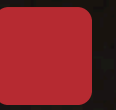
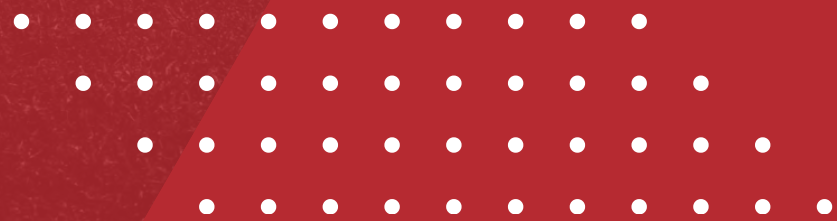




CLOVERDALE COVERED TURF TRAINING CENTRE

Sponsorship Opportunities



WELCOME TO OUR CLUB

At Surrey United Soccer Club, we don't just play soccer; we build a home for every member of our community.

We believe in creating a safe, inclusive, and supportive environment where everyone can thrive, excel, and achieve their dreams through the beautiful game.



MISSION & VISION



OUR MISSION

- To foster soccer's growth by delivering inclusive programs that welcome volunteers, players, coaches, managers, and officials of all backgrounds.
- To support each individual in their soccer journey, ensuring they reach their highest potential within a safe and encouraging atmosphere.



Our Vision:

We aim to be more than a soccer club; we aspire to be community leaders, fostering a welcoming space for everyone to unlock their full potential as individual people and as athletes.



WHO WE ARE

Our club's mantra, "more than a soccer club," reflects its broader mission. Surrey United is deeply committed to shaping the future by nurturing well-rounded individuals who contribute positively to their communities.

Our club strives to instill confidence, foster resilience, nurture leadership qualities, and promote teamwork among its members.

At Surrey United SC, we lead as one of Canada's top soccer clubs, rooted in Metro Vancouver, British Columbia for over 55 years and providing programs for players ages 5-55 and beyond

Based in Cloverdale, within the City of Surrey, we represent a rich tapestry of diverse cultures and socioeconomic backgrounds throughout our 4,400 members and their families.

Surrey United SC attracts a diverse array of players, from those seeking a community-oriented experience to those striving for competitive excellence, including the semi-professional level.

We serve as a hub that attracts top-tier coaches and referees, many with professional success at national and international levels.

Developing Soccer Talent

- Representation in both Men's and Women's World Cup
- Representation within MLS and international professional teams
- Representation in semi-professional leagues
- Representatives across North America's post secondary soccer programs
- Exclusive partnership with a League 1/BC semi professional club

Adaptive Programs

We have proudly pioneered an adaptive soccer program, including future plans to develop a blind soccer program fostering an environment where every individual, irrespective of ability, finds a place to excel.

OUR SOCCER IMPACT

Empowering Coaches and Referees

We believe in the transformative power of education. Through continuous coaching and referee certification programs, we empower volunteers and officials, ensuring that our youth benefit from the highest standards of guidance and fair play, creating a positive and constructive sporting environment.



Nurturing Future Leaders

Our dedication to nurturing young talent goes beyond the game. Through targeted mentorship programs tailored for our 15-18-year-old players, we provide guidance, support, and resources that aid in their personal growth, helping them become leaders on and off the field.

We are dedicated to shaping the next generation of leaders by providing more than just athletic training. Our focus extends to imparting essential life skills, reinforcing positive character traits, and cultivating a mindset of perseverance, teamwork, and sportsmanship that transcends the field.

OUR COMMUNITY IMPACT

Community Support

Our commitment extends beyond the boundaries of the field. We actively support our community by working with community partners and our “Sponsor a Player” program to ensure that financial constraints never hinder a player’s opportunity to participate and benefit from sports.

Our partnerships in the community extend to the City Police, RCMP, Crimestoppers, Atira Women’s Resources Society, Surrey Food Bank, Athletics4Kids, Jumpstart, Lions Club, Travis Selje Foundation, Cloverdale Kitchen, City of Surrey Museum, SportSurrey, Knightsbridge, and many other organizations.





Our Charitable Impact

Our Club is proud to partner with Kidsport Canada, a registered, charitable organization with local chapters in British Columbia and across the country that work to support children who need financial assistance to help cover the cost of sport registration fees. All sports.

Former Surrey United player, Joel Waterman, now a rostered Team Canada player, is the local Kidsport Ambassador making our connection with Kidsport a personal one.

