



# BETHESDA SOCCER CLUB SPONSORSHIP PROGRAM





## A FEW WORDS FROM OUR EXECUTIVE DIRECTOR

Thank you for your interest in Bethesda Soccer Club's Sponsorship Program. Through your generosity and support we are able to provide the Washington D.C. Metropolitan Area's youth with opportunities to develop and grow, not only as soccer players but also as positive role models within our communities.

If you have any questions regarding the Bethesda Soccer Club Sponsorship Program information, please contact me via my phone number or email below.

Thank you,

Jonathon Colton  
Executive Director  
Bethesda Soccer Club

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## BETHESDA SOCCER CLUB MISSION STATEMENT

The Bethesda Soccer Club (BSC) a 501c3 non-profit organization committed to creating a competitive, supportive, challenging, and fun environment for all our players to reach their potential through the beautiful game of soccer. With commitment to our goals and appreciation for the opportunity, we accept the responsibility to develop every player to their highest level of skills, athleticism, teamwork, and leadership in soccer. We strive to use all of our faculties – strength, spirit, courage, compassion, and intelligence – to achieve positive results on and off the pitch for our players and families. BSC's passionate leadership and detailed, holistic approach to long-term elite development at every age group support our uncompromising resolve to be the best youth soccer club in the country. We also strive to be a positive role model for our community, including through the provision of financial support for needy families to the best of our ability.



## BETHESDA SOCCER CLUB A NATIONAL BRAND WITH A TRADITION OF EXCELLENCE

Founded in 1979 as a 501(c)3 not-for-profit Club based in Montgomery County, Maryland just outside Washington DC, we have since grown to more than 45 boys and girls teams from ages U8 through U18 with more than 1300 players.

- One of the only clubs in the United States to compete in both the Elite Clubs National League and MLS Next- the top youth soccer leagues for Boys and Girls Soccer
- Two-time United States Youth Soccer National Champion; 2019 USL Super Y Summer League Champion
- 47 BSC players have played for the United States at the youth or senior level. BSC players have also played internationally for: Guatemala, El Salvador, Honduras, Costa Rica, Scotland, Jamaica, Germany, Ghana, Senegal, and Cote D'Ivoire
- Since 2000, 542 BSC players have gone to play Division I, II, or III College Soccer with 70 going on to play in MLS, NWSL, German Bundesliga, English Premier League, and Ligue 1
  - **Notable alumni:** Andi Sullivan (United States Women's National Team), Gedion Zelalem (Arsenal FC), Joe Gyau (Borussia Dortmund), Bruce Murray (United States Men's National Team-1990 World Cup member), Bill Hamid (D.C. United)

# THE MANY BENEFITS OF YOUTH SOCCER

Soccer is the most popular and fastest-growing youth sport in the United States according to the United States Youth Soccer Association (USYSA). The benefits of participating in organized youth sports are many, ranging from physical to social skills.

Physical Benefits	Personal Development Benefits	Social Benefits
Endurance	Leadership	Interpersonal skills
Coordination	Goal Setting	Teamwork
Balance	Commitment	Conflict Resolution
Muscle Strength	Self Esteem/ Self Confidence	Sportsmanship / Resilience
Weight Control	Valuing Preparation	Diversity
Flexibility	Time Management	Relationships with Adults
Injury Prevention	Long-Term Thinking	Community Engagement

The Bethesda Soccer Club understands the many challenges of working with youth players and realizes the many positive benefits that soccer provides their lives.

Sue Castle, Executive Producer of PBS Sports: Get in the Game states “The evidence supporting sports participation for a young person is overwhelming. It has the power to combat everything from racism to low self-image, to the high-school drop-out rate.”

The Women’s Sports Foundation has statistics that are just hard to ignore.

- Female high school athletes are:
1. 92% less likely to get involved with drugs
  2. 80% less likely to get pregnant
  3. 3 times more likely to graduate than non-athletes





## WHY SPONSOR THE BETHESDA SOCCER CLUB?

The Bethesda Soccer Club is seeking sponsorships from Corporate and Community partners to play an important role in ensuring that our players continue to grow and prosper.

Your sponsorship will assist us with:

- Improving practice/game facilities, increasing the number of available player scholarships, and combating the rising costs of our Club fees.
- Creating opportunities for underprivileged youth who would not otherwise receive the benefit of training at this level and a pathway to college.
- Providing teams and coaches with opportunities to travel to local, national, and international tournaments.
- Establishing opportunities for our coaching staff to attend clinics, seminars and professional licensure courses to insure our players are getting the best coaching for development.
- Providing opportunities for teams to participate in local, regional, or national camps. Training outside the club environment allows players new exposure to different coaching styles, techniques and tactics as well as introduction to potential college coaches.



