



CONNECTICUT FOOTBALL CLUB

2019 SPONSORSHIP MEDIA KIT

BECOME A CONNECTICUT FOOTBALL CLUB SPONSOR

Like many youth organizations, Connecticut Football Club relies on both community spirit and the generosity of regional Connecticut businesses to defer the costs of providing scholarships to youth soccer players in need.

Your generous donation allows the introduction to soccer to a new generation of children. It also fosters a positive and engaged environment for youth, which helps them develop as both athletes and as responsible members of their communities.

Your contribution enables CFC players to be personally and actively involved in civic engagement, and it also provides soccer opportunities to other area children's organizations.

Connecticut Football Club offers sponsorship opportunities at a range of levels. We encourage you to support youth soccer at a level most suited to your business needs, allowing your enterprise exposure to an audience of more than 30,000 potential customers.



Brand it personally:

- Identify — and grow — your brand by connecting with CFC's core values and youth development.

Market digitally and exponentially:

- Reach an engaged digital audience of over 30,000 through social media and email blasts

Advertise it locally:

- Prominently display your company logo on the jerseys of over 2,000 players.
- Boldly present your business in front of over 7,000 audiences per day with your signage at CFC game and practice facilities.



ABOUT CONNECTICUT FOOTBALL CLUB

Connecticut Football Club began in 1999 as a premier club for only girls. Since then it's grown into a full-service soccer club for boys and girls, offering programs to players of every level, from youth developmental programs.

The club is comprised of geographical branches:

- CFC Arsenal (Northern Fairfield County)
- CFC Wolves (Hartford County)
- CFC West (Newtown/Danbury)
- CFC Sound (New Haven County)
- CFC City (Northeast Conn.)
- CFC South (Lower Fairfield County)
- CFC Sportsworld (E. Windsor/Northern Conn.)
- CFC Valley (Bristol/Farmington Valley)
- CFC Samba (CFC Park)

On the girl's side, CFC United is formed at U14, with the CFC Arena and CFC park, teams train year round rain or shine. Our United teams compete in the ECNL, which is the top league for girls in the country.

With a coaching staff including 15 college coaches, seven current or former ODP staff coaches, two regional staff coaches and two national staff coaches, our staff is among the best in Connecticut — if not the country.

We foster a culture where the emphasis is on player development in a team setting, preparing players to pursue the game at whatever level they choose.

Our website attests to our many strengths: We are confident you'll find a team that's the right fit for your sponsorship. Feel free to contact us with any questions you have.

<http://connecticutfootballclub.com/>

SEE YOU ON THE FIELD!



ABOUT CONNECTICUT FOOTBALL CLUB

Why Youth Soccer?

According to US Youth Soccer, almost 17,000 kids played soccer in Connecticut in 2015 (the most recent year for which there are statistics available). And registration is increasing every year.

Soccer combines many positive attributes into a fast, challenging, healthful, team-spirited activity.

Soccer lends itself to a combination of individual activity and team strategy. Players hone skills while exhibiting personal style, simultaneously working closely as a team to achieve success.

In soccer, scoring is not king. Smart, creative, cooperative, heads-up play have parity in the eyes of coaches, players and spectators.

CFC Philosophy

The club vigorously works to maintain and foster a close-knit and enjoyable atmosphere among players and coaches, and to provide players of all ability levels with the opportunity to learn and excel in a supportive and educative environment.

CFC Mission Statement

Connecticut Football Club's mission is to produce or form premier-developmental teams (U9 - U12) and premier teams (U13 - U18) that can compete favorably with other top organizations, both in-state and beyond. We will also offer a variety of team and individual programs for players of all ability levels to facilitate their drive to improve and develop as soccer players.



CONNECTICUT FOOTBALL CLUB HISTORY

The Connecticut Football Club was established in 1999 via the merging of the Arsenal Soccer Club with the Connecticut Jr. Wolves to become the largest premier soccer organization for girls in the state of Connecticut.

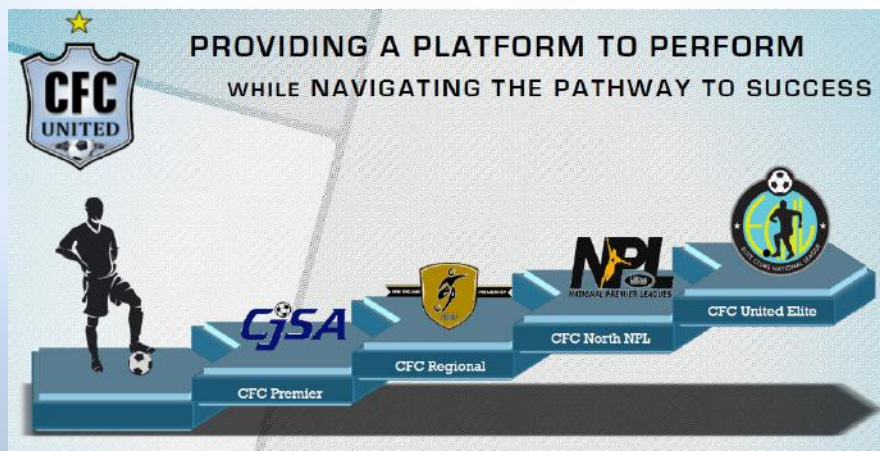
The club originally consisted of two branches: CFC Wolves (Rocky Hill/Windsor) and CFC Arsenal (Lower Fairfield County). In 2002, a third branch (CFC Impact) was added to enable the club to develop in the N. Branford/New Haven area.

