

AFC CLEVELAND

2017 SPONSORSHIP OPPORTUNITIES



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1.0 INTRODUCTION

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VINNY BELL
FORWARD #9



1.1 INTRODUCTION

ABOUT AFC CLEVELAND

AFC Cleveland is a minor league soccer organization located in Cleveland, Ohio. The Royals play in the Midwest Region within the National Premier Soccer League (NPSL). AFC Cleveland made its inaugural appearance in the 2012 season, performing far beyond the initial expectations of an expansion team. By seasons end, the Royals were the 2012 Great Lakes Conference Champions. In 2016, AFC Cleveland won the Midwest Region for the first time, then reached the league's ultimate summit by winning the National Championship in front of thousands of fans at home.

This brochure provides a number of great ways in which your business can become involved with AFC Cleveland and support soccer in Northern Ohio. AFC Cleveland maintains a genuine dedication to its business partners, and continues to create innovative ways to provide exposure to its expanding local, regional, and national audience.



1.2 INTRODUCTION

ABOUT THE LEAGUE

National Premier Soccer League

The National Premier Soccer League (NPSL), formed in 2002, is made up of 4 regions with teams based in 29 states. AFC Cleveland plays in the Midwest Region.

Opponents are located in:

Ohio: Dayton

Pennsylvania: Erie

New York: Buffalo, Rochester

Indiana: Indianapolis, Lafayette

Michigan: Ann Arbor, Detroit, Lansing, Pontiac, Grand Rapids, Kalamazoo

Minnesota: Minneapolis

Wisconsin: La Crosse, Milwaukee



1.3 INTRODUCTION

SPECIAL COMPETITIONS



HANK STEINBRECHER U.S. SOCCER NATIONAL AMATEUR CHAMPIONSHIP

The 5th annual Amateur Championship (called the Steinbrecher Cup for short) is a 4-team weekend tournament consisting of the winners of the NPSL, PDL, USASA Open Cup and USASA Amateur Cup.



LAMAR HUNT U.S. OPEN CUP

LAMAR HUNT U.S. OPEN CUP

The Lamar Hunt U.S. Open Cup is a knockout-style tournament and is the oldest ongoing national soccer competition in the U.S.

Almost 100 teams enter each year from all leagues across the country. AFC Cleveland will be entering in the 1st or 2nd round of the competition.



NPSL REGIONAL & NATIONAL PLAYOFFS

At the end of the regular season, the National Premier Soccer League holds playoff competition for each of the four regions across the country. The Midwest Region holds two Semifinals and one Final at one team's stadium, chosen during the season. The National Semifinals and Final are played at the stadium of the team who is the higher seed in the match. AFC Cleveland won the 2016 National Championship at home and hopes to defend the title in 2017.

1.4 INTRODUCTION

TEAM EXPOSURE

2016 Season Statistics

- Merchandise sold:
 - Home and Away Jerseys
 - T-Shirts
 - Scarves
 - Hats
 - Training Jerseys
 - Flags
 - Jackets
- 26,000+ Twitter followers
- 8,500+ Facebook likes
- 850+ Instagram followers
- 2,000+ Email Newsletter subscribers
- 5,000+ spectators attended AFC Cleveland Home Games
- 15,000+ Unique visitors to the AFC Cleveland Website (100,000+ hits in total)
- Local Cleveland Media Coverage Including:
 - Local Television Newscasts
 - The Cleveland Plain Dealer
 - The Parma Sun Post
 - Collegiate Publications
 - Multiple internet sites



2.0 SPONSORSHIP PACKAGES

2017 SPONSORSHIP OPPORTUNITIES

2.0 Sponsorship Packages

- 2.1 Bronze Sponsorship Package
- 2.2 Silver Sponsorship Package
- 2.3 Gold Sponsorship Package
- 2.4 Platinum Sponsorship Package
- 2.5 Royal Sponsorship Package



ANTONIO MANFUT
MIDFIELDER #3



2.1 SPONSORSHIP PACKAGES

BRONZE SPONSORSHIP PACKAGE

The Bronze Sponsorship Package offers exposure in high-traffic locations at a bundled discount vs à la carte placements.

