



Sponsorship Information Packet

www.calpolysc.com



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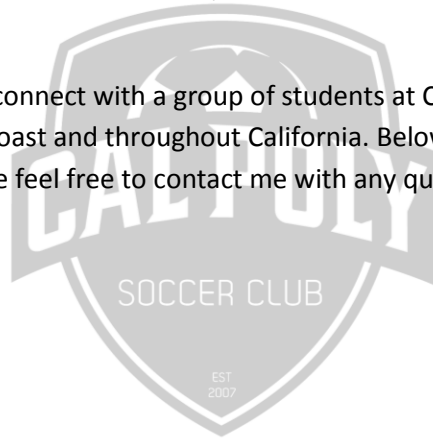
Dear business owner:

Cal Poly Men's Soccer Club is looking for sponsors, in San Luis Obispo and the surrounding areas, to help support the program in our upcoming 2011 season. As one of the top club programs at Cal Poly and in the nation, support helps reduce the cost each player is required to pay while maintaining the quality standards the club has come to be known for.

This year will be our 5th year of competition, we are looking to build on the legacy that has been created at Cal Poly and make another strong run at a National Title. In just 4 short years we have grown into one of the top college club soccer programs in the Nation, not without the support of many in the community.

This is an excellent opportunity to connect with a group of students at Cal Poly and gain exposure to a large demographic on the central coast and throughout California. Below is more information about the club and sponsorship details. Please feel free to contact me with any questions. Thank you for your support of Cal Poly SC!

Best Regards,



Matt Joanou
President, Cal Poly Men's Soccer Club

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www.calpolysc.com

About the Club

The program includes 2 teams, and is comprised of over 50 student-athletes. The club competes all over California in more than 40 games and 10 tournaments between both the A and B team each year. The main competitive seasons run from September through late November and January through May, with Nationals occurring in November. Both teams compete in the WCSA – West Coast Soccer Association – which is the official league for over 30 California teams. The A team competes in the 1st Division with teams like UCSB, SDSU, UCLA, Davis, Berkley, and others, while the B team competes in the 2nd Division - Central.

History

Cal Poly SC was founded in 2007 by Matt Joanou and Alex Strehl, in response to tremendous interest from the soccer community at Cal Poly. The initial season tested both the team and the program, bouncing around from different practice locations and learning the ropes of the league proved difficult. But under the coaching of Johnny Costa, Cal Poly SC took the II Division Title and promotion to the First Division with a 6-1 record.

After the promotion of the A team to the upper division of the WCSA the opportunity arose for another Cal Poly team to compete in the lower division of the WCSA. The following spring, Cal Poly Men's Soccer Club Black Team was formed in response to the huge demand and success of the original club team. In their inaugural season of official competition – Fall 2008 – the Black Team won their division and reached the quarter finals of the regional tournament.

Most recently, the A team finished 1st in the Division I of the WCSA (California League) earning their first-ever League Title and once again earning a bid to compete in the NCCS Championships which was held in Phoenix, AZ. Only 24 teams are invited to the Championships, we finished 5th in the tournament and effectively in the nation. Another first was bringing the B Team to compete in the Open Division of the tournament. Dominating the competition, the B Team won the Open Division Championship – beating the defending champions James Madison in the finals.

Check out the “Press” section on our website(calpolysc.com) to see several articles written about the club.



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Sponsorship Relevance

Some of the reasons many in the past have been interested in sponsorship opportunities.

1. Travel

- There are few areas of California that are untraveled by the club. With San Luis Obispo being at the halfway point of the state, we are traveling either North or South almost every weekend of our seasons.
- This provides your company with exposure throughout the state, while traveling the players are almost always wearing club gear. And the means of travel – carpooling and staying at teammates houses – allow for maximum exposure.

2. Regionals

- We have been given the privileged opportunity to host the California Regional tournament, this is California's official qualifying tournament for the National Championships. We will host both the men and women at this tournament the last weekend of October.
- We will be pushing to make this a well-attended event by not only students, but members of the community. We will definitely be looking for support from different facets of the community.

3. Local-Influence

- Members of the club are involved in a wide-range of hobbies and activities around San Luis Obispo and California. This provides a very eclectic demographic that your business will be able to reach.

4. Give Back to the Community

- Cal Poly and its students play a huge role in making San Luis Obispo what it is. This is an opportunity to give back and support a program and group of students from Poly.
- We have a limited alumni network since our club is so young. But many grads have expressed enthusiasm at our launch and success, wishing the program had been around when they were at Cal Poly.

5. Support the growing soccer-community on the Central Coast!

- After last summer's World Cup, soccer in America has blown up and the soccer culture on the Central Coast is following suit. Over the past several years with the proliferation of youth club programs and the success of the Cal Poly Men's Team, the soccer "scene" on the Central Coast has grown phenomenally.
- Help support one of the biggest proponents of this growth and success.

6. Tax Write-off

- If for none of the reasons above, it makes sense financially. We are a non-profit organization which allows your donation to be a tax write-off.



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Levels of Sponsorship

Gold – \$2,000+

Silver – \$1,000-\$2,000

Bronze – \$400-\$1,000

Custom – Non-monetary

If your business offers some type of service that can be offered to the club. Contact us with ideas.

Pays for:

- Uniforms – we are looking for a main jersey sponsor to fund new uniforms for the A team. Your company's logo would appear on the chest or back of the jerseys. (Gold Only – Cost: \$3,000)
- Regionals – we will be hosting the WCSA Regionals the weekend of October 29th -31st at Cal Poly.
- Nationals – cover the travel and lodging expenses for Nationals this year in November. (Gold or Silver only)
- Player Costs – reduces the overall cost to the players who are all students at Cal Poly. Player cost per year is typically in the range of \$500-\$700. (Not always easy when trying to pay for tuition, rent, and food!)
- Extra Apparel – provides the players with club apparel and gear. All options are through Nike.
 - Training Tops
 - Warm-ups
 - Jackets
 - Polos
 - Backpacks
- General Club Expenses:
 - Coach Staff Salaries
 - Referees
 - Field Rentals
 - Tournament Fees
 - League Fees

Exposure Options:

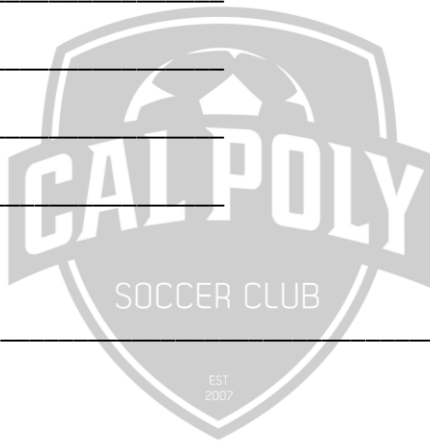
- Your company logo can be printed on a variety of different apparel depending on your level of sponsorship.
 - Website – you will be listed under the sponsor section of our website.
 - Cal Poly SC Banner – this banner will be flown at all club events.
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Name of Contact: _____

Name of Business: _____

Contact Information(phone, e-mail, website, address)



Type of Sponsorship and Amount: _____

Comments and/or Questions:

