

A black and white photograph of a basketball game in progress on an outdoor court. In the foreground, a young woman in a dark jersey is running towards the left. To her right, a young man in a white jersey and a black face mask is also running. In the background, other players and a basketball hoop are visible under the shade of large trees.

SOL

SPONSORSHIP PROPOSAL

UNITING COMMUNITIES IN NORTH MINNEAPOLIS



GREETINGS

On behalf of TC Sol Futsal and the Karen Football Association we would like to extend an invitation to you and your company to become a sponsor partner of our summer SOL youth futsal league. In a world of pay to play athletics, where many communities are left out, we have developed a model that gives kids the opportunity to play competitive futsal in a positive environment that promotes service, mentorship, partnership and fun! We have partnered with local community organizations to have our athletes provide an hour of service each week while developing relationships that may have never been cultivated. We have eliminated the economic barrier of participation in organized youth sports thus creating a cross-cultural experience for everyone! This is why your sponsorship is so vital!

Our mission also includes:

- Provide opportunities for kids to be active, be fit, and be healthy.
- Growth opportunities for youth and young adults through volunteer and paid staff league positions.
- Develop community leaders through mentorship and weekly 1 hour service projects in North Minneapolis.
- Remove economic barriers to participation in organized youth sports.
- Uniting communities by creating an inclusive and safe environment through common interests in sportsmanship and competition.
- Feed each athlete a fresh and healthy meal while exposing them to different cultural cuisines while supporting Minority & Women-Owned Businesses.
- Encourage the players to have respect for the game, others and themselves.

The most important steps in the planning process for a successful season is obtaining local and corporate sponsorships from businesses and organizations, to help offset some of the costs associated with league operations. We are looking for sponsors who are willing to donate to assist in covering our essential expenses such as: player uniforms, court use fees, game day equipment, officials, uniforms, insurance, and other administrative costs to operate the league. All sponsorship funding is directly invested into the SOL Youth Summer League and is used to manage and improve athletic opportunities in North Minneapolis and the greater Twin Cities. When sponsoring with us, we will do everything in our power to maximize your business exposure, and match your company with a desired family target audience.

If providing sponsorship for SOL Futsal League is an option for you and your company, please take some time to review the sponsorship information I have included with this letter. I am confident you will find a level of sponsorship that will be comfortable for your company as well as beneficial to our organization and community youth participants.

Sincerely,

Mario Wimberly, TC Sol Futsal
& Kyle Johnson, Karen FA



A LEAGUE LIKE
NO OTHER
VALUES & COMMUNITY ARE THE
CORE OF WHAT WE DO

YOU CAN MAKE A DIFFERENCE

Our unique approach has put kids and the community first. We recognize that to make a positive impact we need to provide positive experiences for our youth, while giving back to the communities they are from. Our service model eliminates the financial barrier in youth sports while emphasizing the importance of developing a strong positive community for all.

DEMOGRAPHICS

MAKING AN IMPACT ON YOUTH IN OUR COMMUNITY

SQL

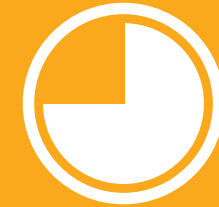
ATHLETES IMPACTED

160



SERVICE HOURS PERFORMED

720



TEAM DEMOGRAPHICS

We have built the heart of this league around teams and communities that do not traditionally have access to the pay-to-play model of youth sports. We have strategically aligned teams represented in the East African, African American, Asian, and Latino communities. Recognizing that we also have a socioeconomic divide we have also included clubs from more affluent parts of the cities. Bringing together such a diverse group of athletes will start building a better future.

FREE MEALS FOR KIDS

720



GAMES PLAYED

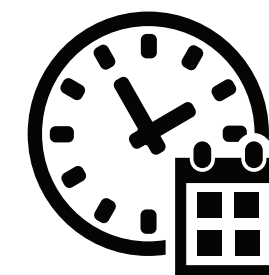
108

YOUTH LEADERS

20



DATES OF LEAGUE



OPEN PLAY JUNE 19 - JUNE 26

2 WEEKS

LEAGUE PLAY JULY 10 - AUGUST 14

6 WEEKS

MAKE AN IMPACT ON YOUR COMMUNITY

Thank you for considering to sponsor our event. Your contribution will help make a direct impact on many communities in the Twin Cities area. Please review the sponsorships below and contact us with any questions.

PLATINUM TITLE \$25,000

- Provide 300 meals to all participants for six weeks
- League Naming Rights
- 4 Feathered Custom Corner Flags
- Court Custom Naming Rights
- Marquee Logo placement on First Page of Website with link
- Marquee Logo placement on all branded forms
- Marquee Logo on Step and Repeat
- Parking lot Naming Rights
- Custom Hashtag on every social media post 200+ images
- Watermark logo on all photos
- Permission to use photos
- 2 Team Sponsorships with logo on front uniforms
- 10inch Canopy Tent Half Wall Banner

GOLD \$5,000

- Provide 150 Meals to each participant for 6 weeks
- 2 Sideline Signature Custom Signs
- 1 Team Sponsorship with Business logo on front uniforms
- Weekly Social Media post highlighting sponsor
- Logo and website link on Sponsorship Page on Website
- Logo on Step and Repeat
- Logo placement on all branded forms

SILVER \$2500

- Provide 150 Meals to each participant for 6 weeks
- Team Sponsorship with Business Logo on back of uniforms
- Logo and website link on Sponsorship Page on Website
- Logo on Step and Repeat
- Logo placement on all branded forms
- 3 Social Media Posts highlighting sponsor

SPONSORSHIP PACKAGES

Our unique approach has put kids and the community first. We recognize that to make a positive impact we need to provide positive experiences for our youth, while giving back to the communities they are from. Our service model eliminates the financial barrier in youth sports while emphasizing the importance of developing a strong positive community for all.



**JOIN US
TODAY**

FOR A BETTER TOMORROW