PACKAGE INCLUDES:

- Logo and link placed on club website
- Logo placed on the official game day program
- Logo placed on sponsor sign at the front gate
- 1 Public address announcement *before* all home games
- 2 General Admission tickets for every home game

For more information regarding this sponsorship, please contact:

Mike Brant

Sponsorship Director

Office: 847.361.0318

Email: mike@milezeroinc.com



2.2 SPONSORSHIP PACKAGES

SILVER SPONSORSHIP PACKAGE

The Silver Sponsorship Package offers a cohesive sponsorship message with great exposure to prime advertising locations.

PACKAGE INCLUDES EVERYTHING FROM THE BRONZE PACKAGE, PLUS:

- Logo placed on all pocket schedules
- Logo placed on email newsletter
- Logo placed on sponsor sign at the concessions area
- 1 banner displayed at all home games (8x3' at field level) (provided by AFC Cleveland)
- 1 Public address announcement *during* all home games
- Additional 2 General Admission tickets for every home game (*total: 4*)



For more information regarding this sponsorship, please contact:

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Sponsorship Director

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2.3 SPONSORSHIP PACKAGES

GOLD SPONSORSHIP PACKAGE (PREMATCH JERSEY SPONSOR)

The Gold Sponsorship Package is a top tier package offering some of the best exposure, prime advertising locations, and your company name logo branded with our club advertisement and information pieces.

PACKAGE INCLUDES EVERYTHING FROM SILVER PACKAGE, PLUS:

- Logo on the front of AFC Cleveland Prematch Jerseys (12" wide)
- Sponsorship announcements/advertisements during regular season via Facebook and Twitter (sponsor must give message, limit 1 unique announcement per week, posted 1 time per week)
- Additional public address announcement *during* all home games *(total: 2)*
- Additional 6 General Admission tickets for every home game *(total: 10)*
- Use of the AFC Cleveland logo and photos in your promotions
- Autographed AFC Cleveland game-worn prematch jersey (given at season-end)

For more information regarding this sponsorship, please contact:

Mike Brant

Sponsorship Director

Office: 847.361.0318

Email: mike@milezeroinc.com



2.4 SPONSORSHIP PACKAGES

PLATINUM SPONSORSHIP PACKAGE (JERSEY BACK SPONSOR)

The Platinum Sponsorship Package is a top tier package offering some of the best exposure, prime advertising locations, and your company name logo branded with our club advertisement and information pieces.

This sponsorship requires a 2-year commitment - the 2017 & 2018 seasons

PACKAGE INCLUDES EVERYTHING FROM SILVER PACKAGE, PLUS:

- Logo on the back of AFC Cleveland Home and Away Jerseys (8" wide above player number)
- Sponsorship announcements/advertisements during regular season via Facebook and Twitter (sponsor must give message, limit 1 unique announcement per week, posted 1 time per week)
- Additional public address announcement *during* all home games *(total: 2)*
- Additional 6 General Admission tickets for every home game *(total: 10)*
- Use of the AFC Cleveland logo and photos in your promotions
- Autographed AFC Cleveland game-worn away jersey (given at season-end)

For more information regarding this sponsorship, please contact:

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Sponsorship Director

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Email: mike@milezeroinc.com



BRIAN POTOCHNIK
MIDFIELDER #6

2.5 SPONSORSHIP PACKAGES

ROYAL SPONSORSHIP PACKAGE (JERSEY FRONT SPONSOR)

The Royal Sponsorship Package is our premium package offering the best exposure, prime advertising locations, and your company name logo branded exclusively with our club advertisement and information pieces.

Bottom line – when our fans think about our club, they will think about you!

This sponsorship requires a 2-year commitment - the 2017 & 2018 seasons

PACKAGE INCLUDES EVERYTHING FROM GOLD PACKAGE, PLUS:

- Logo on the AFC Cleveland Home and Away Jerseys moves from the back to the front (12" wide)
- Logo on all home game tickets
- Logo placed at top of website next to club logo
- Premium logo placement on all printed AFC Cleveland promotional materials
- Additional banner displayed at all home games (One at field level, one at front entrance) (provided by AFC Cleveland)
- Additional sponsorship announcement/advertisement (*total: 2 per week*)
- Additional 10 General Admission tickets for every home game (*total: 20*)
- Autographed AFC Cleveland game-worn home jersey (given at season-end)

