

FOR DENVER



BY DENVER

# SPONSORSHIP PACKET

STATE CHAMPIONS | LEAGUE CHAMPIONS | NATIONAL QUALIFIERS



# FC DENVER

FOR DENVER, BY DENVER

## CONTENTS

04

HISTORY

05

MISSION

06-11

PROGRAMS

12-13

SPONSORSHIP OPPORTUNITIES



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FOOTBALL CLUB DENVER



[WWW.FCDENVER.ORG](http://WWW.FCDENVER.ORG)





# HISTORY

## THE JOURNEY OF FC DENVER

The Football Club of Denver (FC Denver) was founded by Eric Ridgeway Fulton over the Winter of 2005/2006. The club began with one men's team who played their first match March 13th, 2006. In August of that year, the quickly improving squad won the 2nd division in the Colorado State Cup in a memorable come-from-behind championship victory. It was only the team's 2nd tournament ever, and that unforgettable championship put the club on an early path to success.

The club began to expand, and 4 years after inception by 2009, the club had 8 teams (Men, Women, and Coed) and over 150 members. In October of 2010, the Club won its first Men's D1 League Championship. From 2010 onwards, FC Denver Men's, Women's, Over-30's, and more recently U23's have been competing at the highest levels of Colorado Adult soccer with multiple championships among them. The Men' Team has qualified twice for the US Open Cup through open qualifying for the 2018 and 2019 tournaments.

Off the field, the Club places special emphasis on connecting communities. Both being a home for our member friendships and memories, and by reaching out to our Denver metro community through community service and fundraising events. We are passionate about soccer and the value of bringing people together.

# MISSION

FC Denver's Mission is to organize and promote championship-caliber competitive soccer teams based in values of **Community, Passion, and Opportunity.**

## COMMUNITY

For Denver, By Denver. FC Denver is your soccer home, as a player, fan or volunteer. We are servants to Denver's soccer community, which has led us to build elite-level teams, partner with community organizations that align with our mission, and create an inclusive and equitable home for people of all backgrounds, ethnicities, religions, gender identities, and abilities.

## PASSION

In everything we do. We have ambitious leaders who see soccer growing with FC Denver being a driving force. We are submerged in our purpose, and anything short of seeing our visions come to fruition is not enough. Soccer in this country has so much potential, and we are keen on unlocking all of it.

## OPPORTUNITY

Growth and development opportunities are key in pushing the envelope of soccer in this country and community. Whether you aspire to play in college or professionally, wish to continue competing at a high level at the tail end of your career, or anywhere in between, we want to provide you with quality soccer and a quality experience. Even for coaches, fans, or volunteers, we strive to provide opportunities to all of our FC Denver family.

# WOMENS

## WOMENS FIRST & WOMENS SELECT

The Women's program is composed of two teams: First and Select.

**The First Team** is the longest running and most successful Women's team in FC Denver history. Comprised of current and former college athletes, this team is the Spring 2021 Championship Title holder of the Colorado Premier League. These players are always hungry for a "W" and are ready to prove themselves on the semi-professional stage.

**The Select Team** was forged together by the sheer number of competitive athletes who believe in their abilities and our club to grow and develop. The Select team also competes in the Colorado Premier League. Their diverse backgrounds and experiences have built a team that has proven to be resilient when faced with adversity.

The program's goal is to not only become a nationally recognized competitive program, but also to encourage the growth of women's sports. Every year, thousands of girls abandon their dreams of becoming athletes because they don't feel it's an option. As a group of women who have felt the same societal pressures and have been able to prove the doubters wrongs, we welcome the opportunity to show other young women they are capable of accomplishing anything they set their minds to on and off the field.





# MENS

## MENS FIRST & U23 DEVELOPMENT

Our Men's Program consists of our Men's First Team and our Men's U23 Developmental Team.

**Our Men's First Team** has been at the upper echelon of Colorado's competitive soccer scene for over a decade. Gaining local prominence through winning the top Colorado league championships in 2010-2015, the team took a step forward into national prominence through its US Open Cup qualifications in 2018 and 2019. The Men's First team is looked at as a leader within Colorado Soccer.