Through our facility sponsorship program, a portion of all sponsorship funds collected throughout each calendar year will be donated to Kidsport to alleviate financial barriers that may prevent kids in our community from participating in sport.

STRATEGIC PARTNERSHIPS



Surrey United Soccer Club's slogan of 'More than a Soccer Club', speaks to the organization's commitment to the East Surrey soccer community, surrounding City of Surrey community and other community organizations.

Surrey United Soccer Club only seeks partnerships that support the same values, principles and dedication to making a positive impact on the community, through sport and community initiatives.

Our strategic partnerships help to provide financial and in-kind support for many areas of the Club.



- Physical, Mental & Emotional Wellbeing
- Coach and Referee Education programming
- DEI Initiatives & Adaptive consultative partners
- League 1BC Semi-Professional Club partnership
- Hardship Funding partners and programs



Our Community

Our Commitment

Our Cause

LEGACY PARTNERSHIP OPPORTUNITY



THE FACILITY

Surrey United Soccer Club is expanding our home and make it even more welcoming, inclusive, and vibrant for our community. With your support, we can build a bigger and better space for everyone to thrive.

The Covered Turf Training Facility at Cloverdale Athletic Park in the heart of East Surrey, British Columbia will be a fully-equipped, comprehensive facility that provides an exceptional multi sport player experience.



- Only Not-for-Profit Indoor Turf Training Facility in East Surrey (Cloverdale)
- Ongoing hosting of Canada Soccer Professional Coaching Certification
- Versatile for multiple sports: Baseball, Softball, Soccer, Football, Field Hockey, Lacrosse, Ultimate Frisbee, Cricket
- Spans across 35,000 sq. ft. of space at Cloverdale Athletic Park
- 4,000 sq ft. second floor viewing area with a small flex room
- Accessible and operational year-round
- Zero carbon emission structure

LEGACY PARTNERSHIP PATHWAY

Year 1-2	Support fundraising efforts with direct financial support / prize donation(s) Become a foundational partner in the start-up and execution of the capital campaign
Year 3-4	Engagement in other capital financial planning areas Sponsorship commitments in areas listed below
Year 5+	Become a founding sponsor of the final constructed facility Become one of the small number of sponsors with naming rights for the facility

Financial Contribution

Silent Auction Items

Early Bird Raffle Prizes

Indoor Turf Pad Naming Agreement Rights

Raffle Grand Prize

Building Naming Agreement Rights

Partner with SUSC

Partnering with Surrey United Soccer Club, as a strategic partner in this unique opportunity is not limited to investing in infrastructure; you're investing in the future of our community. We value partnerships with sponsors who share our vision. Your company's dedication to community growth and empowerment through sports perfectly mirrors our values. Joining with us in constructing this facility underscores our mutual commitment to using sports as a tool for positive change and community development.

Your sponsorship aligns perfectly with our mission to create a more inclusive and vibrant community through sports. Your support will directly contribute to building a larger and more welcoming space for families, youth, and athletes to come together, fostering a sense of belonging and camaraderie.

THE OPPORTUNITY

Legacy and Impact

Your sponsorship contribution leaves a lasting legacy within our community. Your support directly impacts the creation of a space that will enrich lives, create opportunities, and stand as a testament to your commitment to community betterment for years to come.



Brand Visibility

As a sponsor of our organization and the new Covered Turf Training Facility, your brand will gain prominent exposure among our 4,400+ members and their families. Your name displayed within the facility, and shared across our social channels will ensure year-round visibility, strengthening brand recognition within our community.

Long Term Community Impact

By supporting the establishment of this facility, you're investing in the future of our community. This space will provide continuous opportunities for youth development, mentorship, fostering athletic skills, teamwork, and personal growth for generations to come.

THE OPPORTUNITY

Networking & Partnerships

Your sponsorship offers networking opportunities with our diverse community of athletes, families, and local businesses. It opens doors to potential partnerships and collaborations, connecting your brand with like-minded individuals and organizations invested in community growth. Access to a vast soccer demographic of over 4,400 children and their families and friends as well as League 1BC players, families, ownership, and their fanbase plus multiple community user groups and their own members.



SPONSORSHIP EXPOSURE

All Covered Facility Sponsorship Packages Include comprehensive digital recognition.

Your brand will receive comprehensive recognition across all relevant digital platforms controlled by Surrey United Soccer Club:

Website Integration

Your logo will prominently feature on our website, garnering attention from visitors and club members, ensuring continuous brand visibility. Our website sees over 10,000 visitors each month.

