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www.emsanorth.com

Event Sponsorship Agreement for

Outdoor Tournament – Summer Sizzler

Indoor Tournament – FC Memorial Challenge



About EMSA NORTH

EMSA NORTH, also known as the Edmonton North Zone Soccer Association, is one of the largest youth soccer zone within the Edmonton Minor Soccer Association. We are proud to cater to the grassroots of soccer in the Edmonton North Zone by offering a fun and exciting soccer program which provides an extremely popular and valuable form of youth recreation to over 34 communities in North Edmonton. We host 2 tournament each year, one during the indoor season and one during the Outdoor season. All proceeds from our Indoor Tournament; The FC Memorial Challenge, are used to support our Club Soccer Program, North Side United. While revenue from our outdoor tournament; The Summer Sizzler, is used to support our Community Grassroots Soccer Program.

- Our organization is volunteer driven. As a result our program is affordable and cost subsidization remains a viable option removing boundaries for many.
- Our mandate is to provide a low cost, family value based outlet to encourage youth development in a safe and friendly environment where all players have an opportunity to participate regardless of social or economic barriers.
- EMSA NORTH is a not-for-profit soccer association responsible for fostering the growth and development of soccer for children and youth within the Northern borders of the City of Edmonton.
- Our membership includes over 5000 children, 800 dedicated coaches and hundreds of other amazing volunteers.
- We are affiliated with Edmonton Minor Soccer Association (EMSA), the Edmonton Federation of Community Leagues (EFCL), the Alberta Soccer Association (ASA) and the Canadian Soccer Association (CSA).
- EMSA NORTH is governed and operated by a volunteer executive board, community board membership and a small staff of 2.

Why Support EMSA NORTH?

When you associate your brand with our group of communities, coaches and volunteers – not to mention the youth; this strategically places you in a supportive position within Edmonton's community-minded marketplace.

- You are directly supporting the communities under our membership who assist in running a soccer program.
- EMSA NORTH promotes financial assistance to families in need and proceeds from our tournament help fund our hardship programs.
- Putting young children in organized recreation helps in the development of their physical capabilities and motor skills. It teaches them positive values and life skills. Physical activity programs like soccer are directly linked to children performing better in school as well as crime prevention.
- Half of Alberta's adolescents between the ages of 12-19 are not getting enough physical activity. (Edmonton Sport Council).
- 81% of 15-17 year olds play team sports versus only 30% who say they participate in individual activities (Canadian Social Planning Council).

EMSA NORTH Sponsor Benefits

Joining our EMSA NORTH Sponsorship family allows your company to gain various types of exposure. We offer packages which include digital, print media and face to face contact with our attendees. Our tournaments are hosted in a variety of locations with a very large amount of traffic in each location. With every child registered in a tournament we can guarantee at least one parent will be in attendance; however since our tournaments family fun events usually both parents, grandparents or extended families come to cheer on the players. We normally see a total of 161,000 page views with an average of 65% being returning visitors and 35% being new visitors for both tournaments. We continue to see an increase of this amount as year's progress.

We provide a variety of levels of sponsorship to choose from and are also very motivated in working with companies to provide customizable sponsorship packages to best suit your needs.

Once your company has requested Interest in participating as a Sponsor:

- The EMSA NORTH membership will be notified that your company is one of the select EMSA NORTH sponsors for our tournament.
- We will reserve a section of our website (www.emsanorth.com), depending on the level of sponsorship, for you to provide your logo and an interactive link (time frame of display on the site depends on your level of sponsorship).
- Your company's name / information / logo will be seen by approximately 47,000 people through internal advertising as well as 17,000 people through the draw from this year's upcoming tournaments.
- Opportunities to set up tables with your promotional items can be provided.
- EMSA North honors our Platinum level sponsor with a customized plaque to commemorate and thank you for your kind involvement with the organization so that your company will be able to display proudly.

