

# HOWELL UNITED SOCCER



## Howell United Soccer Club 11<sup>th</sup> Annual Thanksgiving Tournament

Friday, November 27, 2009  
Saturday, November 28, 2009  
(Rain Date: Sunday, November 29)

### SPONSORSHIP OPPORTUNITIES

Thank you for your interest in becoming a sponsor of the *Howell United Soccer Club's Thanksgiving Tournament*, one of New Jersey's premier post-season soccer tournaments.

Howell United Soccer Club (HUSC) is a non-profit, volunteer organization whose mission is to provide an environment that encourages learning and enjoyment while promoting and instilling *good sportsmanship and team building amongst players and coaches within the confines of soccer, through principles of honesty, discipline and fair play*. HUSC supports more than 25 teams (450 children) between the ages of seven and 19.

The Thanksgiving Tournament, which began in 1999, hosted approximately 70 teams and has grown throughout the years to almost 200 teams. The tournament has been recognized in the top 3 tournaments in all of NJ and in 2006 as the #1 tournament in NJ and the 2<sup>nd</sup> best tournament in the United States.

As a sponsor of the HUSC Thanksgiving Tournament, you have the opportunity to support the Club's major fundraising effort. The tournament proceeds will fund the maintenance of Howell's new premier Bonim Complex with nine new soccer fields, three playgrounds and five softball fields. Supporting Bonim not only helps the 450 children playing in the soccer club, but also, thousands of Howell residents at large, all of whom have access to the park.

Multiply the *exposure your company will have to thousands of Howell residents* by the multitude of visiting soccer teams (players, coaches, parents, families and referees) traveling to Howell over the Thanksgiving weekend, and your sponsorship will be an invaluable investment in your business. The attached opportunities outline a few different ways that your company can *gain exposure and promote your services/products to more than 4,000 people on the hottest shopping weekend of the year*. We have a *captive audience that will be looking for things to do in and around Monmouth and Ocean County for the weekend* and we'd love for you to partner with us and take advantage of this unique opportunity.

Please review the enclosed sponsorship categories and benefits. We hope you agree that the benefits of sponsoring our tournament far outweigh the costs. Of course, if necessary, we would be happy to create a custom sponsorship package that meets your needs as well.

You can complete the enclosed form, or if you have any questions or want to discuss supporting our tournament, please contact *Joan Salerno, Tournament Director at 732-952-5766, [joansalerno@optonline.net](mailto:joansalerno@optonline.net) or Christine Lindquist, Vendor Coordinator, at 732-256-4836, [jclindquist@verizon.net](mailto:jclindquist@verizon.net)*.

Again, thank you for your interest and we look forward to partnering with you this fall!

A handwritten signature in black ink, appearing to read 'Joan'.

Joan Salerno, Tournament Director

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- |  |               |
|--|---------------|
| <b>DIAMOND SPONSOR (ONE AVAILABLE)</b>   | <b>\$2500</b> |
| <i>All benefits of a Platinum Sponsor, plus:</i>   |               |
| <ul style="list-style-type: none"><li>• Category exclusivity</li><li>• Exclusive naming in all tournament communications as Diamond Sponsor</li><li>• Five field sponsorships (company logo as Diamond Sponsor on both goals, one field at all five sites)</li><li>• 10 x 10 tent for on-site product sales or give-aways at Bonim Complex and Oak Glen Park (1350 attendees expected each day at Bonim, 850 attendees at Oak Glen Park each day, permits secured by sponsor, staffing and electric to be provided by sponsor)</li></ul> |               |
| <b>PLATINUM SPONSOR</b>  | <b>\$1000</b> |
| <i>All benefits of a Gold Sponsor, plus:</i>   |               |
| <ul style="list-style-type: none"><li>• 10 x 10 tent for on-site product sales or give-aways at Bonim Complex (1350 attendees expected each day, permits secured by sponsor, staffing and electric to be provided by sponsor)</li><li>• One field sponsorship (company logo as Platinum Sponsor on both goals)</li></ul>   |               |
| <b>GOLD SPONSOR</b>  | <b>\$750</b>  |
| <i>All benefits of a Silver Sponsor, plus:</i>   |               |
| <ul style="list-style-type: none"><li>• Booth space at registration night (150 coaches in attendance)</li><li>• Logo/link on HUSC homepage</li></ul>   |               |
| <b>SILVER SPONSOR</b>  | <b>\$500</b>  |
| <i>All benefits of a Bronze Sponsor, plus:</i>   |               |
| <ul style="list-style-type: none"><li>• Company logo on tournament t-shirt</li><li>• Logo/link on tournament website</li></ul>   |               |
| <b>BRONZE SPONSOR</b>  | <b>\$250</b>  |
| <ul style="list-style-type: none"><li>• Item in team registration packet (provided by sponsor, deadline 11/20/09)</li><li>• Company name listed on sponsor signage at all five sites</li></ul>   |               |



**2009 SPONSORSHIP RESPONSE FORM**

Company Name (as it should appear in listings): \_\_\_\_\_

Company Contact Name (for all logistics coordination): \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Company Telephone: \_\_\_\_\_ Contact's Cell Phone (for day of event): \_\_\_\_\_

Contact's Email Address: \_\_\_\_\_

- Bronze Sponsor, \$250
- Silver Sponsor, \$500
- Gold Sponsor, \$750
- Platinum Sponsor, \$1000
- Diamond Sponsor, \$2500

If Platinum or Diamond Sponsor, please describe the products/services being sold on-site (also, a vendor liability agreement will be forwarded to you for signature):

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The HUSC Thanksgiving Tournament also takes in-kind donations of food, beverages, water or tournament-related services. If you are interested in making an in-kind donation with the value of a sponsorship listed above, please indicate the product you would like to donate:

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Please return this completed form with a check or money order (made out to Howell United Soccer Club) to:

Joan Salerno  
Howell United Soccer Club  
145 Archery Court  
Old Bridge, NJ 08857

***DEADLINE FOR SPONSORSHIP CHECKS IS NOVEMBER 1, 2009.***

A receipt for your donation/sponsorship will be forthcoming.  
Howell United Soccer Club is a 501c3 tax-exempt organization.