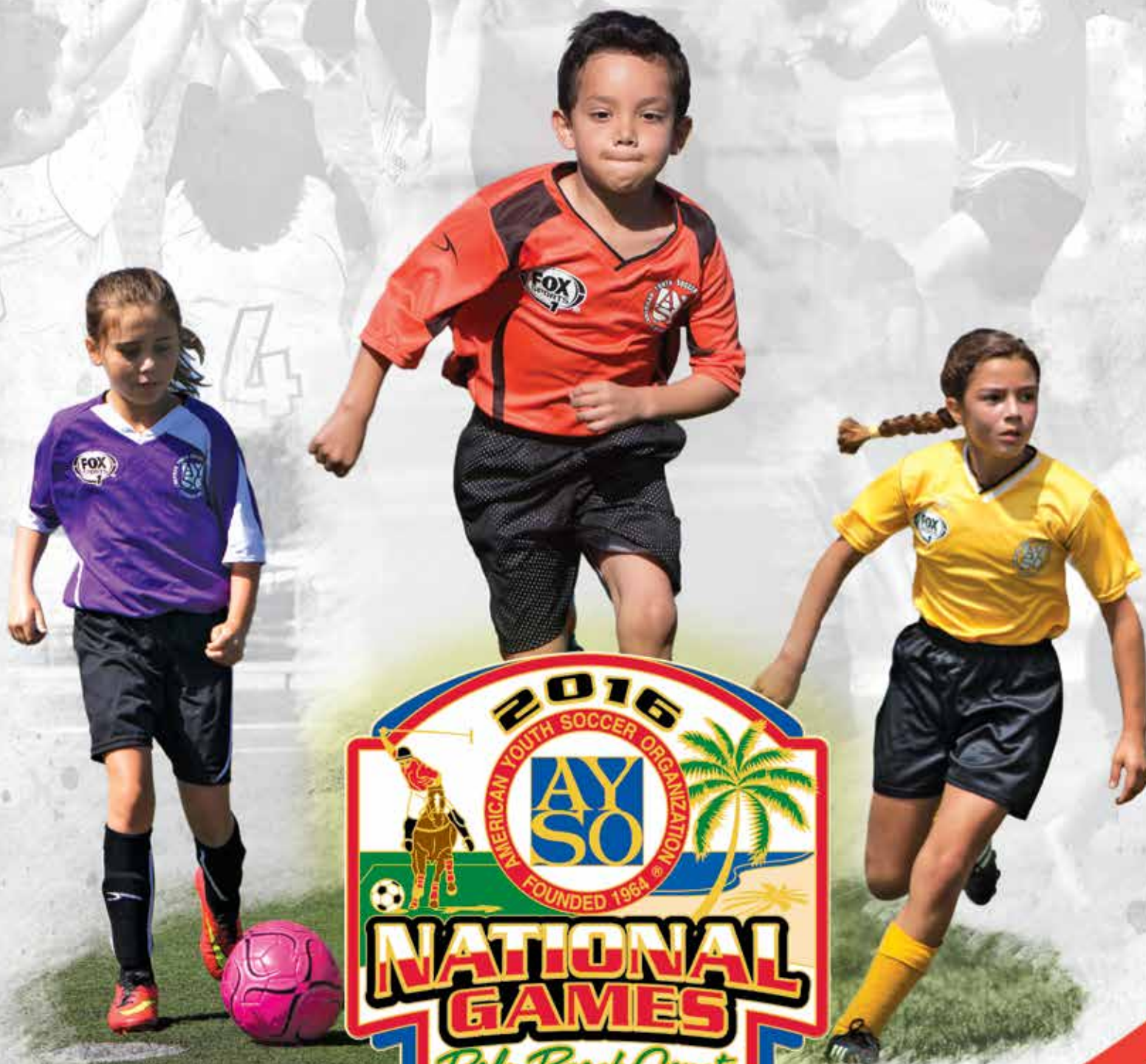




# Sponsor the AYSO National Games 2016





# What is AYSO?

With over 500,000+ children ages 3-19, AYSO is unique in American youth soccer because it's a single entity – one non-profit organization from top to bottom. AYSO soccer programs are delivered through over 900 Regions (similar to a league in other organizations) that range from a few hundred to several thousands.

AYSO is a soccer program for the entire family. Our goal is for every girl and boy stepping on a soccer field to learn soccer and have a fun, fair and safe experience. It's also to ensure that the whole family can be involved in creating memories that last a lifetime. AYSO runs on volunteer power and most of our volunteers are the parents of AYSO players. Nearly 150,000 registered volunteers run local AYSO programs all over the country. Every coach, referee, Regional Commissioner – the list goes on – is a volunteer. If it wasn't for the thousands of volunteers throughout the U.S. donating their time every season, AYSO wouldn't be as successful and far-reaching as it is today.

## Be A Part of the World's Biggest Soccer Club!

Join us as over 10,000 AYSO players, coaches and families descend on the International Polo Club Palm Beach in Palm Beach County, Fla. for the AYSO National Games 2016. Over 240 AYSO teams will travel from across the country to participate in the Games. Here's your chance to take part in what's sure to be an unforgettable experience.

Become a National Games Sponsor and you'll have a firsthand opportunity to get your product directly in the hands of coaches, parents and kids. Soccer equipment, sunscreen, fruit bars, you name it! National Games attendees will be exploring the Vendor Village to find products that fit their needs. With multiple sponsorship package levels, we're sure you'll find the right package for you. Don't see what you're looking for? Let us know and we'll work with you to design a package that fits the needs of your company.



## AYSO National Games 2016

# Format & Schedule

### SOCCKERFEST

This event is unique to the AYSO National Games. Prior to the start of pool play, there is a Soccerfest in which all of the players in each division/gender are mixed randomly to form teams and then play each other in friendly matches. Individual players not participating in the tournament can participate in the Soccerfest.

### GAMES

These are AYSO invitational competitive games with emphasis on fair play and sportsmanship. The format is “pool play” during which each team in a pool plays each other once, then the top teams from each pool play against each other based on standings.

### SPORTSMANSHIP AWARDS

One team in each division will be presented with the prestigious Sportsmanship Award. All teams are rated on the sportsmanship of players, coaches and supporters and are awarded points. Attitude, behavior, cooperation, courtesy and support of the players, coaches, spectators and referees are judged.

July 6	Soccerfest
July 7	Pool Play
July 8	Pool Play
July 9	Pool Play & Quarter Finals
July 10	Semi Finals & Finals



## AYSO National Games 2016

# Facts & Figures

<b>DATES:</b>	July 5 – 10, 2016
<b>WHERE:</b>	International Polo Club Palm Beach Palm Beach County, FL
<b>WHO:</b>	240 teams of girls and boys AYSO divisions U-10 – U-19
<b>WHAT:</b>	Weeklong series of fun events and lots of soccer!

# SPONSOR PACKAGES

## PRESENTING SPONSOR

\$50,000 PACKAGE

### Sponsor Benefits

- Identification as a Presenting Sponsor
- Official Sponsor designation and exclusivity
- Right to the use of the National Games Marks
- Inclusion of Sponsor Marks on all digital and print materials related to National Games, including, but not limited to, AYSO National social media outlets, AYSO National Games 2016 website, and AYSO's eNewsletters.
- Naming rights for one specific field
- First choice of sponsored field
- Logo on promotional shirts
- Entitled to the use of one email blast to attendees
- AYSO National Games 2016 website advertisement
- Signage present at all National Games functions
- Two (10x10) booth spaces for length of National Games at venue site
- One (10x10) booth for Opening Ceremonies
- Recognition as a Presenting Sponsor of the National Games on the sponsor recognition page of the AYSO National Games 2016 website
- Goodie Bag inclusion
- Identification on cover of event program
- FULL-PAGE acknowledgment inside event program

