



**North Dakota Soccer Association  
Sponsorship Package**

The North Dakota Soccer Association, established in 1985 as a 501 (C) 3, is the governing body and insurance provider for 15 soccer clubs across the state—providing recreational and competitive travel opportunities to around 8,000 North Dakota youth soccer players. Our association is a member of the US Youth Soccer Association and the US Soccer Federation. In addition to insurance coverage for our members, we offer coaching education, league play, player training camps, access to the Olympic Development Program, and other on field related support.

The sport of soccer in North Dakota has a great potential for growth compared to other states in our region when it comes to number of players and level of competition. Our clubs are working hard at growing but face financial and time related obstacles that keep them treading water. In addition, due to the nature of our big state, holding competitive events on a regular basis is much more expensive than other states in our region.

As an association, we have only two part-time staff devoted to running the day-to-day operations. We also have board members that, in addition to their full time jobs, have active roles in the success of our organization. Internally we are working on ways to improve our processes and focusing on methods of delivering more value added services to our clubs. We would like to do this without having to raise fees that ultimately fall on the parents.

This fundraising package is focused on helping us grow our organization while focusing on setting up our clubs for success and growth. With a stronger base we will be able to focus our efforts on building our clubs through increased coaching education, enhanced player development efforts, and more frequent league opportunities. We need to create an environment where our clubs can grow and focus on developing our players on and off the field.

Sponsorship Opportunities include the following:

- Operational Support
- Coaching Development Sponsorship
- Internship Program
- League Sponsorship
- Newsletter Sponsorship
- Elite Player Development Sponsorship
- TOPSoccer Program Sponsorship (Soccer for those with Disabilities)
- Soccer Across America Program Sponsorship (Soccer in Economically Disadvantaged areas)
- Uniform & Equipment Funds

## **North Dakota Soccer Association Operational Sponsor Levels**

### **World Cup Sponsor**

- **\$5,000 Pledge (Goal 15)**
- **Recognition on Main Website Page**
- **Recognition at Every NDSA Sponsored Event Banner**
- **Recognition on Every NDSA Event T-Shirt**
- **Recognition on Every NDSA Newsletter (8,000 recipients)**

### **Premiership Sponsor**

- **\$2,500 Pledge (Goal 15)**
- **Recognition on Website Sponsor Page (Large Logo)**
- **Recognition at Every NDSA Sponsored Event Banner**
- **Recognition on 4 NDSA Newsletters (8,000 recipients)**

### **Hat Trick Sponsor**

- **\$1,000 Pledge (Goal 15)**
- **Recognition on Website Sponsor Page (Small Logo)**
- **Recognition at 3 NDSA Sponsored Event Banners**
- **Recognition on 2 NDSA Newsletters (8,000 recipients)**

### **Penalty Kick Sponsor**

- **\$500 (Goal 15)**
- **Recognition on Website Sponsor Page (Link Only)**
- **Recognition at 1 Newsletter**

### **Kickoff Sponsor**

- **\$250 - One Year Pledge (Goal 15)**
- **Recognition on Website Sponsor Page (Link Only)**

## **Coaching Development Sponsorship**

**This sponsorship is designed to improve the level of coaching across the state through an increased effort to improve our coaching through education and training. Better coaches lead to better players, period. If our coaches across the state can have a consistent understanding of the standards set by US Soccer, our players will develop at a pace more consistent with larger states in our region. This will lead to more players finding opportunities at the collegiate level and beyond. \$15,000 annually will allow us to provide coaching outreach events, clinics, and exposure to coaching educators from across the country. Full donors will have the opportunity to secure naming rights for the program.**

## **Sports Management Internship Sponsorship**

**This sponsorship is designed to assist our interns in their development and education. Annually, the NDSA hosts 2-4 interns from the sports management field. These interns devote numerous hours to assisting the organization and in return receive college credits for their efforts. Sponsorship will help fund travel and other miscellaneous expenses related to the internship program. In addition, the sponsorship will offer a \$2500 scholarship to our interns annually. This fund should look to hold \$15,000 annually. Full donors will have the opportunity to secure naming rights for the program.**

