



Revenue generated from this signage fund-raiser shall be utilized to offset field rental and/or acquisition fees for all teams within the Bethesda Soccer Club.

25% of the contribution made from this program shall be credited towards the Bethesda Soccer Club fee/tuition of the family/players acquiring the signage sponsor.



Sponsorship, Contribution, and Signage Form

CONTRIBUTOR'S INFORMATION:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

CONTRIBUTOR CONTACT INFORMATION:

Contact Name: _____ Phone: _____

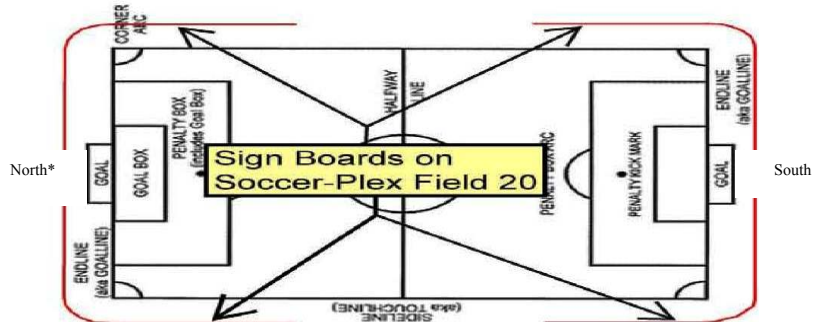
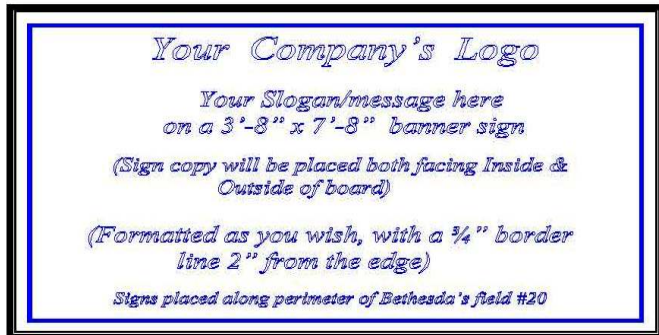
e-mail address: _____

Credit for acquiring Contributor goes to (BSC player):

BSC Family/Player Name: _____ Phone: _____

e-mail address: _____

In appreciation for your contribution, the Bethesda Soccer Club (BSC) would like to thank you by posting a banner sign along the perimeter of our field located at the Soccer-Plex in Germantown, MD. The Soccer-Plex is the home of the Washington Freedom, the Bethesda Soccer Club, the Soccer Association of Montgomery, and many other youth & adult sports programs. The Bethesda Soccer Club & the Maryland Soccer Foundation, who operates the Soccer-Plex, are not-for-profit organizations who provide high quality sporting activities, and we thank you for your kind support.



--- 4'x4' signs or 4' x 8' signs are available as thanks for the contribution as listed below ----

(Attach 4' x 8' or 4' x 4' sign mock up here and/or attach separately with electronic copy of graphics in any common format)

Electronic copy should be in very high resolution, preferably an .eps file, and should be sized proportionally to fit within a 3'-8" x 7'-8" signage area

similar to that above or it may be formatted in another fashion of the Sponsor's choice. Sign shall be placed on a 4' x 8' permanent sign board.

BSC shall ensure that the sign is properly maintained for the duration of the contribution term.

Options (per year):

2 sided 4'x8' North side of field = \$1800

2 sided 4'x4' North side of field = \$1000

1 sided 4'x8' South side of field = \$900

1 sided 4'x4' South side of field = \$500

*The North side of the field is adjacent to the parking lot, which increases advertising reach and visibility.

Payment Method (payment made out to the Maryland Soccer Foundation):

Check

Credit Card

Credit Card (MasterCard or Visa Only, please list card #)

Exp. Date

Name on Card

Signature

Please return completed form to the Bethesda Soccer Club at P.O. Box 34225, West Bethesda, MD 20827-0225

→If you have questions or need additional information, please do not hesitate to call (202) 657-2277 ←

Bethesda Soccer Club
SoccerPlex Signage Sponsorships
2009



Good Friends. Good Times. Good Soccer



Good Friends. Good Times. Good Soccer.