CFC's unique "NINE branches" enable the club to service both male and female players from all parts of the state.

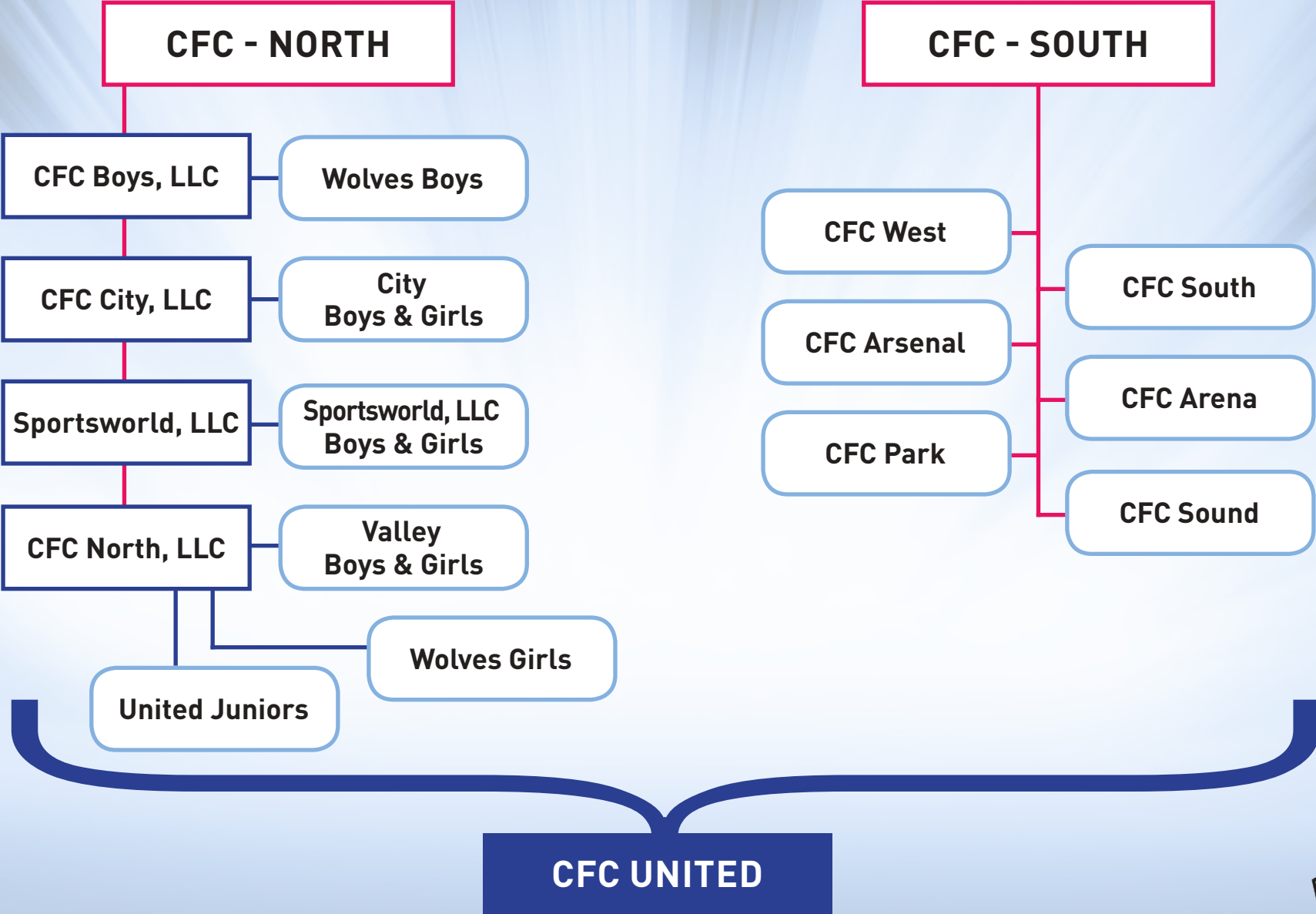
The branches of the club all work together to meet the needs of soccer players through a variety of programs the club now offers. The club offers "selection-only," premier level teams in the U13-U19 age groups in addition to a U9 through U12 developmental-premier program. CFC offers an academy program and a selection of summer camps and has developed into a full-service soccer club that offers programs to suit each player.