For more information regarding this sponsorship, please contact:

Mike Brant

Sponsorship Director

Office: 847.361.0318

Email: mike@milezeroinc.com

ADMIR SULJEVIC
MIDFIELDER #10



3.0 UNIQUE SPONSORSHIPS

2017 SPONSORSHIP OPPORTUNITIES

3.0 Unique Sponsorships

- 3.1 Ticketback Sponsorship
- 3.2 Matchday Giveaway Sponsorship
- 3.3 Halftime Entertainment Sponsorship
- 3.4 Matchday Social Media Sponsorships
- 3.5 Man of the Match Sponsorship



TOM BECK
MIDFIELDER #7



3.1 UNIQUE SPONSORSHIPS

TICKETBACK SPONSORSHIP

Sponsor the back of AFC Cleveland's game tickets and your logo and optional message will be on every general admission ticket during the 2017 season. That's over 6,000 tickets! Its a great spot to offer customers with a coupon to gain more traffic to your business.



For more information regarding this sponsorship, please contact:

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3.2 UNIQUE SPONSORSHIPS

MATCHDAY GIVEAWAY SPONSORSHIP

Set up a table in the high-traffic concourse at the stadium on matchday to advertise your company in person! AFC Cleveland will provide a 6' table, what you do with it is your choice!

This sponsorship's only cost is of the cost of 350 giveaways per game. AFC Cleveland will work with your company on finding the giveaway item and producing the proper co-branding

Sponsorship also includes 2 Public address announcement during the game.

SUGGESTED GIVEAWAY ITEMS INCLUDE:

- Rally towels
- Vuvuzelas
- Bobble heads
- T-shirts
- Mini soccer balls
- Drawstring bags
- Posters
- Magnets

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3.3 UNIQUE SPONSORSHIPS

HALFTIME ENTERTAINMENT SPONSORSHIP

Sponsor AFC Cleveland's fan-infused halftime entertainment routines. At halftime of each home game, there is a frisbee throwing contest and a dizzy penalty kick challenge - put your company's name along with the festivities!

Sponsorship is sold by event for the entire 2017 season and includes your logo on the club's website.

HALFTIME FRISBEE THROWING CONTEST SPONSORSHIP INCLUDES:

- Name announced with contest ("Halftime Frisbee Contest sponsored by...")
- 1 banner displayed at midfield in front of throwing area during contest (provided by AFC Cleveland)
- Logo placement at concourse table where frisbees are purchased

HALFTIME DIZZY PENALTY KICK CHALLENGE SPONSORSHIP INCLUDES:

- Name announced with contest ("Dizzy Penalty Challenge sponsored by...")
- 1 banner displayed at midfield during contest (provided by AFC Cleveland)
- Logo placement at concourse table where challenge tickets are purchased

For more information regarding this sponsorship, please contact:

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Sponsorship Director

Office: 847.361.0318

Email: mike@milezeroinc.com



3.4 UNIQUE SPONSORSHIPS

MATCHDAY SOCIAL MEDIA SPONSORSHIPS

On the day of each match (home and away), AFC Cleveland posts on social media with graphics to give fans an immersive feel of matchday with the Royals. Postings consist of: Matchday (the morning of a match), Starting XI (the starting lineup for the match), Halftime score, and Final score. Give your company some brand recognition with your logo inside our graphic as well as a mention in the actual post! Our Twitter has over 26,000 followers and Facebook is over 8,500!

Sponsorship is sold by-post for the full season. I.E. one company sponsors 'Matchday' all season long, one company sponsors 'Starting XI' all season long, etc. If you are interested in sponsoring more than one post, let us know!

For more information regarding this sponsorship, please contact:

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Email: mike@milezeroinc.com



3.5 UNIQUE SPONSORSHIPS

MAN OF THE MATCH SPONSORSHIP

Sponsor AFC Cleveland's Man of the Match program - the announcement and interview of the player deemed to be the best player on the pitch during each match. Fans will immediately associate your company with the Man of the Match honor!

SPONSORSHIP INCLUDES:

- Company name announced during Man of the Match public address announcements at home games ("The [Company] Man of the Match")
- Company Logo on all Man of the Match graphics placed on social media
- Company Logo on all Man of the Match postgame interviews on YouTube



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