Social Media Amplification

Your brand will be highlighted in relevant social media posts which includes over 7,400 followers and in email communications to over 8,400 past and present club members and their families.

Dynamic On-Screen Placements

Your brand will be showcased on various on-screen informational displays within our facility, engaging attendees during activities and events.



FACILITY NAMING RIGHTS

We are actively seeking a corporate sponsor who values exceptional visibility and embraces the core values of sport, family, and community, which lie at the heart of Surrey United Soccer Club's unwavering mission and principles.

Prime Exterior Signage Opportunity on a Thriving Thoroughfare

As the naming sponsor of our Covered Turf Training Facility, your brand will occupy a prominent space on a large building sign facing 64th Avenue, one of the City of Surrey's busiest streets (2019 statistic). This high-profile location ensures unparalleled visibility, offering exposure to a vast audience, and maximizing brand recognition within the community.

Join us as our corporate sponsor and become an integral part of our commitment to sports, family, and community values while maximizing your brand's exposure to our diverse and engaged audience.

Total Investment: \$100,000 per year / 6 Year Term & Naming Exclusivity*

**each sponsorship individually negotiated and terms may vary. Sponsorship does not include the cost or installation of the signage. Discounts apply for multi-year campaigns.*



FAMILY VIEWING AREA NAMING RIGHTS

Adding a second floor viewing area for parents to socialize, multi task their work priorities on their laptop, or just watch their child enjoy their training session or excel in their game was an important consideration to the design of the facility and its purpose. There is a small flex room included.

Prime Interior, 2nd Floor Viewing Area Naming Rights and Signage

As the naming sponsor of second floor viewing area this high traffic location is sure to be fondly known by a nickname which is likely to correspond with the corporate sponsor branding.

Total Investment: \$65,000 per year / 2 Year Term

**each sponsorship individually negotiated and terms may vary. Sponsorship does not include the cost of the signage.*



Scoreboard Clock

Naming Rights

This strategic placement ensures a commanding presence, becoming an integral part of every game, training session, and event hosted there. The size and prominence of your brand on this scoreboard signage will be tailored to maximize visibility and impact.

Total Investment: \$25,000 per year / 2 Year Term



Training Pad

Naming Rights

As a sponsor, your company's logo will occupy a significant space within the training pad, ensuring your brand stands out prominently during all training sessions and events. Additionally, the sponsored training pad will prominently feature your company's name in facility schedules, promotions, amplifying your association with the facility's operation and success.

Total Investment: \$25,000 per year / 2 Year Term



Water Refill Station

Naming Rights

Secure your brand's prominence with logo placement at our water bottle refill stations located within the facility. This strategic placement ensures high visibility to those refilling their water bottles at every session, every day of the week.

Total Investment: \$15,000 per year / 2 Year Term



**DISCOUNTS APPLY FOR MULTI-YEAR CAMPAIGNS OR MULTI-QUANTITIES. BANNER / LOGO PRODUCTION IS EXTRA, QUOTED SEPARATELY. TAXES NOT INCLUDED. BANNER & ADVERTISEMENT CREATION AND ORDER NOT INCLUDED.*

**EACH SPONSORSHIP INDIVIDUALLY NEGOTIATED AND TERMS MAY VARY*



FACILITY WHEELCHAIR LIFT

SUSC is passionate about creating inclusive and accessible spaces for all to participate in and enjoy sport. Our Wheelchair Lift Sponsorship is directed to those companies who wish to partner with SUSC in the sponsorship of the cost of a wheelchair lift in the facility. This lift will provide access to the second story mezzanine for all, regardless of their mobility needs.

By sponsoring a wheelchair lift, you empower individuals with limited mobility to access public spaces, buildings, and transportation independently. Your support directly contributes to their freedom and autonomy. Further, your sponsorship actively promotes inclusivity and break down barriers.

A sponsor plaque will be permanently included in the building with this sponsorship, acknowledging the sponsor's full contribution to this feature.

Total Investment: \$100,000 or the cost of the lift and its installation.



SPONSORSHIP INQUIRIES



Surrey United Soccer Club remains steadfast in its commitment to fostering a vibrant community, nurturing sports excellence, and creating a tangible social impact. Your sponsorship holds the power to be a driving force in propelling this vision forward.

If our strategic partnerships resonate with your values and you see an opportunity to contribute to this impactful legacy, please reach out to us at coveredfacility@surreyunitedsoccer.com.

Let's collaborate on crafting a sponsorship package that resonates deeply with your brand and contributes significantly to the success of this transformative project for Surrey United and our community!

