



**TOURNAMENT SERIES
SPONSORSHIP OPPORTUNITIES
2018 & BEYOND**

Who We Are

The Arlington Soccer Association is a 501(c)3 organization that offers recreational and travel soccer, as well as camps, clinics and programs throughout the year.

Over 9,000 young people participate in ASA programs each year.

- **ASA Mission**

Arlington Soccer Association provides quality soccer programs to meet the needs of people of all abilities, backgrounds and financial means, and advocates for the advancement of soccer in Arlington and surrounding communities.

- **ASA Vision**

Arlington Soccer Association will be an inclusive soccer organization that draws people to soccer. We are dedicated to continually developing our programs, activities, and facilities so participants have the opportunity to learn, have fun, and reach their full potential.



What We Do

ASA offers programs for the mini soccer to the pre-collegiate player. We pride ourselves on providing great resources for each player to take himself or herself to the next level.

- Recreational Soccer program - **6,700** players
- Travel program - **1,220** players
- Development program - **400** players
- Mini soccer- **535** players (spring) **464** players (fall)
- TOPSoccer - players with mental and physical disabilities
- Real Madrid | International Studies Foundation | ASA After school Program
- Drop In Soccer
- Camps, Clinics & more



Events

- **January 2018**
 - U15-U18 College Showcase
- **March 201**
 - 13th Annual Invitational Tournament
- **June 2018**
 - 5th Annual Summer 3v3 Tournament
- **November 2018**
 - 8th Annual Recreational Tournament



13th Annual ASIST Tournament

Arlington Spring Invitational Soccer Tournament

- GotSoccer Premier Tournament
 - Platinum for Boys Weekend
- 350 Boys and Girls Teams
 - March 2-4, 2018 (Boys)
 - March 9-11, 2018 (Girls)
- 5,000 Players & 6,000 Fans
- Age Groups U9 - U14
- All games played on turf
 - Proceeds fund ASA Scholarship fund
- Tournament Website:
<http://www.arlingtonsoccer.com/tournaments/asist-arlington-spring-invitational-tournament/>



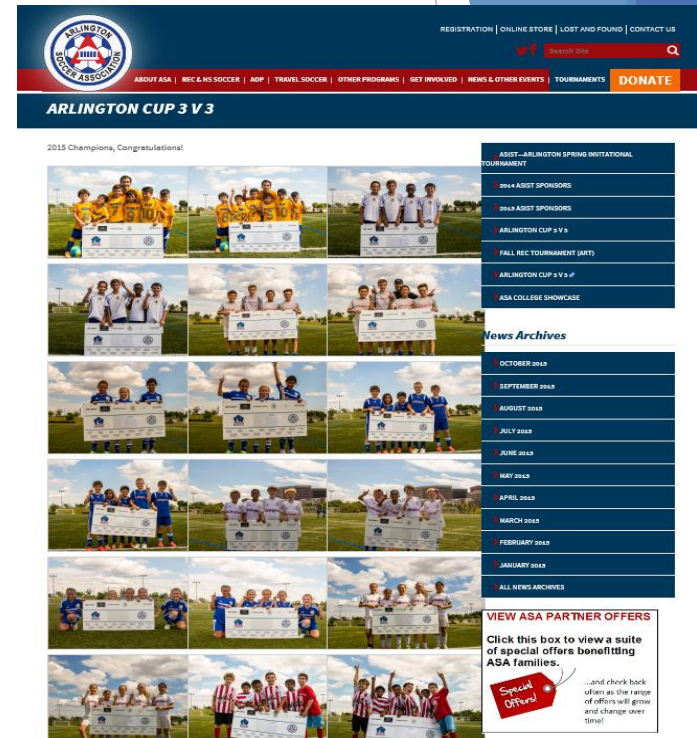


ASIST Tournament Locations

- Headquarters is at Long Bridge Park in Crystal City
- Wakefield, Yorktown, George Mason, Washington - Lee High Schools (Arlington)
- Williamsburg MS, Gunston MS & Virginia Highlands (Arlington)
- Alexandria Fields TBD
- Fairfax Schools TBD

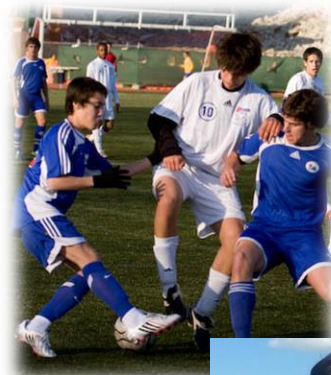
5th Annual 3v3 Tournament

- One day event at Williamsburg Middle School
 - 80+ Local teams
 - 550 Players / Families
 - 5th Annual
 - June 2018



8th Annual Recreational ART Tournament

- Arlington Spring Invitational Soccer Tournament (ART)
 - 8th Annual
 - November 2018
 - 48 Local teams
 - 550 Players / Families
 - Location - Long Bridge Park



Tournament Series Title

Sponsor

Benefits

- Company representative at Championship Awards Presentations at Long Bridge Park
- Solo sponsor for all awards
- Broad visibility through on-line and physical branding, promotion
- Significant positive impact to ASA scholarship fund allowing players to participate in soccer activities who may not otherwise be able to afford it
- Community outreach opportunities through Arlington Soccer