CFC Branches

- CFC Arsenal (Northern Fairfield County)
- CFC Wolves (Hartford County)
- CFC West (Newtown/Danbury)
- CFC Sound (New Haven County)
- CFC City (Northeast Conn.)
- CFC South (Lower Fairfield County)
- CFC Sportsworld (E. Windsor/Northern Conn.)
- CFC Valley (Bristol/Farmington Valley)
- CFC Samba (CFC Park)



CONNECTICUT FOOTBALL CLUB BRANCHES



CONNECTICUT FOOTBALL CLUB HONORS

2016 State Champions - Boys

U13 United (Josh Lennie)

U14 United (Brian Newmeyer)

U16 United (Graciano Brito)

U17 United (David Kelley/Shawn Green)

2015 State Champions - Girls

U12 CFC Arsenal Sky (Jodi Gonzalez)

U15 CFC Wolves (Adam Wilkinson)

U16 CFC Wolves (Joe Finocharro)

U18 CFC Chelsea (Jonathan Bradley)

Region 1

U15 CFC Wolves (Semi Finalist)

2015 State Champions - Girls

U14 CFC Wolves (Adam Wilkinson)

U15 CFC Wolves (Joe Finocharro)

U18 CFC Wolves (Paul Armstrong)

2015 State Champions - Boys

U16 CFC United (David Kelly)

U17 CFC United (Graciano Brito)

U16 CFC United (Eric DaCosta)

2014 State Champions

U13 CFC Arsenal (Ali Lonsdale)

U18 CFC Wolves (Victor Santos)

U19 CFC United (Jim O'Brien)

2013 State Champions

U16 CFC Scorpions (Rick Koczak)

U17 CFC Arsenal (Donato Piseli)

U18 CFC United Academy (Todd Plourde, Matt Micros, Scott McBride)

U19 CFC United (Jim O'Brien)

Region I

U12 CFC Arsenal (Regional I Finalist)

U18 CFC United Academy (Regional I Champions)

National

U18 CFC United (National Semifinalist)

2012 State Champions

U17 CFC United (Magnus Nilerud, Matt Micros)

U19 CFC United (Jim O'Brien)

U15 CFC Wolves Boys (John Faienza, Victor Rosario)

Region I

U13 CFC Gunners Boys (Regional Finalist)

(Steve Coxon)



RECOGNITION

League Affiliations

Elite Clubs National League (ECNL)

National Premier Leagues (NPL) — 90 teams

New England Premier League (NEP) — over 900 players

Connecticut Junior Soccer Association (CJSA)



Distinguished Coaches

- **Dave Clarke** - US Staff Coach; Women's Head Coach, Quinnipiac University; Connecticut Soccer Hall of Fame
- **Steve Coxon** - Connecticut Soccer Hall of Fame
- **Eric DaCosta** - Men's Head Coach, Quinnipiac University; DOC CFC United ECNL
- **Sean Driscoll** - Women's Head Coach, Princeton University
- **Shaun Green** - Men's Head Coach, CCSU
- **Matt Micros** - DOC of CFC United ECNL Girls; Women's Head Coach, Sacred Heart
- **Magnus Nilerud** - Women's Head Coach, University of Bridgeport
- **Jim O'Brien** - Women's Head Coach, Mercy College
- **Todd Plourde** - DOC of CFC United ECNL Girls; Head Coach, Iona University
- **Victor Rosario** - Head of CFC North

Collegiate Recruiting

Each year CFC players are recruited by top collegiate soccer teams across Connecticut and the nation.



CONNECTICUT FOOTBALL CLUB NATION FOOTPRINT

Premier Practice and Game Locations

CFC Park Bethany, CT



- 4,000+ per day audience once completed
- Includes Field Layout map with signage locations marked

CFC Key Stats

115+ teams • 2,000+ players • 1,800+ families

Social Media - 6,000+ direct followers across Facebook, Instagram, and Twitter

Email - Campaigns to 24,000 nationwide audience

CFC Arena Hamden, CT



- [View the promotional video >](#)
- 2,000 people per day in the facility

Sports World East Windsor, CT



[Learn more about becoming a CFC Title Sponsor of CFC Arena and CFC Park >](#)



SPECIAL TOURNAMENTS

CFC Columbus Day Classic

- The biggest Columbus Day sporting event in the Northeast
- 2016 stats:
232 teams, approximately 4,176 players, and 4,000+ spectators. Teams travel from all over the Northeast including: MA, NY, NJ, RI, ME, VT, NH



CFC Cup and College Showcase

- 120 teams, 2,400 players, and another 2,400 spectators from all over the North East. Also had 89 college coaches attend the games from top universities.

