



# **Sponsorship Proposal**

**St Vital Mustangs Football Club**



Hello!

I would like you to consider Sponsorship of the St Vital Mustangs Football Club this year.

We are a not for profit organization that continually strives to offer a high-quality football program to male and female youth and adults from ages 7 to 22 in our community.

We have between 350 and 400 players in our organization that play in 5 different leagues running from mid-April until the end of October every year. In order to maintain the quality of our program while keeping our fees reasonable for the families that play here, we rely on the help of businesses like yours who value community and giving our youth and young adults a place to participate in sport and learn much needed life lessons.

This document will provide you with some more information about our club and its sponsorship packages, as well as the benefits that your company will receive as a partner with us. If you could please take a moment to review the attached sponsorship package. We will follow up with you and see if there are any areas that would be suitable.

Please note that we are very flexible and can make other sponsorship arrangements that are unique to you and your business.

Thanks very much for your time and consideration and we look forward to hearing back from you and continuing our business relationship for many years to come.

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Sponsorship Proposal

## Background

The St Vital Mustangs Football Club has had a long and storied history since 1948.

We have over 400 players and about 120 coaches including managers, trainers and equipment personnel involved in our program.

Our organization is run entirely by volunteers, most of whom have children and young adults in our football program. Some continue to volunteer their time even after their older children have graduated and grown up. Even some former players have returned to coach a new generation of Mustang players.

We have sponsored football in southern Manitoba for 69 years with many of our past alumni returning to the club as coaches or in other roles to help the club continue to grow.

Our program has produced many outstanding players in that time, but more importantly, many outstanding citizens.

## Facts About Us

- Hosting amateur football in St Vital and the surrounding areas for 69 years
- 400 young men and woman ranging in age from 7 to 22
- More than 12 Mustang teams
- Our teams compete in 7 different leagues
- Over \$400,000 has been invested into field and lighting improvements
- 2 fully lit fields (practice and game field)
- We host the Winnipeg Rifles Football club practices
- We will host a Winnipeg Rifles Game on August 20, 2017
- Our event licensed facility hosts socials and weddings of +300 guests
- Concession stand
- Announcer stand, fan seating and scoreboard
- Spring season featuring all girl teams that practice and play in May and June.
- Regular fall season spans 3 months from August through October with multiple home games on 12 weekends.
- Home games are hosted for players and families from all areas in the city and surrounding areas.
- We are located in Maple Grove Park near the South Perimeter and St Marys Road



## Media and Marketing

We maintain a growing email list of over 500 addresses that are targeted within the south Winnipeg area. Specifically, within the R2N, R2M and R3X postal codes. These areas would include the following areas:

- St Vital
- River Park South
- Royalwood
- Sage Creek
- Island Lakes
- Dakota

We introduced a new mobile responsive website in April 2017 which allows us to extend our online reach. We received +1300 unique visitors in May 2017 which accounted for over +5000 page views. Mobile device visitors account for 55% of our website traffic.

We have almost 500 members on our Facebook group page. We also post regularly on our growing Twitter and Instagram accounts.

Followers on all of our social media channels are growing. Over 65% of our audience is in the affluent 35 to 54 age group.

## Hospitality Opportunities

The networking and hospitality opportunities at the club are endless and vital for sponsors interested in mixing business and sport. The club also provides opportunities for its sponsors, members and the general public to hire our banquet facility for private functions, business meetings, socials or wedding receptions.



## Sponsorship Packages

This is a high-level breakdown of the three major sponsorship packages that we offer. See the Sponsorship Benefits for additional details.



### Sponsorship Packages

	Bronze Package	Silver Package	Gold Package
Annual Sponsorship	\$ 1000	\$ 5000	\$ 7500
Exclusivity on Roadway Sign			✓
Media Booth Sign – Both Game and Practice		✓	✓
Company Logo on Social Media Channels		✓	✓
Company Logo on Advertising Material		✓	✓
Invitation for 2 for Annual Award Banquet		✓	✓
Mustang Branded Apparel Package	✓	✓	✓
Game Day Signage	✓	✓	✓
Company Logo on Website	✓	✓	✓
Recognition by Announcer during Home Games	✓	✓	✓
Listing on Award Banquet Program	✓	✓	✓



## SPONSORSHIP BENEFITS

### Exclusivity on Roadway Sign

This sign stands at 25 feet high and features 4ft by 8ft advertising space. This prominent sign is at the entrance of our field facing a heavily travelled roadway that is used by the spectators, players and patrons of the following:

- St Vital Mustangs
- Beach for Life Volleyball
- Maple Grove Dog Park
- Maple Grove Rugby Park
- Manitoba Organization of Disc Sports



### Media Booth Sign

Our media booth is positioned on an elevated berm between our practice and game fields. It is visible from the game field stands and the roadway entrance. We are offering 3ft by 6ft advertising space on both sides of the media booth.



### Game Day Signage

Your company logo would be displayed within an 8-inch by 12-inch advertising space on 2 wind proof vertical signs that would place in high traffic areas during game days. For example, to and from spectator stands, concession building and parking lots.



### Mustang Branded Apparel Package

Sponsorships includes a package of Mustang shirts, sweaters hoodies and/or hats.

### Company Logo on Website

Your company logo and a brief message added to our sponsorship page on our website.

### Recognition by Announcer at Home Games

Sponsors would be acknowledged during pre-game, halftime and postgame announcements.

### Advertising Space on Annual Award Banquet Program

Our club hosts an annual banquet that invites players, coaches and alumni to celebrate the year in sport. As part of this celebration, a program of all the years' activities is captured. Your company logo and brief message would be prominently presented in this program.



## Other Sponsorship Opportunities

### Capital Project Sponsor

This option is for sponsors who would like to contribute directly towards the many ongoing capital projects with us. If you would like to partner with us, details of our current and future projects can be provided.

### Gear Sponsor

If you prefer that your sponsorship dollars go directly towards football gear that will be worn by our players, this option is for you. Values will vary depending upon the items.

### Game Day Sponsor

Your logo presented on both of the Game Day Signage vertical outdoor windproof signs. See Game Day signage above. \$500 for all Mustang home games for the entire season.

### Homecoming Weekend Sponsorship – August 25 to 27, 2017

- **Weekend Sponsor** - A sandwich board style signage will be provided by the sponsor and will be displayed on the berm during Homecoming Weekend (Friday evening to Sunday evening). Recognition will be given by the announcer during every game. \$100.
- **Game MVP Sponsor** - The sponsor will donate 2 items or funds to purchase 2 items to be given to the MVPs chosen in one of the Homecoming Weekend games. Recognition will be given by the announcer during the game sponsored.
- **Silent Auction Sponsor** - The sponsor will donate a prize package for the weekend silent auction. Recognition will be given by the announcer at every Homecoming Weekend game.

### Create Your Own Sponsorship

Feel free to create your own sponsorship package. Mix and match what you want or contact us and we will work with you and design a package to meet your business needs.