## **League Sponsorship**

**The North Dakota Soccer Association offers fall, winter, and summer league play for its member clubs. We aim to keep the fees for participation low for our members; however, facility; equipment; and personnel costs for the league increase the difficulty of that effort. With league sponsors on board, the costs can remain low for members to participate and the association can focus on increasing the quality of play on the field. \$10,000 per season will help cover facility and operational costs for the league. Full donors will have the opportunity to secure naming rights for the program.**

## **Newsletter Sponsorship**

**This sponsorship is our most lucrative marketing opportunity for a donor. The association produces a monthly newsletter reaching over 8,000 interested parties across the state. The newsletter is well received and has a strong click rate. The newsletter sponsor will have the opportunity to be the named sponsor for the monthly newsletter and provide one special offer to the readership per month. This is a \$10,000 annual sponsorship.**

## **TOPSoccer Program Sponsorship**

**TOPSoccer provides a much-needed outlet for our children with mental and physical disabilities. One of the great things about the program is that each program chooses its own destiny to a degree. While most programs are similar, each program decides what works best for them and how to achieve their goals. Many states have established TOPSoccer programs across the country and North Dakota is looking to start offering this great community-driven effort. TOPSoccer sponsors will help our TOPSoccer programs start and grow without the financial burden facing these programs across the country. For \$10,000 annually your sponsorship can support the operational needs of 1 program in the state.**

## **Soccer Across America Sponsorship**

**Soccer Across America is designed to introduce the sport of soccer to youngsters living in communities not yet served by existing clubs and leagues. Focused on making soccer available to lower-income children in underserved communities, Soccer Across America provides soccer training and administrative guidance to players and organizations that might otherwise not be exposed to the sport. A \$10,000 donation can help us build 1 safe soccer space in a low-income area by converting an old basketball court into a futsal court. Currently, we do not have a Soccer Across America program in the state and one sponsor can help us get this initiative launched.**

## **Elite Player Development Sponsorship**

**This sponsorship is designed to help foster the growth of our most talented and promising travel players in the state. The fund is designed to sponsor our 5 Elite Player Development Camps each year and fund our entrance and North Dakota State team participation in the Midwest Regional League. The camps cost \$5,000/camp for an annual budget of \$25,000. While participation in the league costs around \$15,000/year to cover travel, league fees, coaching & training, and uniform costs. If fulfilled by one annual sponsor, the sponsor's name would be associated with every state camp and on the front of our jerseys for the Midwest Regional League teams. This fund should have a balance of \$50,000 annually.**

## **North Dakota Soccer Association Jersey Fund**

**With nearly 8,000 players across the state, each in need of a uniform, the costs for our smaller clubs to kit the players appropriately is a large expense. Therefore, we have created an endowment fund designed to offer grant funds to our member organizations on a per/player basis.**

- **Recreational Fund** – With over 6,000 players in need of recreational jerseys across the state we are interested in raising \$10/per player annually to help with recreational shirts for our players every year. If one sponsor fulfills this pledge, then each shirt of every recreational player in the state would carry the logo of the primary sponsor if club agrees to take the funds.
- **Travel/Competitive Fund** – With over 1,000 competitive players across the state we are interested in raising \$25/per player bi-annually to help with travel soccer jerseys for our players every other year. If one sponsor fulfills this pledge, then each shirt of every competitive player in the state would carry the logo of the primary sponsor if club agrees to take the funds.

**This fund should aim to have a balance of \$85,000 annually.**

### **North Dakota Soccer Association Equipment Fund**

**With 15 clubs across the state and 8,000 players our clubs incur constant costs for balls, goals, cones, and other soccer related equipment. Every other year it is our goal to grant each club up to \$5,000 (depending on member size) in equipment to ensure our players receive the best equipment possible for training. As we move toward encouraging year round play through Futsal events in the winter, our clubs will incur additional costs for indoor equipment.**

**This two-year fund should have around \$75,000 when fully functioning.**

**Please Contact Darrell Neubert, Executive Director North Dakota Soccer Association with any further questions or interest at [director@northdakotasoccer.org](mailto:director@northdakotasoccer.org) or 701-590-6620**