Learn more about becoming an Official Tournament Sponsor >



SPONSORSHIP OPPORTUNITIES

| Level | Sponsorship | Amount | Website | Jersey | Field | Social Media | Email | Newsletter/Brochure | Tournament |
|--|---|---------------|----------------------------|----------|--------------|--------------------|--------------|--------------------------------|------------|
| Corporate Sponsorships (Extra fee to put logo on jersey) | Diamond Sponsorship (2 year commitment) | \$25,000/year | Tier 1 Website | 25 Teams | Tier 1 Field | Social Media Blast | Tier 1 Email | Ad Space Newsletter & Brochure | All |
| | Gold Sponsorship (2 year commitment) | \$20,000/year | Tier 2 Website | 20 Teams | Tier 1 Field | Social Media Blast | Tier 1 Email | Ad Space Newsletter & Brochure | All |
| | Silver Sponsorship (2 year commitment) | \$15,000/year | Tier 3 Website | 15 Teams | Tier 1 Field | Social Media Blast | Tier 1 Email | Ad Space Newsletter & Brochure | |
| | Bronze Sponsorship (2 year commitment) | \$10,000/year | Tier 3 Website | 10 Teams | Tier 2 Field | Social Media Blast | Tier 2 Email | Ad Space Newsletter & Brochure | |
| CFC Branch Sponsors (United, North, South) | Elite Branch Sponsorship (Full Year) | \$8,500 | Tier 4 Website (Branch) | | Tier 3 Field | Social Media Blast | Tier 2 Email | Ad Space Newsletter & Brochure | |
| CFC Team Sponsors | Team Sponsor (Full Year) | \$3,800 | Tier 4 Website (Team) | | Tier 3 Field | Social Media Blast | Tier 3 Email | | |
| CFC Community Sponsorship | Community Sponsor (Full Year) | \$1,750 | Tier 4 Website (Community) | | | Social Media Blast | Tier 3 Email | | |
| Digital-Only Sponsorship Packages | Hat-trick Digital Sponsorship (1 Season) | \$1,000 | Tier 5 Website | | | Social Media Blast | Tier 3 Email | | |
| | Website and Social Media Sponsorship (1 Season) | \$500 | Tier 5 Website | | | Social Media Blast | | | |
| | Website Sponsorship (1 Season) | \$200 | Tier 5 Website | | | | | | |

| Elements | |
|----------------------------|--|
| Jersey Logo* | *limited availability. First come, first served. |
| Tier 1 Field | Top Row Logo |
| Tier 2 Field | Mid Row Logo |
| Tier 3 Field | Lower Row Logo |
| Tier 1 Website | Large Logo |
| Tier 2 Website | Medium Logo |
| Tier 3 Website | Small Logo |
| Tier 4 Website (Branch) | Small Logo |
| Tier 4 Website (Team) | Small Logo |
| Tier 4 Website (Community) | Small Logo |
| Tier 1 Email | Dedicated Email Blast |
| Tier 2 Email | Sponsor Short Description |
| Tier 3 Email | Logo in Email |

| Ad Space Newsletter & Brochure | |
|--------------------------------|----------------------------|
| Social Media Blast | Social Post |
| Tournament Website | Logo on Tournament Page |
| Tournament Email | Logo in Email |
| Tournament Packet | Logo in Packet |
| Tournament Field | Logo on Tournament Banners |

| Title Sponsorships | |
|---|---------------|
| CFC Park Title Sponsorship (2 year commitment) | \$20,000/year |
| CFC Arena Title Sponsorship (2 year commitment) | \$15,000/year |

Tournament Sponsorships

| Level | Sponsorship | Amount | Tournament |
|-------------------------------------|---|---------|-----------------------------------|
| CFC Columbus Day Classic | Official Columbus Day Classic Sponsor | \$7,000 | All |
| | Columbus Day Classic Packet Sponsor | \$5,000 | Tournament Website, Packet, Email |
| | Columbus Day Classic Digital Sponsor | \$1,000 | Tournament Website, Email |
| CFC Cup and College Showcase | Official CFC Cup and College Showcase Sponsor | \$6,000 | All |
| | CFC Cup and College Showcase Packet Sponsor | \$4,000 | Tournament Website, Packet, Email |
| | CFC Cup and College Showcase Digital Sponsor | \$1,000 | Tournament Website, Email |

CONTACT INFORMATION

For more information, please call Steve Coxon at (203) 981-0204, or email: soccerhead66@gmail.com

