

# SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

Haymarket – Bristow – Gainesville – Manassas – Fauquier – Culpeper – Winchester





# VSA

## BY THE NUMBERS

6000 +  
ANNUAL REGISTRATIONS

2000 REC

685 TRAVEL

100 ADP

1100 ADULT

500 CAMPERS

100 FUTSAL

2 PARTNER CLUBS  
CULPEPER (800+)  
WINCHESTER UNITED (500+)





# WE ARE VSA



## WHO WE ARE!

- 501 (C) (3) NONPROFIT ORGANIZATION
- 6000 REGISTRATIONS ANNUALLY
- AGES 3-19 (YOUTH) / AGES 20-50+ (ADULT)
- 200+ RECREATION TEAMS (FALL/SPRING)
- 48+ TRAVEL TEAMS (AUG-MAY)
- 15+ ADP TEAMS (SEPT-MAY)
- 13+ FUTSAL TEAMS (WINTER/SUMMER)
- MEMORIAL DAY TOURNAMENT (200+ TEAMS)
- FULL TIME DEDICATED TECHNICAL AND ADMINISTRATIVE STAFF
- 40 YEARS SERVING HAYMARKET, GAINESVILLE, BRISTOW RESIDENTS



## VSA'S REACH

- WEBSITE ANALYTICS
  - AVERAGE MONTHLY PAGE VIEWS: 30,100
  - HIGHEST MONTHLY PAGE VIEW IN MAY 72,210
- FACEBOOK — CURRENT LIKES/PEOPLE FOLLOWING - 1,500
  - AVERAGE ENGAGEMENTS WITH POSTS PER WEEK - 1,780
  - AVERAGE PEOPLE REACHED WITH POSTS PER WEEK - 9,600
- TWITTER - CURRENT FOLLOWERS - 862
  - AVERAGE IMPRESSIONS WITH POSTS PER MONTH - 54,000
  - PROFILE VISITS IN LAST MONTH - 4000+
  - AVERAGE OF NEW FOLLOWERS PER MONTH - 20-40
- INSTAGRAM — CURRENT FOLLOWERS - 966
  - AVERAGE IMPRESSIONS PER WEEK - 11,228
  - AVERAGE UNIQUE REACHES PER WEEK - 887
  - PROFILE VIEWS PER WEEK - 300
  - AVERAGE POST LIKES - 79
- CONSTANT CONTACT - 11,539 ACTIVE UNIQUE EMAIL ADDRESSES ON CONSTANT CONTACT
- DEMOSPHERE HOUSEHOLDS
  - CURRENT 8487

## WHERE WE ARE!

- POPULATION— HAYMARKET (2000+) BRISTOW (30,000+) GAINESVILLE (12,000)
- MEDIAN INCOME — HAYMARKET (142,000) / BRISTOW (124,000) / GAINESVILLE (122,000)
- 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%)

# BE MORE THAN A SPONSOR



## VSA'S VISION!

OUR GOAL AT VSA IS TO PROVIDE YOUNG PEOPLE FROM ALL BACKGROUNDS THE OPPORTUNITY TO DEVELOP INTO WELL ROUNDED INDIVIDUALS BASED ON THE CLUBS CORE PHILOSOPHY. OUR PHILOSOPHY IS TO DEVELOP THE PLAYER, THE PERSON, THE CLUB , AND THE FUTURE GENERATION WHO CAN HAVE A POSITIVE ROLE AND IMPACT IN THE LOCAL COMMUNITY AND BEYOND. WE WANT PARTNERS WHO NOT ONLY SEE THE BENEFIT OF VSA'S REACH BUT BELIEVE IN OUR VISION TO CREATE A STRONGER COMMUNITY.

## BE A PARTNER!

AT VSA OUR MANTRA IS ALWAYS MOVING FORWARD, SO WE PRIDE OURSELVES ON RE-SHAPING THE LANDSCAPE OF YOUTH SOCCER AND PLAYER DEVELOPMENT IN THE LOCAL AREA AND BEYOND. IN JUST TWO YEARS WE HAVE NOT ONLY GROWN BUT WE ARE LEADING THE WAY IN CLUB DEVELOPMENT AND STRUCTURE. WE BELIEVE THAT OUR NEW VENTURE TO CREATE REAL PARTNERSHIPS WILL PROVIDE US WITH GREATER RESOURCES TO CONTINUE TO MOVE OUR CLUB AND COMMUNITY FORWARD.