The creation of a developmental **U19/U23 Developmental Team** is a project to better support youth in our community by providing opportunities to continue to develop their game after youth soccer. We believe the Men's U23 program will become an elite developmental option for young developing players who will go onto to college, other pro/semi-professional options, and on to our Men's First team.

# MENS O30

MASTERS & LEGENDS

Our Men's Over 30 program consists of two highly competitive teams, **Masters & Legends**. While the teams are largely Over 30 in demographics, they are rivals in the Men's Open 2nd Division (not age specific) after not finding the local O30 leagues to not have strong enough competition. These teams consist of players that are further along in their careers and families, who are still highly competitive players who want to be a part of a soccer community.



WOMENS FIRST



MENS FIRST



WOMENS SELECT



MENS O30



# SPONSORSHIP OPPORTUNITIES

## JERSEYS

With 6 teams competing in multiple leagues, we have opportunities to put your company logo on our jerseys which will be worn proudly and be seen by competitors and fans alike throughout Colorado and the nation.

Options include:

**Main Jersey Sponsor** (jersey front)  
**\$2,500-\$3,500 per team per year (2 year min)**

**Secondary Jersey Sponsor** (jersey sleeve or back)  
**\$650-\$1,000 per team per year (2 year min)**

**Training Jersey Sponsor** (all teams)  
**\$650 per year**



## CLUB EVENTS

We will host events; whether Community (~75 Attendees) or team specific (~20) at your business. Our player members appreciate attending great events at our sponsor locations. Options include the club hosting and promoting:

### Large Scale Community Events

**\$1,500/event**

We'll invite the entire club community and families and friends out for a big bash to support your business

### Team Event

**\$500/event**

We'll host a team event at your business to dine, drink, shop, in support of your business

### Other Participatory Event

**\$TBD/event**

Grand openings, player meet n' greets, etc. We're open to other options that best suite your business!

### Charity Soccer Tournament - \$7,500/tournament

We'll host a soccer tournament and promote your brand on all promotional materials, including registration, flyers, banners, and flags and donate all proceeds to the charity of your choice.



**μ unique visitors monthly: 720**



**followers: 1,222**  
**μ monthly impressions: 12,755**



**followers: 1,254**  
**μ monthly impressions: 15,884**



**followers: 2,723**  
**μ monthly reach: 3,045**

## BRANDING/ADVERTISING

### Gameday Promotional Flags/Banners at Matches - \$2,500/year & team

We'll promote one match of the week (20/year) presented by your company and put up promotional flags/banners with your company name/logo.

### Become our Sole Partner in your Area Professional Expertise - \$2,500/year

Become our sole community partner in your area of professional expertise and get direct access to our community. Be an invited speaker at club events (3-4 year), attend matches as special guest, and receive 4 social media posts and 2 blog posts about your company/offerings.

### Quarterly Club Blog Post and Club Email Blast - \$1,200/year

We'll write/co-write a quarterly article about your organization and post to our club blog and email to our player community.

## WEBSITE PROMOTION

### FCDenver.org Primary Web Sponsor - \$3,500/year

Your company's name and logo/URL will be integrated into our website header and footer as presenting sponsor on every page of website.

### Listing on FC Denver Website Sponsorship Page - \$350/year

Your company name, logo, description, and website URL will be listed on our website. Included on all sponsorship plans or available as standalone option.

## SOCIAL MEDIA PROMOTION

### Weekly "Player of the Match" Post - \$3,000/year

Every match weekend (20/Year), we'll do a POTM post (highlighting all teams) sponsored by your organization to our social media channels.

### Social Media Shares - \$1,200/year

We'll work in coordination to share news, events, pictures or other items about your business to our social media channels (up to 8 shares year).

**These are just a few of the sponsorship packages we have. We're open to any other ideas/suggestions and would love to work with you 1:1 to come up with the perfect option for your business!**



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**THANK  
YOU**