Levels of Support

Level	Signage	Tournament Swag	Field Activities	Player Bag Tags	Social Media/ Website	E-Communications	Commitment
Title <i>(Two Year Commitment)</i>	8 large feather flags/all tournament signage at main locations	Logo on front of tournament shirt	HQ Location for exclusive sampling & promotion use	Logo on front	Integrated social media from time of contract through event/Logo on tournament page	Listed on all outgoing communications as title sponsor	\$10,000
Feature	Top placement in sponsor signage	Logo on back of tournament shirt	First field choice (other than HQ) for exclusive sampling & promotion use	Logo on back	Ongoing mentions in social media/Logo on tournament page	Mentioned in all outgoing communications	\$5,000
Premier	Logo on signage	Logo on back of tournament shirt		Logo on back	Logo on tournament page	Mentioned in all outgoing communications	\$1,500
Elite	Logo on signage					Mentioned in all press releases	\$750
Player & Fan	Advertising available on tournament signage						\$250-500

Signage

Throughout tournament sites, signage highlights the sponsors support

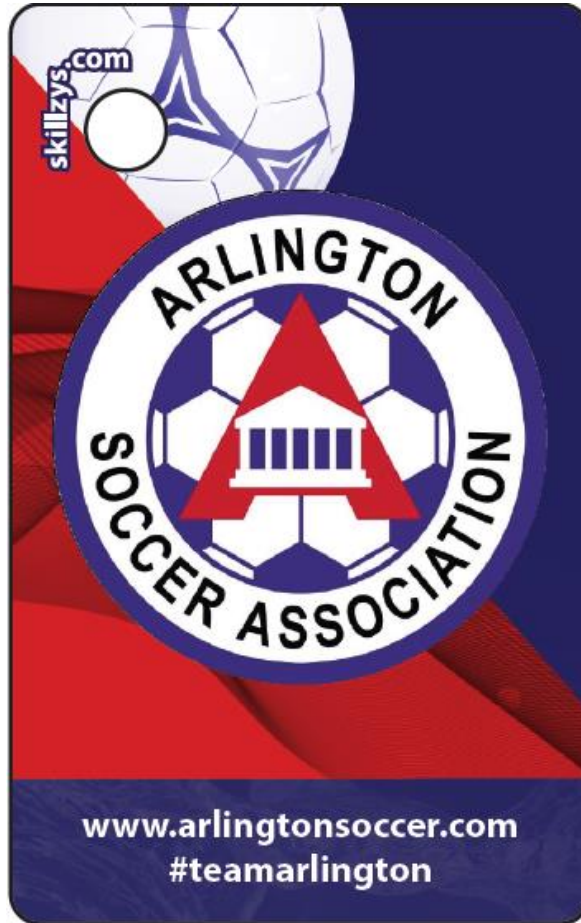
- Large Feather Flags - 8
- Tournament Entrance at Long Bridge Park



Experiential Marketing



Player Bag Tag - Pending Sponsorship



Social Media/Web Benefits

- Company website logo with link on all online tournament pages (tournament splash page, registration, team communications, scoring, etc.)
- Links to company website on email communications to all teams
- Branding at all tournament hotel locations via team welcome banners and electronic team welcome messages in hotel lobbies
- Ongoing, integrated social media mentions in partnership via Facebook & Twitter
- Sponsors Elite and above listed in all press releases



Sponsor Advertising

*Consider purchasing an advertising space on
Our Tournament Signage*

- \$500 - Player: advertising space
- \$250 - Fan: advertising space
- Foam core signage will be at ALL field locations

*Advertising deadline = February 15, 2018 for all ASIST Tournament
Please provide logo in high resolution jpg format*



TEAMWORK

- ASA is seeking to build mutually beneficial, long lasting partnerships throughout our community.
- The support of our sponsors is critical to the expansion of our scholarship program.
- Approximately 20% of our players are in need of some level of financial aid.
- ASA is committed to making sure no player is left off the field due to financial constraints.
- **We are able to develop custom, annual partnerships that fit the needs of your business - join us!**
- **50% of the sponsorship goes to the team who brought it in!**



ASA Current Sponsors

L1NDSDAY

FVCbank
Success has a bank.

V | C | O
Virginia Center for Orthodontics
DR. CRISSY MARKOVA

Lindsay Automotive Group, Harris Teeter, Nirschl Orthopaedic, Virginia Center for Orthodontics, FVCbank, Dick's, Moss Building & Design, Falls Church Pediatric Dental, Blackburn Mortgage & Soccer Kicks.





Past Sponsors

- Advisors Financial, Commonwealth Digital Office Solutions;
- Beltran Realty, Capital One, Long & Foster/John Mentis, Piola Restaurant & Screaming Eagles
- Hair Cutery, K2 Trophies & Awards, Long & Foster/Jim McCowen, Soccer Academy & The Cochran Firm DC
- Bayou Bakery, Brock Realty, Café Asia, Caring Dentist, Clarendon Partners, Interstate Moving & Storage, Ireland's Four Courts, Osher of Johns Hopkins, Peterson and Collins, Inc, ReMax By Invitation, The Italian Store & Theriani Orthodontics
- Foxcroft Design Group

Join Our Team!

*Please consider joining us in
partnership to keep all our
players kicking!*