## HOW WE CAN HELP EACH OTHER!

A QUICK LOOK AT OUR LOCAL DEMOGRAPHICS, INTERNET ANALYTICS, AND OVERALL REGISTRATIONS AT THE CLUB OBVIOUSLY CAN HELP CREATE INCREASED BRAND AWARENESS AND OVERALL VISIBILITY FOR YOUR BUSINESS. HOWEVER OUR GOAL IS TO CREATE AT OUR HIGHER LEVEL OF PACKAGES NON COMPETE CLAUSES SO YOUR BUSINESS BECOMES THE OFFICIAL PARTNER OF VSA IN YOUR COMPETITIVE FIELD AND YOU GET THE RECOGNITION THAT YOU WANT. BECOME THE OFFICIAL SUPERMARKET, CAR DEALER, REALTOR, SPORT STORE, MEDICAL SERVICE (ETC) OF VSA AND LETS MOVE FORWARD TOGETHER!

## WHAT MAKES US VSA!

### INNOVATING PROGRAMS MOVING VSA FORWARD

- PLAYER DEVELOPMENT PROGRAM
  - JR ACADEMY — 6-10
  - PRE ACADEMY — 11-14
  - ACADEMY — 15-19
- PLAYER EDUCATION PROGRAM
- PARENT EDUCATION PROGRAM PODCASTS
- COACHING EDUCATION PROGRAM
- 2 PARTNER CLUBS
- LITTLE GUNNERS PROGRAM
- COLLEGE PREPARATION PROGRAM
- TOPSOCCER PROGRAM
- ANTI BULLYING SCHEME
- THE VIRGINIA CANNON CUP
- ADULT LEAGUE
- HEALTH AND WELLNESS PROGRAM
- YEAR ROUND CAMPS AND CLINICS
- US DEVELOPMENT ACADEMY
- NATIONAL PREMIER LEAGUE
- CORE PROGRAMS — TRAVEL / REC / ADP



# SPONSORSHIP OPPORTUNITIES



## DIAMOND

**\$10K-20K**

Park Naming Rights or Scholarship Program  
Naming Rights  
Be a Jersey Sponsor — Travel or Rec  
Includes Majority of Gold, Silver, Bronze  
Package Items



## GOLD

**\$5K-10K**

1 of 3 Field Naming Rights  
Website Front Page Sponsor  
Official Bi Weekly - Newsletter Sponsor  
Official Partner — Non Compete with conflicting Businesses  
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

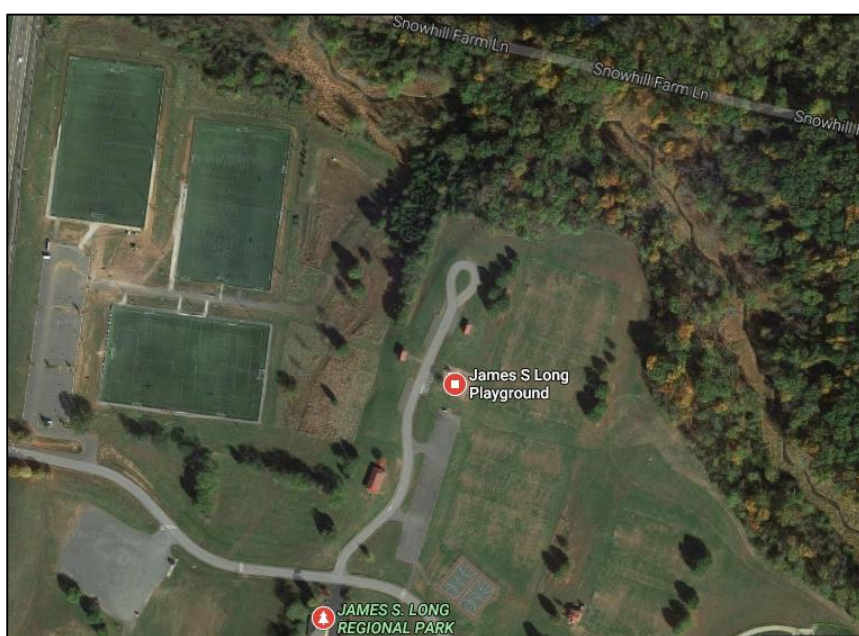


## BRONZE

**\$500-1K**

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

## FACILITY AND FIELD NAMING RIGHTS



## BI-WEEKLY NEWSLETTER



## PROGRAM SPONSORS



## GAME DAY SPONSORS



## WEBSITE / PRESS RELEASES



## SPONSOR A JERSEY



**REC**



**HOME**



**AWAY**



**PRACTICE**