



# SPONSORSHIP 2022



## **JAGUARS UNITED FOOTBALL CLUB**

### **SPONSORSHIP APPLICATION**

#### **Jaguars United Football Club Sponsorship Information**

When you become a sponsor to **J.U.F.C.**, you'll support our mission to provide all youth in the community with the opportunity to develop their soccer skills at a high level. We are a development-focused youth program. Through this program, youth players will be taught to improve their soccer skills while learning the important values of teamwork, sportsmanship, and hard work.

Our goal is not only to advance the youth's athletic skills but to grow their overall development as a person by building lifelong skills such as: strategic thinking, discipline, logic, goal setting and leadership, among others. Research indicates that youth who develop these skills early on in life thrive in school, at home and will lead a more successful life.

#### **Here are 5 reasons why you should become a sponsor of J.U.F.C.**

1 - Increase awareness of your company's products and services. Each sponsorship package has benefits for the sponsor built in: field signage, website and social media advertising, company name on uniforms, etc. Through a sponsorship, your brand will be in front of the youth sports market of parents, coaches, program organizers, players and fans. **J.U.F.C.** markets to over 5,000 Youth Soccer Families in Boston.

2 - An inviting form of advertising. In most settings consumers are inclined to tune out advertising. Although many traditional ways of reaching consumers are failing, youth sports sponsorships are a very positive and engaging way to market your brand. Parents love to see the companies that are supporting local sports teams.

3 - Help keep the cost of a Quality youth sports programs affordable. Player participation fees do not cover the majority of the costs of a youth sports program. Tournaments, Referee fees, Field Rentals, Travel, Coaching Fees and other expenses are required to run a Quality Sports Program. Support from sponsors provides the resources necessary to not only keep participation fees low, but maintain a high level of quality for the players and families.

4 - Incredible value for the dollars invested. Although sponsorship package costs vary from organization to organization, they commonly range from \$700 up to \$6,000 or more. When comparing the cost of other marketing outlets like print, television and billboard advertising, youth sports sponsorships can be a great value and a smart option to include into a company's marketing plan.

5 - Build goodwill. Companies that sponsor youth sports programs make a positive contribution to their community. Overall this can evoke a community wide feeling that a company understands the impact and importance of sports for their youth. This feeling can instill loyalty among a business' current and future patrons.

Your sponsorship will do so much more than just educating young people how to play a great sport – it's keeping them active and healthy, providing adult mentors and role models, giving them safe places to play in a controlled environment, and boosting their confidence to become better citizens in the future.

Thank you for supporting **J.U.F.C.**. Should you have any questions regarding a contribution or need additional information about Jaguars United FC, please do not hesitate to contact us.





## **JAGUARS UNITED FOOTBALL CLUB**

### **SPONSORSHIP APPLICATION**

#### **\$3,000 / 12 months level 1:**

Sponsor logo listed on **J.U.F.C.** Website Home Page linkable to sponsoring business web site

Sponsor logo listed on **J.U.F.C.** Social Media Pages as a proud sponsor.

Sponsor logo on club flyers/advertising.

Statewide and International internet exposure viewed by over 5,000 Youth Soccer Families.

#### **\$3,500 / 12 months level 2:**

Sponsor logo listed on **J.U.F.C.** Website Home Page linkable to sponsoring business web site

Sponsor logo listed on **J.U.F.C.** Social Media Pages as a proud sponsor.

Sponsor logo on club flyers/advertising.

Statewide and International internet exposure viewed by over 5,000 Youth Soccer Families.

***Sponsor logo on jersey for the team. (shoulders)***

#### **\$4,000 / 12 months level 3:**

Sponsor logo listed on **J.U.F.C.** Website Home Page linkable to sponsoring business web site

Sponsor logo listed on **J.U.F.C.** Social Media Pages as a proud sponsor.

Sponsor logo on club flyers/advertising.