## THE BSC COMMUNITYY

- 85% of Bethesda Soccer Club's 1,100+ families and alumni are from Montgomery County, MD
- We also have a sizable number of families/players from Frederick, Howard, and Prince George's Counties as well as Washington D.C. and Virginia
- Bethesda Soccer Club hosts approximately 700 home games and 3000 practices per calendar year throughout Montgomery County.
- The Bethesda Premier Cup includes about 18,000 boys and girls ranging in age from 9 to 19; about 4,000 officials, including coaches, managers, referees and tournament volunteers; and at least 30,000 parents, plus siblings and other relatives, friends and fans who attend as spectators. In 2012 the Sports Management and Tourism School of Business from George Washington University did a detailed study and determined that the Premier Cup created approximately 12 million dollars of economic impact to Montgomery County and surrounding areas.
- In 2019, households in Montgomery County had a median annual income of \$108k, considerably more than the median annual income of \$61k across the entire United States.
- The median property value in the county was \$489,000 in 2018 -- 2.13 times larger than the national average of \$229,700. Between 2017 and 2018 the median property value increased from \$477,800 to \$489,000, a 2.34% increase.
- The largest ethnic groups in Montgomery County are White (43%), Black or African American (Non-Hispanic) (18.1%), Hispanic (17.5%), and Asian (Non-Hispanic) (14.4%).



## BENEFITS OF SPONSORSHIP

All sponsors receive the benefit of being associated with Bethesda Soccer Club, one of the preeminent youth soccer clubs in America while enhancing their marketing reach. With our sponsorships, you will receive exposure to thousands of Club participants, their families, coaches, the community and community leaders. Additionally, sponsorships help build an image of community support while positively impacting youth development.

Here is a snapshot of our community and our digital footprint.

### Programs

- 1,300 players from ages 7-18 from across the Washington D.C.-MetroArea
- 1,500 players Summer Camp
- 1,200 players Winter Futsal League
- 750 players Personalized Camps and Clinics
- Bethesda Premier Cup- One of the top youth soccer tournaments in the country. Averages 1200 teams each year from up and down the east coast

### Newsletter

- 13,272 total contacts (3,000 subscribers to Club Weekly Newsletter)
- Open Rate- 54%
- Click Rate- 11%



## SOCIAL MEDIA

### Facebook

- 2,123 Total Page Likes
- 2,358 Page Followers
- 1,400 Page Views Per Month
- 34,125 Engagements Per Month

### Instagram

- 3,653 Followers
- 3,913 Average Accounts Reached Every Week
- 1,524 Average Content Interactions Every Week
- Average Video Views- 850

### Twitter

- 3,971 Followers
- 115,000 Impressions Per Month
- 1,504 Profile Visits Per Month

### Website

- 38,000 Page Views Per Month
- Visitors- 52% New vs. 48% Returning
- 9,884 Sessions Per Month
- Device Breakdown- 50% Desktop vs. 49% Mobile





## SPONSORSHIP LEVELS

Bethesda Soccer Club is pleased to provide the following sponsorship opportunities:

### BETHESDA PACKAGE

- Company logo placement on front of player game jerseys (over 1,300 players are in the club, from U8 – U18) for Fall 2021 through Spring 2023 seasons, on the front of uniform
- Company logo placement on player practice jerseys for Fall 2021 through Spring 2023 seasons
- Company logo and link on BSC website
- Distribution of business literature with routine club information distribution, three times a year
- Company banner display at the 2021 and 2022 Bethesda Premier Cup
- Full page advertisement in the 2021 and 2022 Bethesda Premier Cup online handbook



## BLUE PACKAGE

- Company logo placement on player game jerseys (over 1300 players are in the club, from U8 – U18) for Fall 2021 through Spring 2023 seasons (lower back)
- Company logo and link on BSC website
- Distribution of business literature with routine club information distribution three times a year
- Full page advertisement in 2021 and 2022 Bethesda Premier Cup online handbook
- Company banner display at the 2021 and 2022 Bethesda Premier Cup

## GREEN PACKAGE

- Company logo placement on player practice jerseys for Fall 2021 through Spring 2023 seasons
- Company logo and link on BSC website
- Distribution of business literature with routine club information distribution three times a year
- Full page advertisement in 2021 and 2022 Bethesda Premier Cup online handbook
- Company banner display at the 2021 and 2022 Bethesda Premier Cup



## A Look Ahead

- While our club is proud of our history and our tradition much like any good soccer player we are always thinking about the next step and how we can better serve our community. Over the next few years our club is looking at expanding our reach in the beautiful game and across youth sports in a variety of ways including:
  - Expansion of our winter futsal league to host tournaments and clubs from across the region;
  - Development of a Juniors League for preschoolers and kindergartners
  - Community service projects and leadership seminars for our players
  - Creation of a soccer-specific complex for not just our players, but also for local teams from across the region
  - A summer preseason tournament for travel teams
  - Additional fundraising opportunities for our Scholarship Fund



# CONTACT US

We look forward to the opportunity to talk with you about the opportunity for you to become a member of our BSC family by supporting our players, being seen as a community leader and gaining enormous exposure for your company/organization.

Jonathon Colton  
Executive Director

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