



ALL4ONE

WE ARE UNITED

UDFC Club Sponsorship Packages

Why partner with us?



3,500+ supporters

2,500+ players, including:

- 1,000+ minis
- 95+ youth and senior teams
- All ages and levels

Local, provincial, and national exposure

Online promotion:

- United DFC website
- Facebook
- Instagram
- Twitter

United DFC Soccer Club is seeking strategic partnerships with local companies and groups who know and appreciate that community support is good for business.

Successful businesses recognize that partnering with a not-for-profit like United DFC is an excellent way to:

- Increase brand recognition.
- Identify your business as an active supporter of youth and sport.
- Enhance your community profile.
- Reach new customers in your community!

Club sponsorships help improve programs, provide staffing and improve the quality of experience for all members.



About the United DFC Soccer Club

United DFC was formed in 2018 when four well established soccer clubs (Cole Harbour SC, Eastern Passage SC, Dartmouth United SC, and Dartmouth FC) united into one club, synergizing the strengths of the individual clubs. Our colors are navy, white and action green, and we proudly refer to ourselves as “United”. United DFC is one of the largest clubs in Atlantic Canada, with over 2,500 players from ages under three to senior. United DFC delivers community based soccer programs in the Dartmouth, Cole Harbour and Eastern Passage communities and also field competitive teams in Soccer Nova Scotia leagues at all age levels. Our programs range from Under 3 to senior and we offer special programs like powerchair soccer and adult kick around soccer.



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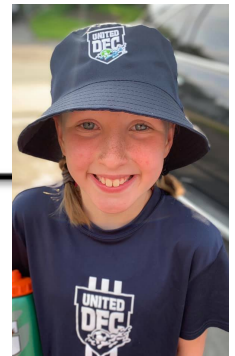
UDFC Club Sponsorship Packages

Friends of UDFC

One-year commitment, \$250 annually. Unlimited availability.

This Basic Package includes:

- \$50 gift certificate towards UDFC gear and swag (may be used for UDFC member(s) of your choice or donated to the fund to help support players requiring financial aid)
- Your logo to appear on social media when UDFC thanks you for your support (2 times per year).
- Company name listed on the United DFC partner banner to be hung at all club events
- Token of appreciation



Bronze Level

One-year commitment, \$500 annually. Unlimited availability

Everything included in the Friends of UDFC level PLUS:

- Your logo to appear on social media when UDFC thanks you for your support (3 times per year).
- \$100 gift certificate towards UDFC gear and swag (may be used for UDFC member(s) of your choice or donated to the fund to help support players requiring financial aid)
- Small logo on the United DFC partner banner to be hung at all club events
- Opportunity to hang your own company banner at events (where applicable)
- Opportunity to set up table(s) to sell/advertise your company at any of our special events through the season
- Announcement of company name at special events

To negotiate a sponsorship package or for further information, please contact susans@udfc.ca or the team representative whom has opened the sponsorship discussion. We look forward to working with you and welcoming you to the United DFC Team.



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Silver Level

One-year commitment, \$2,000 annually. Unlimited availability.
Everything included in the Bronze Level PLUS:

- Your logo to appear in on the United DFC weekly “Need to Know” updates and on social media
- Up to \$500 towards registration fees and United DFC gear and swag (may be used for UDFC member(s) of your choice or donated to the fund to help support players requiring financial aid)
- Small logo on the United DFC partner banner to be hung at all club events
- Opportunity to hang your own company banner at events (where applicable)
- Opportunity to set up table(s) to sell/advertise your company at any of our special events through the season
- Announcement of company name at special events



Gold Level

One-year commitment, \$4,000 annually, Up to 10 available.
Everything included in the Silver Level packages PLUS:

- Your logo to appear in a prime location on the United DFC website, weekly “Need to Know” updates and on social media
- Up to \$1,000 towards registration fees and United DFC gear and swag (may be used for UDFC member(s) of your choice or donated to the fund to help support players requiring financial aid)
- Partner provided content for one direct and targeted emails per year to the club mailing list (5,000+ soccer parents)
- Company logo on summer Staff shirts
- Medium logo on the United DFC partner banner to be hung at all club events

For an additional \$1,000 annually

- Exclusivity – right to be the only company in your field partnering with United DFC

United DFC will consider “In-Kind” Sponsorships on a case by case basis. Please contact susans@udfc.ca to discuss.



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Platinum Level

**One-year commitment, \$6,000 annually, Up to 8 available.
Everything included in the Gold Level PLUS:**

- Exclusivity – the right to be the only company in your field partnering with United DFC
- Up to \$1,500 towards registration fees and United DFC gear and swag (may be used for UDFC member(s) of your choice or donated to the fund to help support players requiring financial aid)
- Your logo to appear in a prime location on the United DFC website, weekly “Need to Know” updates and on social media
- One *Game Day Event* * to be renamed and promoted as “Company Day”
- Naming rights to one special event (“*Event presented by Company*”)
- Partner provided content for up to two direct and targeted emails per year to the club mailing list (3500+ soccer parents)
- Company logo on permanent and summer Staff shirts
- Large logo on the United DFC partner banner to be hung at all club events



* “*Game Day Events*” consist of showcased soccer games that have been highly promoted by the club and are well attended by club members. A few of these very popular *Game Day Events* occur each season. There will be games, food, activities and competitions for the fans.

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Diamond Level

One-year commitment, \$10,000 annually, Up to 4 available
Everything included in the Platinum Level package PLUS:

- Up to \$2,500 towards registration fees and United DFC gear and swag (may be used for UDFC member(s) of your choice or donated to the fund to help support players requiring financial aid)
- Naming rights to one special event (“*Event presented by Company*”)
- Partner provided content for up to three direct and targeted emails per year to the club mailing list (3,500+ soccer parents)
- Opportunity for club/partner co-designed interactive social media contest/ challenge/ etc.
- Distribution of Company employee recruitment information to the UDFC membership and social media followers.
- Presenting rights for one \$500 UDFC high school graduation scholarship award (to be renamed “*UDFC Scholarship presented by Company*”)
- Opportunity to add 1-2 questions to the year end UDFC Member feedback survey
- Sponsor profile on UDFC website (Partner provided content)
- Use of sponsor venue (where applicable/ appropriate) for UDFC announcements/ events.



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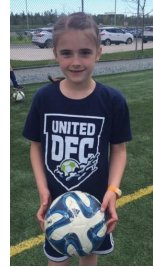
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Full Club Sponsorship

Only 1 available, Value and Commitment to be negotiated

- Includes company logo on all of UDFC's 1,500+ club jerseys
- Contact susans@udfc.ca for more information



Special Event Supporter

Individual events, \$250 per event. Unlimited availability

- Opportunity to set up table(s) to sell/advertise your company at the special event
- Company logo to appear in social media, website and all announcements associated with the special event you are supporting
- Announcement of company name at special event
- Opportunity to hang your own banner at the special event you are supporting (where applicable)
- \$50 gift certificate towards UDFC gear and swag (may be used for UDFC member(s) of your choice or donated to the fund to help support players requiring financial aid)
- Token of appreciation



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