Statewide and International internet exposure viewed by over 5,000 Youth Soccer Families.

***Sponsor logo on jersey for the team. (arms)***

#### **\$5,000 / 12 months level 4:**

Sponsor logo listed on **J.U.F.C.** Website Home Page linkable to sponsoring business web site

Sponsor logo listed on **J.U.F.C.** Social Media Pages as a proud sponsor.

Sponsor logo on club flyers/advertising.

Statewide and International internet exposure viewed by over 5,000 Youth Soccer Families.

***Sponsor logo on jersey for the team. (lower back)***

#### **\$6,000 / 12 months level 5:**

Sponsor logo listed on **J.U.F.C.** Website Home Page linkable to sponsoring business web site

Sponsor logo listed on **J.U.F.C.** Social Media Pages as a proud sponsor.

Sponsor logo on club flyers/advertising.

Statewide and International internet exposure viewed by over 5,000 Youth Soccer Families.

***Sponsor logo on jersey for the team. (upper back)***

#### **\$7,000 / 12 months level 6:**

Sponsor logo listed on **J.U.F.C.** Website Home Page linkable to sponsoring business web site

Sponsor logo listed on **J.U.F.C.** Social Media Pages as a proud sponsor.

Sponsor logo on club flyers/advertising.

Statewide and International internet exposure viewed by over 5,000 Youth Soccer Families.

***Sponsor logo on jersey for the team. (front)***

**Up \$7,000 / 12 months level?**

**Contact the marketing department.**

**Marco Meireles - CEO**

**+1 (617) 877-5231**

**marketing@jaguarsunitedfc.com**



## JAGUARS UNITED FOOTBALL CLUB SPONSORSHIP AGREEMENT

**DATE:**

**BETWEEN:** (Sponsor)

JAGUARS UNITED FOOTBALL CLUB (Sponsee)

### TERMS OF AGREEMENT:

1. The sponsee agrees to grant the sponsor the following sponsorship rights (page 3):

Level ( ) 1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( ) 6

2. The sponsor agrees to provide pay (page 3):

Level ( ) 1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( ) 6

3. The sponsorship will be for the period of 12 months.

4. It is agreed that at the time of renegotiation, the sponsee will automatically invite the sponsor to renegotiate the agreement.

5. The sponsee agrees to provide the sponsor in the form of cash.

6. In the event of a dispute arising that the parties themselves cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by mutual agreement.

7. If the parties cannot agree on an arbitrator, or both parties do not agree with the decision of the arbitrator appointed, the agreement may be terminated in the following manner:

a) If the breach is one that can be rectified, then the non-breaching party can request in writing that the breach be rectified in 14 days. If the breach is not rectified within that time, the non-breaching party may terminate the Agreement immediately;

b) If the breach is one that cannot be rectified, the non-breaching party may terminate the Agreement by giving 14 days written notice of their intention to terminate.

c) If either party goes into liquidation, is wound up, dissolved (except for the purpose of reconstruction or amalgamation), enters into a scheme of arrangement or is placed under official management or in receivership, the other party may terminate the Agreement by giving 14 days written notice of their intention to terminate under the clause.

d) In the event of a termination under this Agreement, each party's rights and liabilities will cease immediately but the termination shall not affect a party's rights arising out of a breach of this agreement by the other party.

8. Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified and the first party uses its best endeavours to overcome the circumstances preventing its obligations from being carried out.

9. Each party shall indemnify the other against any claims arising from any breach of the agreement by either party in \$1,000.

10. The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.

11. The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.

Signed:

\_\_\_\_\_  
The sponsor

\_\_\_\_\_  
The sponsee

\_\_\_\_\_  
Local

\_\_\_\_\_  
Date

*— Soccer Club —*  
**JAGUARS**



**BOSTON, MA**

**FOR INFO:**  
**Marco Meireles - CEO**  
**+1 (617) 877-5231**  
**marketing@jaguarsunitedfc.com**