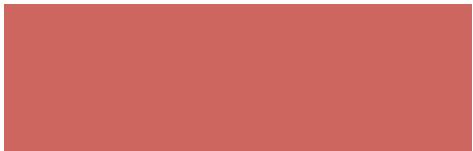




# ADVERTISING AND SPONSORSHIP OPPORTUNITIES



# Our Facility- Location

- ❑ Located conveniently between Cary and Raleigh at 5600 Hillsborough Street.
- ❑ Facility seen by thousands of drivers, clearly visible from oncoming traffic from three directions.
- ❑ Mile and a half from the State fairgrounds.



# Our Facility

- ❑ 2 state of the art full size field turf indoor soccer fields.
- ❑ One smaller field designed for private instruction.
- ❑ Family orientated area with large screen TV broadcasting all major soccer games.
- ❑ Spectator areas for complete view of the fields and surrounding banners.
- ❑ Professional dasher boards and nets.
- ❑ Newly renovated concessions area.



# Facts and figures

- XL SOCCER WORLD hosts approximately **1,100** teams and over **15,000** players per year.
- We estimate that over **50,000** people spectators will attend events held at our facility each year. Games and training sessions last for an hour and most spectators are inside the facility viewing the games/training sessions for at least that amount of time.
- Our website has over **16,000** visitors a month.
- All these are people you could be targeting with one of our packages.

# Demographics

- Players: Soccer tots, U6-High School, Adult and Co-ed leagues. Age range: 3- 45 year olds.
- Spectators: Soccer Mom's and Dad's mainly 25-50 year olds, Upper-middle class, disposable money to spend and willing to invest a great deal in their children. Passionate about sports.
- Disposable income to spend and willing to invest a great deal in their children's well being and success.

# Benefits from advertising with us

- Huge exposure: **Tens of thousands** of players, parents and spectators entering our complex each year.
- Were ranked **highest** in search engines for indoor soccer-nationwide exposure.
- **Exposure** to a variety of different age group markets- youth players, young adults and parents.
- The majority of our customers have disposable income to spend.
- **Cost-effective** advertising.
- Soccer and XL are **constantly growing** in NC.

# Our packages

- We offer a variety of advertising opportunities for you to increase awareness, exposure and grow your business.
- Team, league, field and complex sponsorship packages.
- New sponsorship packages that involve advertising your business through our social media pages, newsletters and website which are becoming increasingly popular.



## E- Sponsorship packages:

- Social networking is growing by the second and a great way to inform and create a buzz about your business and services.
- With our new advertising/sponsorship packages you be reaching out to thousands of potential customers in the local area who are directly linked to XL and all the information we send out via social networking, newsletters and email blasts.



# What makes our new packages unique?

- Often advertising is a bit of a gamble. Say you advertise in a newspaper or on TV, you're not sure who will read or see your ad. With the e-Advertising you know exactly how many people you are targeting and how many people will see the ad.
- The packages involve advertising on our Facebook and Twitter pages in which you can see exactly how many followers we have and who your ad will directly reach (you can then link the ad directly to your website and service).
- The other option is to advertise via our monthly e-Newsletter which then gets sent out to around 10,000 email addresses in our database and read through thoroughly by player's parents and relatives. The advantage with the e-Newsletter is that unlike a regular newsletter when people click on your ad it will link directly to your website and let the customer connect with your business and services immediately.

# Bronze (social media) package: \$600

- **Bronze package \$600:**
- Logo on website for a year.
- Email blast to all of our contacts- 10,000 in the database!
- Twelve updates throughout the year on our Facebook and Twitter Pages. You can update customers about special deals, your services and link your ad directly to your website. You can change the ads if you wish from week to week and are allowed to include up to 500 characters on our Facebook page and 139 character on Twitter page.

# Silver Package- \$900

- **Silver Package: \$900**
- 3' by 8' banner will be placed on our wall our wall highly visible to thousands of spectators throughout the year.
- Logo on website for a year.
- Email blast to all of our contacts- 10,000 in the database!
- One post on our Facebook and Twitter Pages. You can update customers about special deals, your services and link your ad directly to your website. You can change the ads if you wish from week to week and are allowed to include up to 500 characters.



# GOLD Package \$1200

## □ **GOLD Package:**

- 3' by 8' banner will be placed on our wall our wall highly visible to thousands of spectators throughout the year.
- Banner ad on the website for a year!
- Logo on website for a year.
- Email blast to all of our contacts- 10,000 in the database!
- Six updates throughout the year on our Facebook and Twitter Pages. You can update customers about special deals, your services and link your ad directly to your website. You can change the ads if you wish from week to week and are allowed to include up to 500 characters.



# PLANTINUM package: BEST VALUE \$1500

- 3' by 8' banner will be placed on our wall our wall highly visible to thousands of spectators throughout the year.

- Banner ad on the website for a year!

- Logo on website for a year.

- Email blast to all of our contacts- 10,000 in the database!



- Twelve updates throughout the year on our Facebook and Twitter Pages. You can update customers regarding special deals, your services and link your ad directly to your website. You can change the ads if you wish from week to week and are allowed to include up to 500 characters on our Facebook page and 139 character on Twitter page.
- An ad in our monthly E-newsletter that gets sent out directly to our database of 10,000 which is read by nearly all the parents with a link directly to your website!

# “Field” Sponsorship: \$15,000 per year

- Naming rights on one of our fields. Your companies name or logo will be on and inside our center circle. Similar to the NFL logo in the image below in the center of one of our fields.
- Your Company Logo will be posted and linked on our website.
- E-mail blast will be sent to our 10,000 database recognizing sponsorship.
- Two 6'x 10' banners will be placed around field.



Exposure to thousands of spectators and players.



# Complex Sponsor- \$20,000

XL Soccer World invites your company to join ours in the naming rights of the facility.

- Your Company's name and logo will be adjoined prominently to the front of our building.
- Your name and Logo will accompany all advertising and media releases.
- XL Soccer World will co-ordinate with the sponsor to maximize the exposure of all activities and events to the public and the media, including TV, newspaper, social media, online etc.
- All of our coaches will have your company's logo on their uniforms.



# Complex Sponsor- \$20,000

- Your name will be acknowledged at all of our events.
- Your Company Logo will be posted and linked on our website.
- E-mail blast will be sent to our customers recognizing sponsorship.
- Partnership press release.
- **Our building is located on one of the busiest intersections in the area and clearly visible from Hillsborough St, Western BLV and Jones Franklin St.**
- **Visual exposure to millions of drivers each year.**
- This Unique Sponsorship Privilege is available for \$20,000 per year.



# Thank you for your time!

We have changed our advertising packages and added social media and other elements in order to gain as much exposure as possible for your business targeting local customers in a number of different ways.

Thousands of people come through our doors each year and we feel that our packages offer fantastic value for your business in creating awareness, exposure, sales and ultimately profits!

Please contact [dan@xlsoccerworld.com](mailto:dan@xlsoccerworld.com) for more info!