



**SPONSOR
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2012 SPONSORSHIP OPPORTUNITIES

About Us

The Newmarket Soccer Club was established in 1960 and is one of the oldest continuously operating, not-for-profit soccer clubs in the country. It provides leagues for players from Newmarket and the surrounding areas from the U4 age group through to adults of all ages. The objective of the Club is to provide an opportunity for any person to participate in, or learn about, the game of soccer; as well as, to promote, develop and govern the game of soccer, both indoor and outdoor, in the Town of Newmarket.

Every year our Representative teams, under the banner of Newmarket United, play in various leagues covering much of the province. They also travel throughout Ontario, Quebec and the Eastern and North Central United States; attending over 130 tournaments, while representing the Club. Of the 209 clubs running representative teams in the province, our Club consistently ranks in the top ten.

The Club is also host to a number of annual events. Of these, the largest is the Soccerfest Tournament, which is held in late June and attracts an estimated 15,000-20,000 people, making it the largest single event in the Town of Newmarket and among the largest of its kind in Canada. Held for our entire Youth House League, Soccerfest combines a round robin tournament with a BBQ, photo day, fun-filled activities, corporate sponsors, product sampling and giveaways etc.; all in a festival atmosphere. No wonder it's so popular! Other events include: the Girls and Boys Representative Tournament, House League Cup Weekend, Senior Ladies and Men's Tournaments, Representative Dinner and Awards Night, Volunteer and Sponsor Appreciation Night and our AGM.

The Newmarket Soccer Club is governed by an all volunteer, 11 member Board of Directors and is ably assisted by Club staff and various part time workers. In addition, almost 1,000 volunteers participate in the various tasks of the Club, either as coaches, assistant coaches, conveners, or in other required tasks. Many of these individuals are also involved in other capacities on various Soccer Boards as well as with other sports and organizations.

Town of Newmarket Demographics

Population (July 2010 Est.)	84,795
2012 Projected Population	86,318
Average Household Size (July 2010 Est.)	3.49 persons
Total Number of Households (July 2010 Est.)	29,463
Average Annual Household Income	\$110,694
Total Population Under 19 years of age	22,502 persons (26.5%)

Source: FPmarkets Canadian Demographics 2010 for Newmarket, ON.

Club Demographics (2011)

Total Club Membership (2011)	4,700	Micro (U4-U6)	1,200
House League	3,200	Mini (U7-U10)	1,000
Competitive	750	Youth (U11-U18)	1,000
Senior	750	Competitive (U18-U18)	750
		Senior (U19+)	750



Why Sponsor the NSC?

- Provides a tremendous sense of self satisfaction.
- Gives you an opportunity to give back to the community that you live and work in.
- Provides your employees with a sense of community pride.
- Significantly enhances the profile of your business within the community.
- Drives sales revenues through exposure and reciprocal loyalty.

NSC Programs & Clinics

- Ongoing player and coach development clinics.
- Summer, March Break and Winter Break camps.
- Elite player development programs in both indoor and outdoor seasons.
- Coaching certification programs.

Sponsor Rewards

Sponsors receive the following for all levels of sponsorship:

- Company name or logo on team jersey.
- Team photo and thank you plaque.
- Logo/link on the Club website.
- Logo/link in Club Member eBlasts.
- Full colour logo feature in a special print advertising supplement.
- Listed with team results in local media (U9+).

Sponsored Events

Sponsorship is available for various events and tournaments that will be hosted by the NSC throughout the year.

Event Sponsors will receive:

- Naming rights for events.
- Corporate banners displayed.
- Logo and print ad in event publications.
- Opportunity to distribute product information and samples to participants and attendees.
- Logo and link on the Club website.



Event Sponsorship Opportunities

Microfest **June 16, 2012**

- Participation of all recreational teams U4-U6.
- Approximately 1,000 Newmarket families in attendance.
- 2,000-3,000 Newmarket community residents to attend games.

LEAD TITLE SPONSOR - \$12,000

Naming rights, logo on trophies, give-aways and advertising in event publications.



Soccerfest **June 23-24, 2012**

- Participation of all recreational teams U7-U18.
- Approximately 2,000 Newmarket families in attendance.
- 4,000-8,000 Newmarket community residents to attend games.

LEAD TITLE SPONSOR - \$12,000

Naming rights, logo on trophies, give-aways and advertising in event publications.



EVENT DIVISION SPONSOR - \$4,000

Divisional title sponsor, smaller logo on trophies and advertising in event publications.



Heart of York Summer Classic

August 11-12, 2012

- Participation from 175 teams from across Ontario.
- Approximately 10,000 attendees.
- Ages U8-U18 (male/female).

LEAD TITLE SPONSOR - \$10,000

Naming rights, logo on trophies, give-aways and advertising in event publications.

GENDER DIVISION SPONSOR - \$4,000

Divisional title sponsor, smaller logo on trophies and advertising in event publications.

NSC Challenge Cup **August 25, 2012**

- Participation from all recreational league players U4-U18 (approx. 300 teams).
- Approximately 10,000 attendees from the Newmarket community.

LEAD TITLE SPONSOR - \$15,000

Naming rights, logo on trophies, give-aways and advertising in event publications.

GENDER DIVISION SPONSOR - \$5,000

Divisional title sponsor, smaller logo on trophies and advertising in event publications.

Contact Us

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The Newmarket Soccer Club wishes to thank its House League sponsors for their generous financial support. 100% of their contribution benefits our community's youth and makes the "love" of the game possible.

Tournament Sponsors




Division Sponsors





Individual & Multi-team Sponsors



*Not all sponsors may be represented here.