Summer Sizzler & FC Memorial Facts / Exposure

Average Stats

Age Group	Roster Size	Total Teams Entered	Total Players	Team Officials
U9	16	30	480	90
U11	16	45	720	135
U13	20	40	800	120
U15	20	30	600	90
U17	20	14	280	42
U19	20	4	80	12
TOTAL		280	2960	489

Total Spectators excluding players (estimate): **6000**

Total referees: **100**

TOTAL in attendance (estimate): 9,549

EMSA NORTH Tournament Website facts

In addition to our main EMSA NORTH website and social media, our tournament website was created as an easy access tool for signing up and scheduling our tournaments. It has since grown bigger and better than ever before with the addition of enhanced features resulting in more than triple the amount of views since it was launched!

This website:

- Provides us another avenue to advertise our Tournament Sponsorships
- Allows teams to access the site quickly and easily and is mobile friendly so a team may register and pay for the tournament in minutes
- Provide visitors with all tournament information online. All webpages are printer-friendly and easier to share through social networks
- Is accessible for all Team officials, referees and player families
- Easy access to tournament rules and information on medal presentations and tournament events
- Real time updated schedules which is posted for all to view
- Teams can easily find their precise match locations through the google map link for each location

EMSA NORTH Sponsorship Options

Level of Support	Purchase a field Program (Summer Sizzler only)	Donation of Service/ Product	Gold Sponsor	Platinum Sponsor
Inclusion / term	1 Tournament	1 tournament	1 Tournament	1 Tournament
Value	\$ 250.00	**donation of company's promo items to give away or raffle see below**	\$ 1,000.00	\$ 2,000.00
Terms	This sponsor will "Purchase a field" & pick from any of the fields we are using at the tournament. <u>Provide at own cost</u> 2 signs (parameters set out by tournament organizers) to be displayed on either ends of that fields goal posts for the entirety of the weekend.	None	Provide Banner	Provide banner & any products or flyers for promotion. Put interactive link to the tournament website on the company's website
Number of Sponsors Available	Unlimited	Unlimited	Unlimited	One (1)
Company Logo on Tournament Website	✓	✓	✓	✓
Company Logo on Tournament Poster	✓	✓	✓	✓
Company Banner / Logo at Tournament	✓	✓	✓	✓
Company logo on Emsa North Website	✓	✓	✓	✓
Mention of Company sponsorship on EMSA North Social media pages	✓	✓	✓	✓
Provision of customized plaque to the company recognizing your involvement with youth sport				✓
Provision of 1 table at one of the tournament venues to showcase products, flyer distribution & promote services				✓
Additional premium banner placement at medal presentations along with mention of your partnership with EMSA North at the medal ceremonies				✓
Option to attend tournament and to assist with medal ceremonies				✓
Include sponsors logo on Tournament Staff t-shirts & volunteer name tags				✓

**If you would like to donate your company's promotional items to give away we would be happy to mention your company's name and logo on our tournament website and posters, below is a list of items we would be in need of however non-monetary donations are greatly appreciated and we find essential to our success as such we are flexible so please contact us to design a customized sponsorship arrangement for your organization that will meet your specific goals, values and strengths

- Water for referees & tournament volunteers
- Food for referees & tournament volunteers
- Give a-ways for tournament registrants
- Coupons for tournament registrants
- Water Stations for Tournament Organizers
- Advertising - newspaper, radio & TV

Level of Sponsorship Agreed to: _____

Please specify which Tournament you would like to sponsor:

- FC Memorial Challenge (last weekend in January)**
- Summer Sizzler (3rd weekend in June)**
- Both**

Anything above and beyond what is documented here must be added below in writing. Level of sponsorship and associated financial commitment must be paid in full to ENZSA by _____

EMSA NORTH is not a registered charity; we are a non-profit Organization that appreciates any type of assistance that can be offered. We are only able to issue tax deductible advertising receipts.

Reviewed and agreed to by:

Sponsor Representative

Date:

EMSA NORTH Zone President – Bryan Payne

Date: