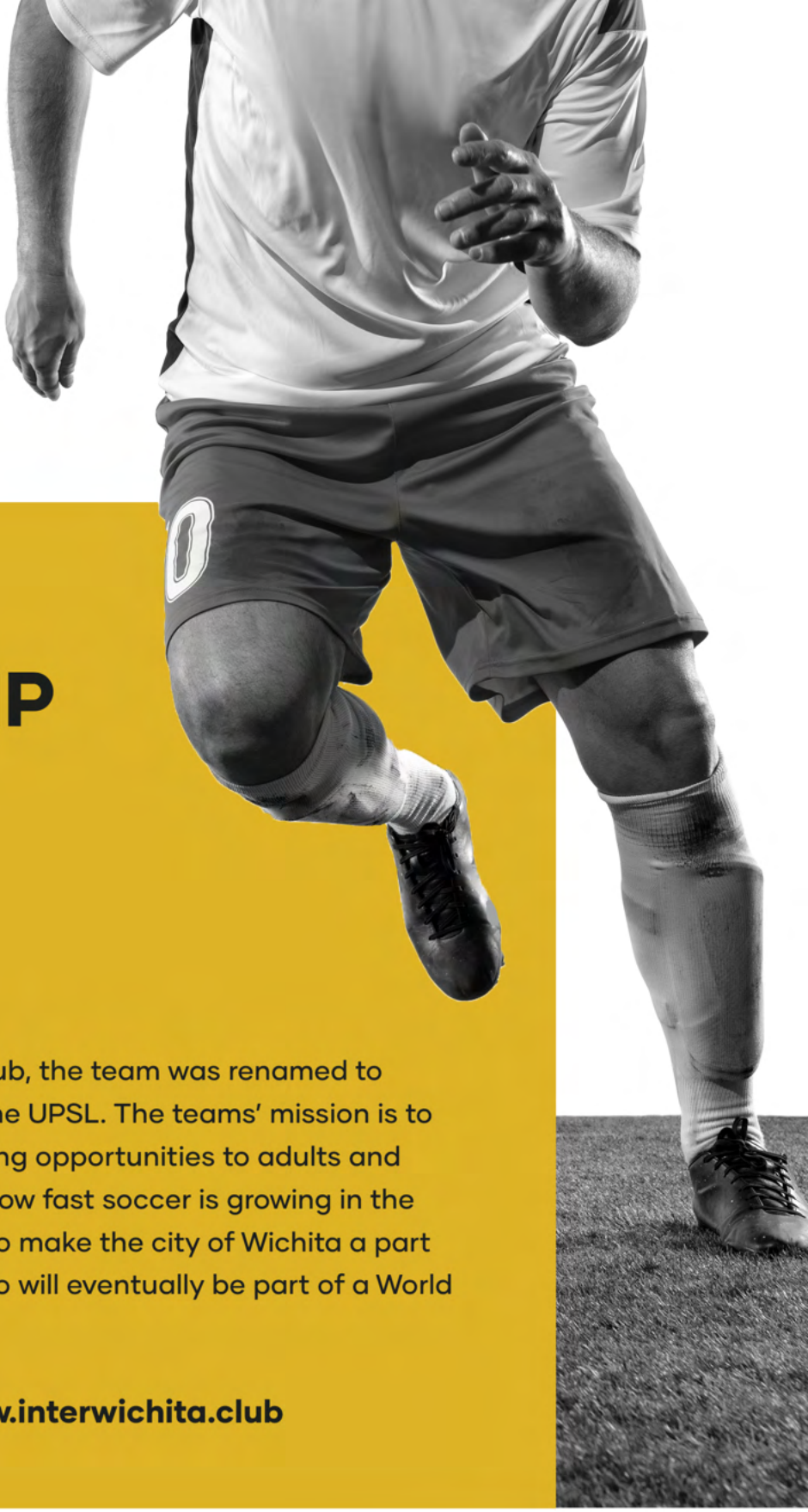


SPONSORSHIP 2024

WHO IS INTER WICHITA?

Formerly known as Shocks Athletic Club, the team was renamed to International Wichita in order to join the UPSL. The teams' mission is to provide additional exposure and playing opportunities to adults and youths living in Wichita. Considering how fast soccer is growing in the USA, the team has made it a priority to make the city of Wichita a part of the growth and develop players who will eventually be part of a World Cup winning team.

www.interwichita.club

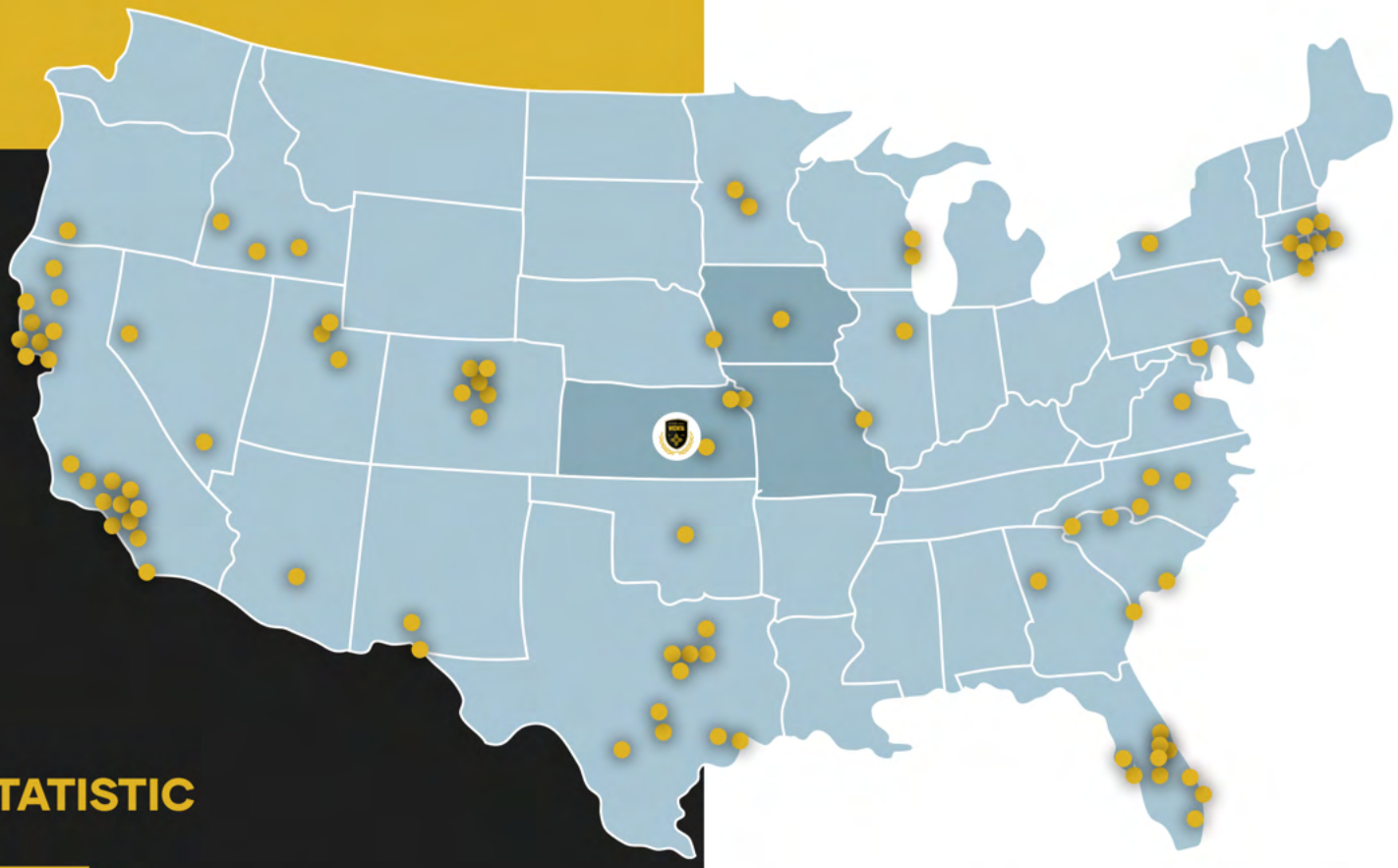
INTER **WICHITA**

WHY SHOULD YOU BECOME A SPONSOR?

Sponsoring a team that plays in the UPSL brings **added** and **unique value** to your brand. Throughout the competition, your business will receive exposure both locally and beyond state lines. Included in this packet are a variety of unique sponsorship opportunities that can be tailored to fit your **business and advertising** needs.

ABOUT THE UPSL

The United Premier Soccer League was founded in 2011. The UPSL is the fastest growing pro-development league in the USA, with **400-plus teams** targeted for the 2024 season.



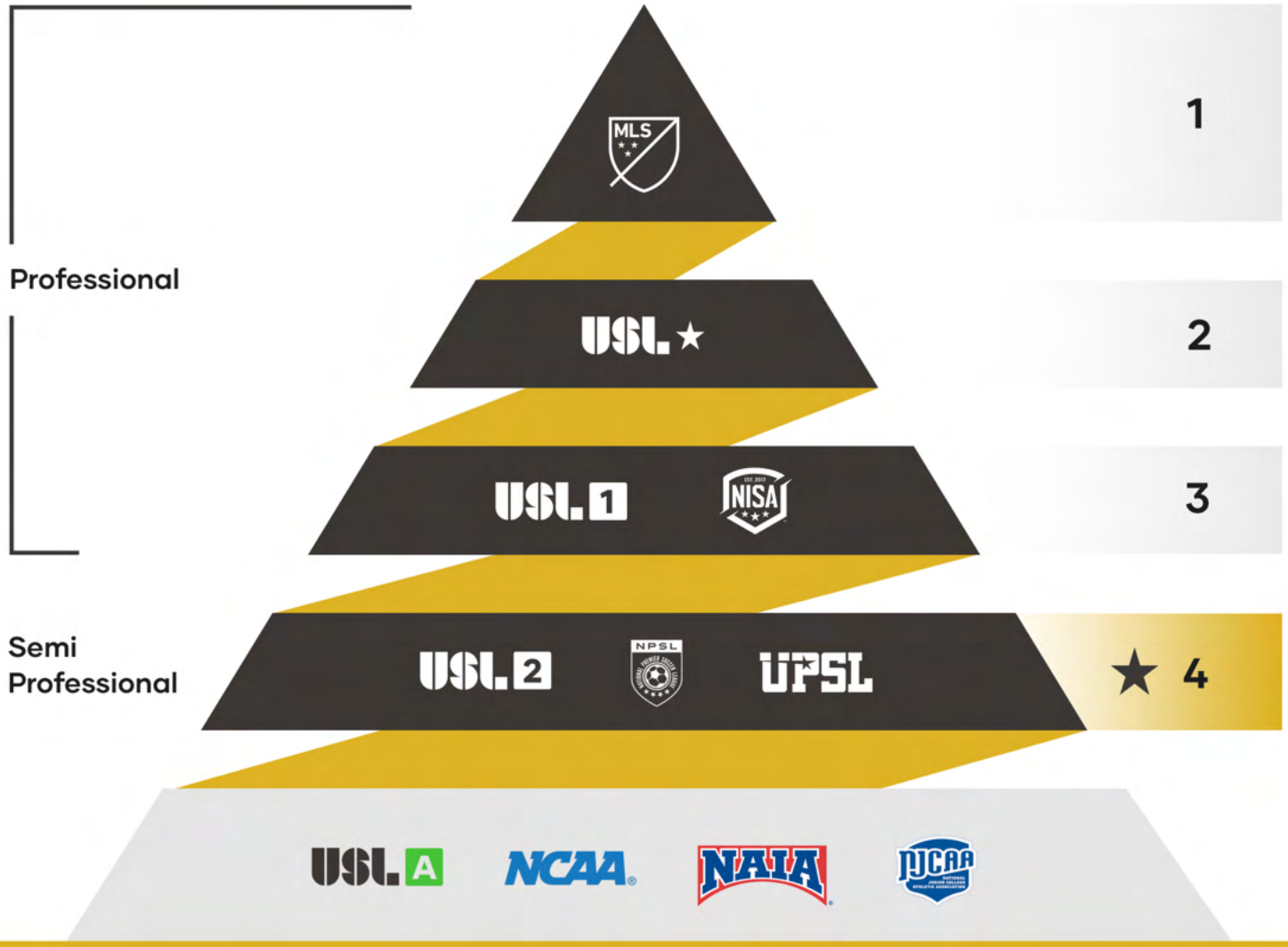
STATISTIC

Soccer is the fastest growing sport in the USA from youth to adults. As of 2006 - 2018, the number of outdoor soccer players amounted to approximately **11.4 million** according to statista.com

MIDWEST SOUTH PREMIER DIVISION (2023)

12	6	2+
GAMES	TEAMS	STATES

U.S. SOCCER **LEAGUE TIERS**



The **United States Soccer Federation** (USSF), commonly referred to as U.S. Soccer, is the official governing body of the sport of soccer in the United States. The federation is a full member of FIFA and governs American soccer at the international, professional, and amateur levels.

4TH

The **United Premier Soccer League** occupies the 4th tier of the US Soccer pyramid, just below the three professional tiers in the pyramid. With a participant average age of 22.5 years, the UPSL fills and brings structure to the large gap that exists between the youth game and the professional game.

2023 SEASON IN **NUMBERS**[1]

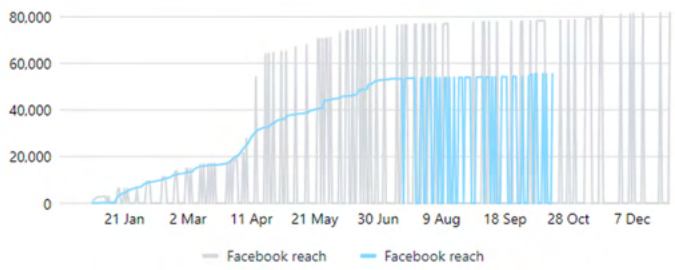
We are heavy on social media. Partnering with us will give your brand access to a rapidly growing target audience.[2]

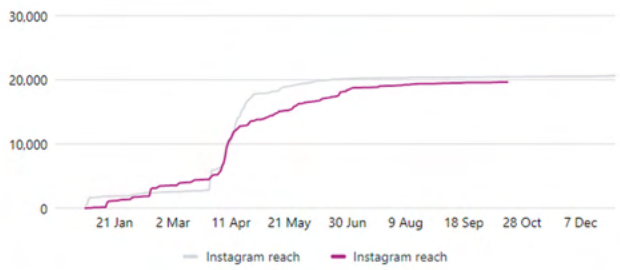
Facebook reach
55,688 ↓ 31.7%

Instagram reach
19,648 ↓ 4.8%

Paid reach
11,448 ↑ 98.8%

Daily | Cumulative

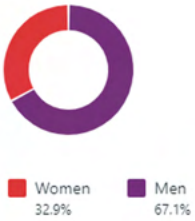




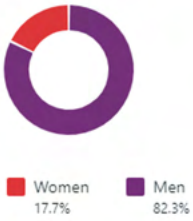
Paid reach
11,448 ↑ 98.8%

Paid impressions
41,696 ↑ 208.7%

Facebook followers
1,783



Instagram followers
1,097



[1] These are the official social media statistics as of September 2023. The numbers will be higher by years end.

[2] Our presence is set to increase to other social platforms in the upcoming year (Snapchat, YouTube & Tik Tok)

www.linktr.ee/interwichita

TEAM **SPONSORSHIP**

Main Sponsor

Your logo on the front of our home and away jerseys. Your logo or banner ad will be displayed on our home page.

$10,000 per year

Field Size Banners

Total of 4 field size banners will be printed and displayed on the home field for all home games.

Video Stream Ads

Your video ads will be the main focus on our game day streams. Your logo will also be displayed throughout the video stream.

Social Media Posts

Your logo on all our social media graphic and image posts relating to game day activities on all platforms.

Digital Match Day Program

Your logo on the front cover and graphic ads of your choosing will be displayed throughout the program.

SECONDARY **SPONSORSHIP**

Secondary Sponsor

Your logo on the front of the warm up jerseys worn before home and away matches.

Field Size Banners

Total of 2 field size banners will be printed and displayed on the home field for all home games.

$5,000 per year

Video Stream Ads

Your video or graphic ad will be played on our game day streams, once before kick-off and once during the half time break.

Social Media Mentions

You or your company will be mentioned on a regular basis* during the season and rest of the year.

Digital Match Day Program

Graphic ad of your choice will be displayed on the match day program.

SPONSOR **BENEFITS**

MAIN SPONSOR	SECONDARY SPONSOR
✓ Press release to announce partnership	Press release to announce partnership ✓
✓ 4 Field side banners ($400)	2 Field side banners ($200) ✓
✓ Logo on all printed tickets	✗
✓ Logo on all game day social graphics	✗
✓ Half time raffle presentation	✗
✓ 4 Game stream video ads ($200)	2 Game stream video ads ($100) ✓
✓ Unlimited season tickets	4 season tickets ✓
✓ Access to players & coach for events/pics	✗
✓ 10% off all team merchandise	10% off all team merchandise ✓
✓ Signed official UPSL match ball	✗
✓ Website & social media mentions	Website & social media mentions ✓
✓ 4 Tickets to our Thanksgiving Dinner ($400)	2 Tickets to our Thanksgiving Dinner ($200) ✓
✓ 2 Full page match program ads ($100)	1 Full page match program ad ($50) ✓
✓ First refusal on our Golf Tournament	✗
✓ Complementary scarves	Complementary scarves ✓
✓ 2 Replica jerseys (home & away) ($180)	1 Replica jersey (home or away) ($90) ✓
✓ Logo on our newsletter header	Logo on our newsletter footer ✓

Contact us for more information or to tailor any package to fit your needs.

COMMUNITY **IMPACT**

Annual Golf Tournament

A chance to be one of the sponsors of our Inter Wichita FC annual golf tournament featuring amazing prizes to be won. Provides an amazing opportunity to interact with the community and network with other businesses.

