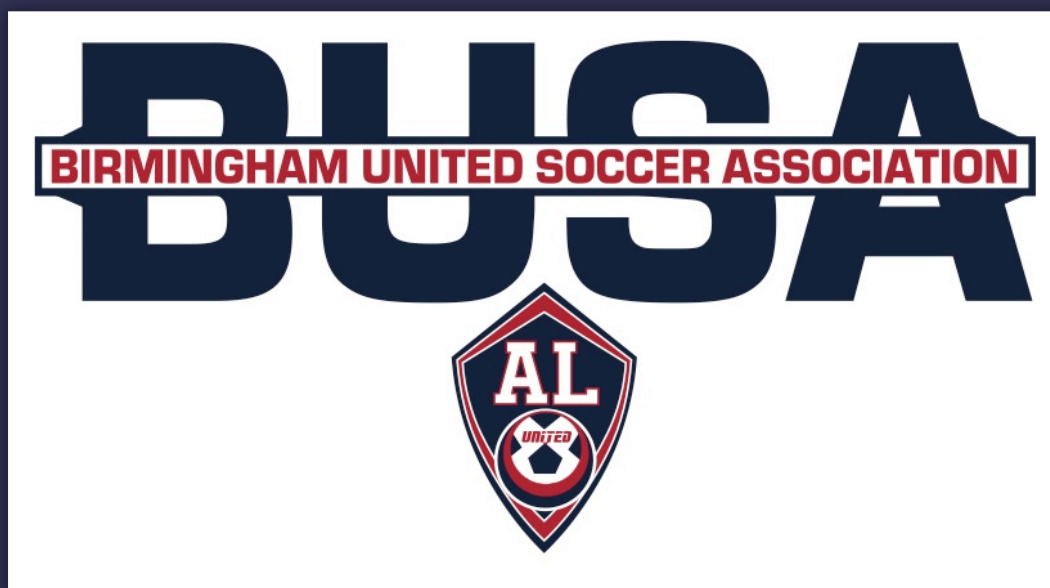


BIRMINGHAM UNITED SOCCER ASSOCIATION

# *Sponsorships*



3576 East Street  
Birmingham, Alabama 35243  
Phone: 205-9779038 Fax: 205-977-9099  
Web: [www.birminghamunited.com](http://www.birminghamunited.com)



Dear Business Owner,

We cordially invite you to join with Birmingham United Soccer Association in supporting youth soccer in the Birmingham area by becoming an official BUSA sponsor through one of our many sponsorship opportunities.

Birmingham United Soccer Association, "BUSBA," represents approximately 2000 families throughout the greater Birmingham area and the state of Alabama. BUSA Recently entered into an affiliation with Huntsville Futbol Club (750 families) and Tuscaloosa United Soccer Club (700 families) to form Alabama Futbol Club This strategic partnership allows access to a larger player pool, which broadens the scope of opportunities for our players. Birmingham United Soccer Association is a 501(c) 3 charitable organization and as such, donations may be taken as a tax deduction in the form of a charitable contribution or as an advertising expense, but be sure to check with your accountant.

Our sponsorship opportunities, detailed on the following page, range from \$150 - \$20,000. Varying from simple 1/5 page Ads in our Media Guide to the Birmingham Bash Title Sponsorship, your company can support BUSA through a number of different levels reaching more than 6000 families each year. The Red Diamond Vulcan Cup has generated an economic impact of over \$7,500,000 alone in the last year.

We would love for you to join our soccer family and grow your business, and you soccer by choosing one of the sponsorship options below.

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin Laux".

Kevin Laux  
Tournament Director  
[Tournaments@birminghamunited.com](mailto:Tournaments@birminghamunited.com)

A handwritten signature in black ink, appearing to read "Andrew Brower".

Andrew Brower  
Executive Director  
[Andrew@birminghamunited.com](mailto:Andrew@birminghamunited.com)

# **Birmingham United Soccer Association**

## Club Motto

“Empower, Enrich, Excel”

- Empower our players with unbridled self-confidence to be the best they can be on and off the field.
- Enrich our players with a deep knowledge it takes for them to be successful today, tomorrow and into the future.
- Excel to be the best!