*\* As a presenting sponsor of the 2016 AYSO National Games, additional promotional opportunities are available.*

## FIELD SPONSOR

\$20,000 PACKAGE

### Sponsor Benefits

- Identification as a Field Sponsor
- Naming rights for one specific field
- Logo on all promotional shirts
- AYSO National Games 2016 website advertisement
- Signage surrounding your sponsored field
- Two (10x10) booth spaces for length of Games at venue site
- Recognition as a Field Sponsor of the National Games on the sponsor recognition page of the AYSO National Games 2016 website
- Goodie Bag inclusion
- Option to purchase a second field at a prorated rate of \$10,000
- FULL-PAGE acknowledgement in program

## GOLD SPONSOR

\$10,000 PACKAGE

### Sponsor Benefits

- Identification as a Gold Sponsor
- Logo on all promotional shirts
- AYSO National Games 2016 website advertisement
- One event banner to be displayed onsite in a location determined by AYSO
- One (10x10) booth space for length of Games at venue site
- Recognition as a Gold Sponsor of the National Games on the sponsor recognition page of the AYSO National Games 2016 website
- Goodie Bag inclusion
- HALF-PAGE acknowledgement in program

## SILVER SPONSOR

\$7,500 PACKAGE

### Sponsor Benefits

- Identification as a Silver Sponsor
- One (10x10) booth space for length of Games at venue site
- Recognition as a Silver Sponsor of the Games on the sponsor recognition page of the AYSO National Games 2016 website
- One event banner to be displayed onsite in a location determined by AYSO
- Goodie Bag inclusion
- QUARTER-PAGE acknowledgement in program

## BRONZE SPONSOR

\$5,000 PACKAGE

### Sponsor Benefits

- Identification as a Bronze Sponsor
- Recognition as a Bronze Sponsor of the Games on the sponsor recognition page of the AYSO National Games 2016 website
- One (10x10) booth space for length of Games at venue site
- Goodie Bag inclusion

## VENDOR SPACE (ONE 10x10 BOOTH)

\$1,250

- Multiple-booth discount: Reserve one booth at full price and each additional booth is 50% off



Let us design a unique AYSO National Games 2016 sponsorship program just for your company. It can include title sponsorship of individual events and activities, national and local activation, hospitality, promotions, on-site sales and more. **Call (424) 221-7928.**



# SPONSOR REGISTRATION FORM

Registrations will be accepted on a first come, first serve basis. Reservations will not be taken over the phone. Registration forms must be accompanied by full payment or space will not be reserved. Payment may be made by check, money order, Visa, MasterCard, Discover or American Express. Credit Card registrations may be faxed. Please remember to note AYSO NATIONAL GAMES on checks and money order to reserve the appropriate dates. Registration forms with full payment will be accepted up to **June 5, 2016** based on availability.

PLEASE FILL OUT THIS PAGE COMPLETELY. BE SURE TO KEEP A COPY OF YOUR COMPLETED REGISTRATION FORM FOR YOUR RECORDS.

☐ Presenting Sponsor-\$50,000

☐ Field Sponsor-\$20,000

☐ Gold Sponsor-\$10,000

☐ Silver Sponsor-\$7,500

☐ Bronze Sponsor-\$5,000

☐ Vendor Space-\$1,250

Company Name: \_\_\_\_\_

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

Name of Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone Number/Ext.: (     ) \_\_\_\_\_ Fax Number: (     ) \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

Brief Product/Service Description: \_\_\_\_\_

Referred by AYSO Region#: \_\_\_\_\_ AYSO Volunteer: \_\_\_\_\_

*If approved, the undersigned ("Sponsor"), as a duly authorized representative, enters into an agreement with the American Youth Soccer Organization to become a sponsor of the AYSO National Games 2016. Sponsor agrees to abide by the Official Sponsor Rules and Regulations on page 8.*

Signature of Sponsor: X \_\_\_\_\_

# SPONSOR PAYMENT FORM

Make check or money order payable to AYSO. Registration forms, with payment in full, will be accepted up to **June 5, 2016** based upon space availability.