April 29, 2024

International Thanksgiving Dinner

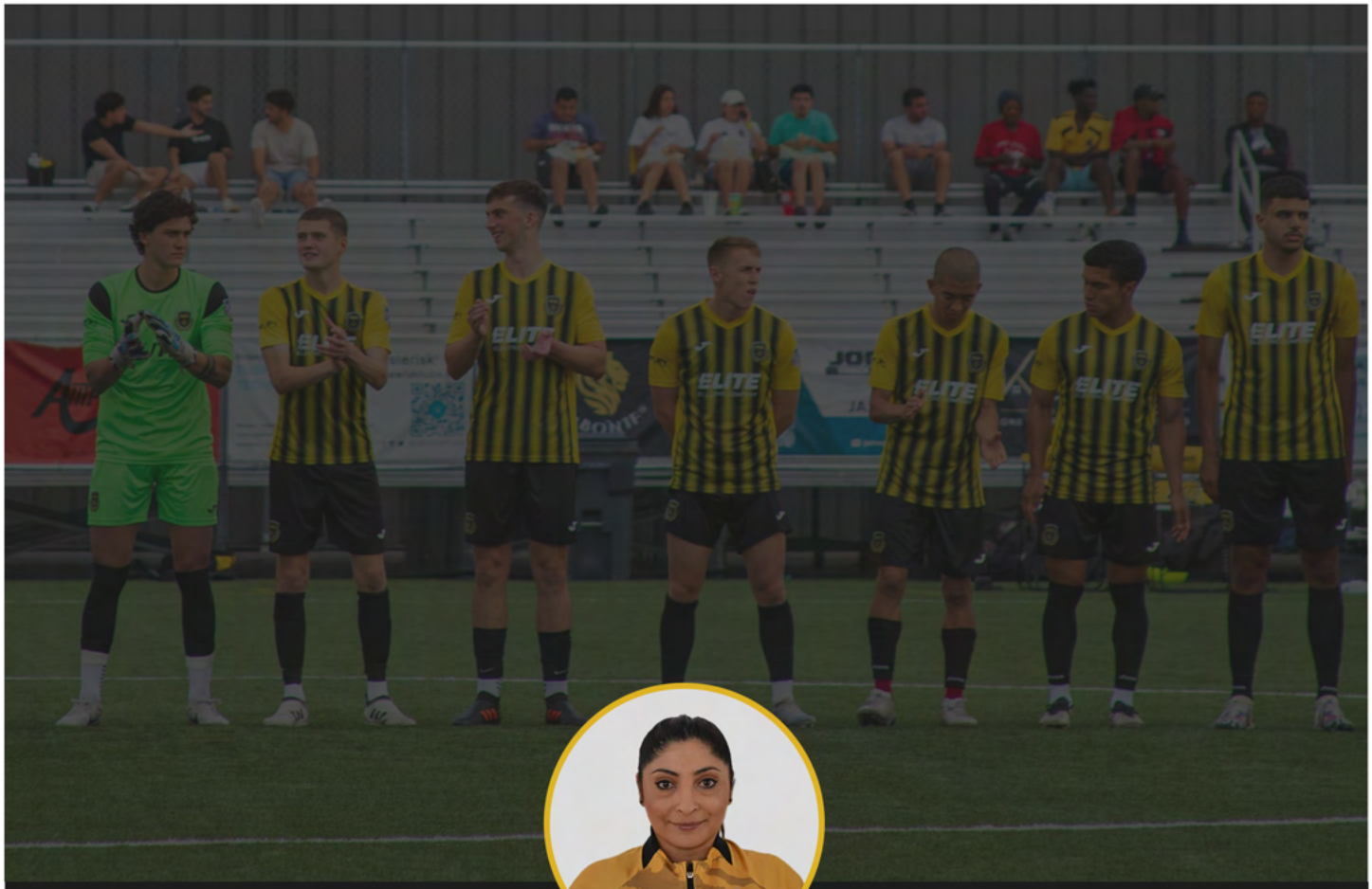
Become one of the sponsors of our most successful community events of the year. Our International Thanksgiving Dinner offers delicacies from around the world, also featuring cultural dances, auctions and much more. Great opportunity to interact with the community and sponsors.

November, 2024

Much More...

Your company and brand will be able to reach our unique target market through other events we organize or become a part of as part of our community engagement and outreach. In the past, we have participated and competed in the Wichita Wagonmaster Chili cook off, youth camps at the YMCA and more.

CONTACT **US**



CONTACT **US**

We can tailor our sponsorship to fit your budget and/or needs. Feel free to contact us at anytime, we will get back to you as soon as possible.

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MITCHEL **DIEMER**
mitchel**@interwichita.com**
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INTERNATIONAL WICHITA EST 2020

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