## Mission Statement

BUSA is a full service soccer club whose goal is to serve all who want to play soccer within our local communities, the state of Alabama and beyond. It is our goal that through the beautiful game of soccer, that we will teach our players proper life values of hard work, determination, accountability and sportsmanship.

It is BUSA’s goal to teach our players to empower, enrich, and excel within their community, and use the life skills learned through soccer to leave the world a better place.

Birmingham United Soccer Association is a 501-C-3 organization that caters to over 2100 members throughout central Alabama. Through our partnerships in Tuscaloosa and Huntsville via Alabama Futbol Club the organization encompasses over 3700 players, thus making us by far the largest soccer organization in Alabama.

## Club Facts

- BUSA has over 700 players currently playing competitive soccer
- BUSA has the largest Recreational Soccer Program in the state of Alabama
- BUSA has a full time Director Staff that work in all areas of Soccer Programming. These directors are highly qualified and dedicated to growing the game of soccer.
- BUSA has the largest TOPSoccer program designed for kids with special needs.
- BUSA has started an Inner City Program partnered with Restoration Academy
- BUSA has a large scholarship program that helps to ensure that finances are never a prohibitive factor in a child being able to play soccer
- BUSA has a large Tournament Series with over 5-6 events annually led by key sponsors such as Red Diamond, Nike, Soccer.Com, Carrabba’s and Servis1st Bank
- BUSA is the only Nike Premier Club in the state of Alabama
- BUSA has won over 80 State Championships in Alabama since its inception and won major events such as the Disney Showcase, Blue Chip Showcase, USYS Regionals and also attended highly selective events like the Dallas Cup and US Nike Friendlies.
- BUSA is a founding member of the ECNL (Elite Clubs National League), one of only 68 such clubs in the United States, and the only club that offers this level of competition to our highly competitive female players ages U-14 through U-18 in Alabama.
- BUSA has the most qualified coaching staff in the state of Alabama with 4 coaches holding the prestigious “USSF A” coaching license.
- BUSA is the only club in Alabama that has players in both the Major League Soccer and Women’s Professional League in Chandler Hoffman, Merritt Mathias and Katy Frierson.
- BUSA has placed over 225 players into college soccer programs at the Division I, II, III and NAIA levels since the inception of the organization.
- BUSA has over 21 full size soccer fields located at eight different complexes, including our headquarters building located at Rathmell Sports Park in Birmingham.

## Sponsorship Opportunities



### Birmingham Bash Title Sponsorship

Contact us for  
Sponsorship Pricing

#### ***Your Title Sponsorship includes:***

- "Company Name" Birmingham Bash or Birmingham Bash, presented by "Company Name"
- All Bash apparel (T-shirts, dry-fit, hoodies) includes your company name and logo
- A link to your company website prominently displayed on the Tournament website.
- 3+ full page ads in the online tournament Media Guide
- Your company name on tournament Medals/trophies
- Opportunity to give away gift bags to every team, (bag tags, etc.)
- Your company logo on "Champions" and "Finalists" signage for post-finals team pictures
- Exclusive rights to your industry! No other sponsorships of any level will be pursued or accepted!
- First right of refusal for next year's tournament
- Opportunity to setup a table and/or booth to sell or give away your products at each venue
- 4 banners at each venue including 1 on the back of the nets at Rathmell (12 total)
- ***Your "Company Name" prominently displayed in front of all players and attendees as a proud sponsor of youth soccer!***

#### ***Bash Highlights:***

- 120+ teams competing at our venues across the Greater Birmingham Metro
- Over 1,800 players and 4,000 fans expected to attend
- Estimated \$2,000,000 positive economic impact to our state's economy
- Estimated 2,000 visits a day to the tournament website during the event