☐ Check (Enclosed)

☐ Money Order (Enclosed)

☐ Visa

☐ American Express

☐ MasterCard

☐ Discover Card

Account Number: \_\_\_\_\_ CCV2/CVS#: \_\_\_\_\_ Exp: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

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

Signature: X \_\_\_\_\_



## SEND ALL REGISTRATIONS TO:

AYSO National Games – Sponsor  
Attn. Trevor Bangma  
19750 S. Vermont Ave., Suite 200  
Torrance, CA 90502  
Fax (310) 525-1155

## FOR MORE INFORMATION:

Call (424) 221-7928  
or email TrevorB@ayso.org

# SPONSOR RULES AND REGULATIONS

***Sponsors must comply with the complete Rules and Regulations, which will be sent in the confirmation packet.***

1. Booth Space will be assigned by AYSO at its sole discretion and may be changed for the benefit of the National Games.
2. AYSO reserves the right, within its sole and complete discretion, without liability for any refunds or other sponsor expenses incurred, to restrict and/or remove all or any portion of presentations and/or exhibits which, because of noise, method of operation, materials, or any other reason, are deemed by AYSO to be objectionable, to detract from the general family character of the event as a whole, or to advertise, offer or consist of products or services inconsistent with the purposes of the event or for those which the sponsor application was approved.
3. Product literature, samples and premiums are to be distributed from sponsor's display only. All materials are subject to prior written approval by AYSO. Approval must be requested not less than three business days prior to the start of the event. Selling of merchandise is restricted to the space assigned.
4. The AYSO logo(s), including the letters "AYSO" and the name "American Youth Soccer Organization," may not be used without the prior written consent of AYSO.
5. Field Naming Rights are subject to approval from the AYSO, choice of field is subject to availability
6. **NOTE: AYSO shall have the full power to interpret, make or amend these rules and regulations at any time, and AYSO reserves the right to make such rulings as deemed necessary in the best interest of the National Games. It is imperative that all Sponsors agree to abide by such rulings.**



## DETAILS

### CONFIRMATIONS

Confirmations will be sent to all registered sponsors within two weeks of receipt of registration forms.

### DISPLAY ASSIGNMENTS

Assignments are FINAL and are based on the order of registration applications received, nature of the company and sponsor affiliation. (AYSO National Sponsors will be given priority.) Assignments revealed at on-site check-in.

### RESERVATION INFORMATION

Registered sponsors are welcome to make hotel reservations using the AYSO rate. Call the hotel directly at least four weeks prior to the meeting and refer to the "AYSO rate."



## **MAILING LISTS**

AYSO Bylaws restrict the use of membership lists, complete or partial, for anything other than approved purposes. We are not able to give out names and addresses of any of our members to exhibitors. However, as an exhibitor, you may collect names and addresses at your booth.

## **SIGNAGE AND EVENT BANNERS**

Sponsor signage and event banners to be provided at the sole cost of the sponsor.

## **SHIPPING**

All of your materials should be shipped directly to your hotel. AYSO is not responsible for items shipped to your hotel. Please be aware that hotels may add a handling charge based on the number of items you ship. Contact the hotel for specific information.

## **CANCELLATIONS**

Cancellations received in writing by June 5, 2016 will be eligible for a full refund. No refunds will be made after that date.

## **EXCLUSIVE SPONSORS**

AYSO will not accept sponsor applications that conflict with our Exclusive Sponsors. At present those categories include: uniforms/apparel, camps, online photo and communications “share sites,” region administration tools and software, protein shakes, chocolate milk, avocados, fruit snacks, tires and sport pins. Additional exclusive categories may be added. If we find a sponsor is displaying or promoting items at the event that conflict with Exclusive Sponsors, they will be asked to leave and their registration fee will not be refunded.