Thank you for your interest in Bethesda Soccer Club's MD SoccerPlex Signage Sponsorships. Through your generosity and support we are able to provide the Washington D.C. Metropolitan Area's youth with opportunities to develop and grow, not only as soccer players but also as positive role models within our communities.

If you have any questions regarding sponsorships with the Bethesda Soccer Club, please contact me.

Thank you,

Martin Johnson
Director of Sponsorships
Bethesda Soccer Club

P.O. Box 34225
West Bethesda, MD 20827
Phone: 202-657-2277
Email: mjohnson@bethesdasoccer.org
Website: www.bethesdasoccer.org

The Bethesda Soccer Club is actively selling advertising opportunities in coordination with the Maryland SoccerPlex. Organizations have the opportunity to purchase 4x8 banner signs along the perimeter of our training/game field located at the Maryland SoccerPlex (Field 20) in Germantown, Maryland.

The Maryland SoccerPlex welcomes more than 600,000 visitors a year. The majority of visitors come from the local soccer clubs and leagues that play more than 4,500 matches at the complex annually. However, teams from all over the country come to participate in some of the most competitive youth soccer tournaments in the country.

History of The Maryland SoccerPlex

The dream of a high quality multi-field soccer facility in suburban Maryland began in 1988 when a group of local soccer clubs successfully advocated for the facility to be added to a park master plan. But at the time there was no public or private funding for the project. However with a local youth soccer community of 25,000 and more than 100,000 in the Washington Metropolitan area, a soccer complex was destined to be built.

Then in 1998 a group of soccer parents led by Maureen and John Hendricks, the founder of Discovery Communications, tried again. They established the Maryland Soccer Foundation (MSF), a non-profit corporation whose mission was to build, manage and maintain the 24-field soccer complex. A public-private partnership was formed with the Maryland National-Capital Park and Planning Commission (MNCPPC). A location for the complex was identified in Germantown, Maryland, a suburb of Washington, DC.

In 1998, nine local soccer clubs that provided time and treasure to make sure this dream became a reality, including the Bethesda Soccer Club. Without the support of these clubs, the SoccerPlex never would have been built. In October 2000, the Maryland SoccerPlex opened with 19 full-sized irrigated soccer fields.

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Why Sponsor The Bethesda Soccer Club?

The Bethesda soccer Club is seeking sponsorships from Corporate and Community partners to play an important role in ensuring that our Players continue to grow and prosper.

These sponsorships assist us with:

- Improving practice/game facilities, increasing the number of available player scholarships, and combating the rising costs of our Club fees.
- Creating opportunities for underprivileged children who would not otherwise receive the benefit of training at this level.
- Providing teams and coaches with opportunities to travel to Local, National, and International tournaments.
- Establishing opportunities to our coaching staff to attend clinics, seminars and professional licensure courses to insure our players are getting the best coaching for development.
- Providing opportunities for teams to participate in Local, Regional, or National camps. Training outside the club environment allows players new exposure to different coaching styles, techniques and tactics as well as introduction to potential college coaches.

Benefits of Field 20 Signage Sponsorships

Sponsors receive the benefit of being associated with one of the preeminent youth soccer clubs in America while enhancing their marketing reach. With signage sponsorship, organizations will receive exposure to thousands of Club participants, parents, relatives, coaches and community leaders. Additionally, sponsorships help build an image of community support while positively impacting youth development.

SoccerPlex signage sponsorship are especially well suited for national and regional businesses in Montgomery County. Sponsorship not only demonstrates local support and involvement to participants from this area but also provides impressions for visitors from outside the sponsor's marketing locations.

MD SoccerPlex Field 20 is actively used by the Bethesda Soccer Club for practices, games and tournaments throughout the year. When not in use by the Bethesda Soccer Club, the field is utilized by other users from all ages, including soccer clubs, Maryland SoccerPlex sponsored leagues, and adult flag football leagues. Field 20 is also used during approximately 8 tournaments played at the SoccerPlex each year.

The direct audience for the Field 20 signage advertisements annually includes approximately:

- 5,600-6,000 players, parents, siblings, and other relatives, friends, and fans that attend 8 yearly tournaments on Field 20.
- Players and parents from Bethesda Soccer Club and other organizations that utilize Field 20 for approximately 3,000 hours per year.