration  
Character  
Commitment



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# WHO ARE WE!

## CLUB DNA

**Out Work - Out Compete - Out Play**



## PLAYER DNA

**Passionate - Hardworking - Committed - Dedicated**

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# VSA BY THE NUMBERS



10,000 + ANNUAL REGISTRATIONS

2400 REC PLAYERS

1250 TRAVEL & ADP PLAYERS

100 ADP PLAYERS

1100 ADULT PLAYERS

500+ CAMPERS

295 FUTSAL PLAYERS

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# ABOUT US

## WHO ARE WE!

**501 (C) (3) NONPROFIT ORGANIZATION**

**10,000 REGISTRATIONS ANNUALLY**

**AGES 3-19 (YOUTH)**

**AGES 20-50+ (ADULT)**

**220+ RECREATION TEAMS (FALL/SPRING)**

**72 TRAVEL TEAMS (AUG-MAY)**

**20 ADP TEAMS (SEPT-MAY)**

**30 FUTSAL TEAMS (WINTER/SUMMER)**

**MEMORIAL DAY TOURNAMENT (260-280 TEAMS)**

**FULL TIME DEDICATED TECHNICAL AND ADMINISTRATIVE STAFF**

**40 YEARS SERVING HAYMARKET, GAINESVILLE, BRISTOW RESIDENTS**

## WHERE ARE WE!

### POPULATION

HAYMARKET (2000+) BRISTOW (31,000+) GAINESVILLE (17,000)

### MEDIAN INCOME (Household)

HAYMARKET (135,000) / BRISTOW (159,000) / GAINESVILLE (143,000)

### COLLEGE DEGREES

HAYMARKET (64%) / BRISTOW (57%) / GAINESVILLE (55%) -(18%-20% GRADUATE DEGREES)

### MEDIAN AGE

HAYMARKET (32.2) BRISTOW (32.2) GAINESVILLE (32.8)

### MEDIAN MARRIED

HAYMARKET (67%) BRISTOW (64%) GAINESVILLE (68%)

### HOUSEHOLD DISTRIBUTION

(2-5 PEOPLE) -HAYMARKET (35%-47%) BRISTOW (43%) GAINESVILLE (32%)





# OUR REACH

## Facebook:

Followers: 3,852

Post Reach: 21,000

Post Engagement: 10,814

## Twitter:

Followers: 1,808

Average Impressions: 8,603

Profile Visits: 411

New Followers a Month- 5

## Instagram

Accounts Reached: 5,630

Followers: 3,588

Account Engagement: 700

## Constant Contact:

21,058 current unique emails



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# OPPORTUNITIES

## LEGACY

Investment in VSA Vision projects that will have a long lasting impact on VSA membership, these possible legacy projects include:

- Facility Naming Rights
- Scholarship Fund
- Lighted Turf Field at Catharpin named after sponsor
- Player and Parent Community Building named after sponsor
- Development of Grass fields at Long Park

## DIAMOND

**25-50K**

Be a Jersey Sponsor –Travel or Rec  
Includes Majority of Gold, Silver,  
Bronze Package

## GOLD

**\$5K-10K**

1 of 3 Field Naming Rights  
Website Front Page Sponsor  
Newsletter Sponsor  
Includes Majority of Silver, Bronze  
Package Items

## SILVER

**\$1K-4K**

Sponsorship Day  
Program Sponsor  
Logo on Camp or Little Gunners T-  
shirts  
Bronze Package Items

## BRONZE

**\$500-1K**

Sponsor Email / Social Media Blast  
Logo on website Partner Page  
Press Release  
Sign on Field



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