#### **Parking Pass Sponsorship**

Contact us for Sponsorship Pricing

- Only printed media for the tournament
- Delivered directly to the hands of every participating family
- Over 120 participating teams, 1,800 players, and 4,000 fans
- Include coupons or special offers to encourage participants to patronize your business while they are in town!
- Limit of 3 of sponsors per pass – get maximum exposure

### **Top-Level Sponsorship**

**Contact us for Sponsorship Pricing**

- 2 full page ads in each Tournaments' Media Guides (Ad provided by your company)
- 6 Banners with your company logo placed along the fence at our main venues (2 per venue; stays up year round at Rathmell and Sports Blast)
- Your Company logo on the tournament websites hyperlinked to your company website
- Your Company logo on the Tournament T-shirts, dry-fits, and hoodies
- Opportunity to setup a table and/or booth at venues to sell or give away your product
- An ad in the BUSA Newsletter

### **High-Level Sponsorship**

**Contact us for Sponsorship Pricing**

- 1 full page ad in each Tournaments' Media Guides (Ad provided by your company)
- 2 Banners with your company logo placed along Fence line at main complexes (stays up year round)
- Your Company logo on the tournament websites hyperlinked to your company website

### **Mid-Level Sponsorship**

**Contact us for Sponsorship Pricing**

- 1/2 page ad in each Tournaments' Media Guides (Ad provided by your company)
- 2 banners with your company logo placed along Fence line at main complexes (stays up year round)

### **Lower-Level Sponsorship**

**Contact us for Sponsorship Pricing**

- 1/4 page ad in each Tournaments' Media Guides (Ad provided by your company)
- 1 banner with your company logo placed along fence at main complex (stays up year round)

### ***Additional Opportunities***

#### **Company Banner**

**Contact us for Sponsorship Pricing**

- 1 banner with your company logo placed either at Rathmell or Sports-blast year-round!
- All banners are 3 feet x 8 feet and color

#### **Team Sponsorship**

**Contact us for Sponsorship Pricing**

- Sponsorship covers team fees, etc.

**Birmingham United Soccer Association greatly appreciates your sponsorship consideration!**

- *All Payments must be made by Check payable to Birmingham United Soccer Association.*
- *Mail checks to: Birmingham United Soccer Association, 3576 East Street, Birmingham, AL 35243*
- *Include this form with your check or fax it to 205-977-9099*
- *Indicate in memo line your sponsorship level selection*
- *Please email your company logo/Ad/Coupon/Special Offer in JPEG format to tournaments@birminghamunited.com*

|                       |        |
|-----------------------|--------|
| BUSINESS NAME:        |        |
| CONTACT NAME:         |        |
|                       | TITLE: |
| ADDRESS:              |        |
| CONTACT PHONE NUMBER: |        |
| E-MAIL ADDRESS:       |        |
| WEBSITE ADDRESS:      |        |

***\*ALL SPONSORSHIPS GOOD THROUGH MAY 31<sup>ST</sup>, 2014. ALL ADS MUST BE PROVIDED BY THE COMPANY AND RECEIVED NO LATER THAN 3 WEEKS PRIOR TO THE RESPECTIVE TOURNAMENT.***

**Sponsorship Level:**

|   |   |  |
|---|---|--|
| Birmingham Bash Title Sponsor<br><input type="checkbox"/> | Parking Passes<br><input type="checkbox"/>    | Top-Level Sponsor<br><input type="checkbox"/>    |
| Mid-Level Sponsor<br><input type="checkbox"/>             | Low-Level Sponsor<br><input type="checkbox"/> | Bottom-Level Sponsor<br><input type="checkbox"/> |
| Company Banner<br><input type="checkbox"/>                | Team Sponsorship<br><input type="checkbox"/>  |  |

By signing below I authorize the use of my company name and logo in the manner outlined per the sponsorship level chosen and remitted.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_ Company: \_\_\_\_\_

|  |                              |
|--|------------------------------|
| <b><u>Office Use ONLY:</u></b>             | Date Received: _____         |
| Payment Received: <input type="checkbox"/> | Date Payment Received: _____ |
| Logo Received: <input type="checkbox"/>    | Date Logo/Ad Received: _____ |