



# SPONSORSHIP PACKAGE 2017-2018

## ABOUT US

Juan de Fuca Soccer (JDF) Association is a not-for-profit soccer club on south Vancouver Islands. JDF Soccer is a member of the 11 clubs on the lower island administered by the Lower Island Soccer Association (LISA). JDF Soccer strives to keep fees low to allow all families with an interest in soccer to participate. As such, the JDF Soccer Association is looking for sponsors for the upcoming 2017 / 2018 season to assist with the costs of field rentals, equipment, and other expenses.

## SOCCER FIELDS

The JDF Soccer Association coordinates practices and games on 10 fields in the Langford, Colwood, and Metchosin area. The Fields and facility rentals accounts for the majority of our expenses and seeking community sponsorship will help subsidise these fees to keep cost to players low.

## BENEFICIARIES

The athletes in our soccer club will be the beneficiaries of your generous sponsorship. The executive committee of the JDF Soccer Association have many new initiatives planned for this season that will directly impact each players' experience with the club. The goal is to raise the much needed funds to establish support in these three areas:

1. **High Quality Equipment:** Funds will allow for the provision of new gear to enhance the training and experiences of each player and team with JDF Soccer. Playing in the element causes wear-and-tear on our equipment and eventually requires replacement. The ability to be well-resourced will enable and empower our coaches to provide the very best training to these athletes.



2. **Enhancing the Technical Program:** As coaches with JDF Soccer are volunteers, there is a need to secure highly qualified coaches with technical background and skills—to ‘train the trainer’. Securing technical experts will enhance and refine training for various teams as well as increase technical skills for our House Coaches.
3. **Women’s Coaching Program:** JDF Soccer recognizes the lack of women coaches in the club and would like to put a program in place to increase the shortage of female coaches. Although still in development, funds are needed to create a fundamental change in the culture of women coaches. It is important to recruit and train women within an appropriate ‘explicitly female-friendly environment’. The relatively low number of women coaches in Canadian sports have been well documented and JDF Soccer would like to do their part to help ensure young female athletes have female role models for guidance and support.

As such, your support will directly impact these main development programs which will enhance the community’s soccer club as well as increase the experience of young soccer players. It is important to note that any funds received will be used to improve the overall club rather than individual teams.

## THE SOCCER TEAMS

JDF Soccer Association strives to support all registered player from any age or gender to form complete teams. This year marks yet another record year for registration, where there are over 1,400 players from all levels, U4 to adults.

## BENEFITS OF SPONSORSHIP

As a sponsor of the JDF Soccer Association, you will be recognized as a supporter of the community and the health and well-being of youths in the community. Your generous sponsorship will be promoted to the over 1,400 players and families that are part of our club. Further, families will continuously see your support for the community and our young athletes.

Studies confirm that children involved in sports are more likely to avoid drugs, score higher on achievement tests, stay in school, have greater self-esteem and generally live a healthier lifestyle. Playing soccer can also increase a variety of skills such as: interpersonal relationships, perseverance, discipline, determination, commitment, humor, perspective, teamwork, humility and leadership.



# SPONSORSHIP VISIBILITY

As a generous sponsor, the JDF Soccer Association wants to help your business succeed. As such, the Association will provide you with a space to advertise and a guaranteed eye on your business's advertisement. The various sponsor packages are described below.

SPONSOR BENEFITS	PLATINUM \$5,000+	GOLD \$2,000-\$4,000	SILVER \$1000-\$2,000	BRONZE \$500-\$1,000	ATHLETE SUPPORTER \$100-\$500
Your business advertised in our JDF Soccer Newsletter	Yes	Yes	Yes	Yes	Yes
Social media plugs on Facebook & Twitter	Yes	Yes	Yes	Yes	Yes
Sponsor certificate and thank you letter from the JDF Soccer Association	Yes	Yes	Yes	Yes	Yes
Photo opportunity with the club or teams, including framed photograph	Yes	Yes	Yes	Yes	-
Your business logo and web link posted on our website for a year	Yes	Yes	Yes	-	-
Your company's logo/information will appear on our mobile storage box	Yes	Yes	Yes	-	-
A banner with your company's logo and information will be displayed at JDF Soccer Games	8 x 10 Banner	6 x 8 Banner	4 x 6 Banner	-	-
Your company's name will appear on our office wall.	Proud Platinum Corporate Sponsor Plaque	Proud Platinum Gold Sponsor Plaque	-	-	-

## CONTACT INFORMATION

If you would like to learn more about our various sponsorship packages, please contact our JDF Soccer Association - Director of Projects: Keith Haigh at [jdfsoccerprojects@gmail.com](mailto:jdfsoccerprojects@gmail.com)



# SPONSORSHIP PROGRAM FORM

Please drop off the form with cheque at:

**JDF Soccer Association**  
PO Box 28073  
Westshore Town Centre PO  
Victoria, BC V9B 6K8

## ORGANIZATION

Name: \_\_\_\_\_ Phone#: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

## SPONSOR CONTACT INFORMATION

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email Address: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Amount (\$): \_\_\_\_\_

Cash or cheque payable to **JDF Soccer Association**. Please provide a copy of your business advertisement / logo by email to [jdfsoccercommunication@gmail.com](mailto:jdfsoccercommunication@gmail.com).



**Thank  
you!**