



2023

Dear

***We Are Celebrating 41 Years!*** Petoskey Area Soccer Association (PYSA) had a lot to celebrate in 2021. In 1981 an extraordinarily dedicated group of parents formed PYSA and in 1992 established a 503(c), ensuring our number one priority remains developing and fostering a lifelong love of soccer. We have played a significant role in our community's youth recreational programming for over **40 years**, providing and positively influencing sports programs for thousands of children and families. Currently, our club consists of over 300 members/players, 20 teams, 45+ paid and volunteer coaches and managers, and over 350 camp and training registrants. In addition, we offer year-round programming for PreK-U19 players, host two tournaments, and work tirelessly to accommodate our membership's development, needs, and growth.

***Community Economic Impact.*** Our two 2022 tournaments, the Fresh Coast Classic and Autumn Blast, had great turnouts. With hundreds of teams in attendance, this translates to an economic impact of millions of dollars directly spent in our region by tournament attendees. Our vendors and participants are always in awe of our fields, towns, and tournaments. Mark your calendars, June 2-4, 2023, as we will be hosting our 41st Summer tournament!

***Teamwork For One Goal.*** There is no doubt in my mind we continue to have the most committed and generous community working towards one goal. Volunteers, team officials, board, staff, families, and sponsors are integral to supporting our hard-working and dedicated athletes. Through fundraising events, registrations, grants, and sponsorships, PYSA continues to offer affordable, high-quality soccer, advanced coaching licensing opportunities, referee clinics and reimbursements, youth program expansion, and maintaining the best natural turf fields in the Midwest; all directly funneling to player development and membership support. In addition, we work closely with our state governing body, local and state leagues, the city recreational programs, local schools, high school coaches and teams, regional referees, area foundations, and our local college. Our valued relationships ensure continued development to strengthen our local soccer community, on and off the field.

***Longevity and Sustainability.*** We successfully lived our mission through these difficult past few years; we adapted, persevered, and sustained. But our success relies on our community support, the community that we have served for over 40 years. Generous contributions, like yours, make a direct impact providing for scholarships, player and coaching development opportunities, infrastructure improvements, programming, and supporting what we believe to be the greatest game, with the greatest people. Now, with multiple sponsorship options available, you can help champion our mission of creating an inclusive culture that values the development of the whole player while fostering a lifelong love of the game. We aim to create broad exposure while providing the most impact for our membership. Can we count on you for a contribution? Please review our sponsorship opportunities and consider one or more options. We are a non-profit organization; sponsorships are greatly appreciated and tax-deductible.

Yours in Soccer,  
Christine Webster, Executive Director  
Petoskey Youth Soccer Association, EIN 38-3064916  
office@petoskeysoccer.com



## SPONSORSHIP OPPORTUNITIES

### 2023-24 SEASON FIELD SIGN SPONSORSHIP

Field signs allow sponsors to display their company's name, logo, and website in a prominently placed location throughout our soccer complex from field opening in mid-April through field closing at the beginning of November. In addition to the tournaments, the Petoskey Youth Soccer Association and Click Road Soccer Complex host up to 3,500 soccer players throughout the year, plus all the spectators in attendance! We are proud to feature our sponsors, offering broad and effective exposure, and would love to reach 40 sponsors!

<b>Current sponsors</b>	<b>\$350/annual renewal (we have your printed sign)</b>
<b>New sponsors</b>	<b>\$480/new sign (\$350/annual plus \$130 printing of sign)</b>

### 2023 MEMBERSHIP-WIDE JUGGLING CLUB

We would like to *kick off* a Juggling Club and would love to have a sponsor! Juggling builds an affinity with the ball and improves timing, spatial understanding, touch, motor coordination, balance, body control, and leg strength while building confidence. Your sponsorship would include a custom ball with your logo and the PYSA logo for each member, bag tags for goals met, and a program sponsorship page on our website. Additionally, there are opportunities for branded prizes for participants who achieve the goals. As an inaugural sponsor of our juggling club and because we are mid-season, this sponsorship would run from Spring 2023-June 2024, encouraging our membership to improve their technical skills throughout the year. Will only be offered to one sponsor, rewarded to first committed.



<b>Juggling Club Sponsor</b>	<b>\$5000</b>
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### 2023 6-WEEK WINTER TRAINING FOR PRE-KINDERGARTNERS–SECOND GRADERS

PYSA has successfully run our Shooting Stars and Future Stars programs to introduce young players to soccer. 100 players participate for 6 weeks in fun and instructional learning, leaving the program with a size 3 ball and a program t-shirt. If we have a committed sponsor in the next few weeks, we will add your logo to the t-shirt and a program sponsorship page on our website. Will only be offered to one sponsor, rewarded to first committed.

<b>Shooting/Future Stars Sponsor</b>	<b>\$3000</b>
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### 2023 GENERAL CONTRIBUTIONS

<b>Registration Scholarship</b>	<b>\$295</b>	<i>One player registration; August 1, 2023-June 15, 2024</i>
<b>Premier Registration Scholarship</b>	<b>\$600</b>	<i>One premier player registration (high school level), training, and fees for season</i>

We are always looking for Tournament Sponsors! Please reach out if you have any interest in hearing about our opportunities to financially contribute to our two biggest fundraisers.



**YES!** In support of Petoskey Youth Soccer Association's mission and programming,  
I would like to participate by committing to:

**2023 FIELD SIGN SPONSORSHIP**

**AMOUNT**

*(Includes exposure at prominent location at Click Road Complex for Spring and Fall; April-November)*

*Signs include logo and **website** or **phone number** (circle one).*

Current Sponsors	\$350	Renewal - we currently have a sign!	_____
New Sponsors	\$480		_____

**2023 MEMBERSHIP-WIDE JUGGLING CLUB**

*(Includes custom logo ball with exposure from every member in club for lifetime of the ball and earned tags;  
can begin 45 days after agreement signed)*

Juggling Club Sponsor \$5000 \_\_\_\_\_

**2024 6-WEEK SHOOTING/FUTURE STARS WINTER PROGRAM**

*(Includes logo exposure from all registrants' shirts at sessions and lifetime of the shirt; January-February 2024)*

Program Sponsor \$3000 \_\_\_\_\_

**2023 GENERAL CONTRIBUTIONS**

Registration Scholarship \$295 \_\_\_\_\_

Premier Reg. Scholarship \$600 \_\_\_\_\_

Additional Gift of your Choice \_\_\_\_\_

**TOTAL** \_\_\_\_\_

***Thank you for your support! Please fill out contact info on the back.***

**PETOSKEY YOUTH SOCCER ASSOCIATION**

PO BOX 751 • Petoskey, MI 49770 • (231) 348-2947 • [PetoskeySoccer.com](http://PetoskeySoccer.com)



### **SPONSORSHIP AGREEMENT**

We the undersigned agree to sponsor **Petoskey Youth Soccer Association** Click Road soccer complex, located at 2325 Click Road Petoskey Michigan.

Sponsor/Business Name:

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Contact Person: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Company Website:

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Company Address:

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Authorized signature:

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***Kindly submit agreement, artwork, and payment ASAP***

**Remit your completed agreement and payment to  
PYSA, P.O Box 751, Petoskey MI 49770**

**High-resolution artwork can be emailed to [office@petoskeysoccer.com](mailto:office@petoskeysoccer.com)**

**Petoskey Youth Soccer Association, EIN 38-3064916  
Questions? Please contact Christine Webster, Executive Director  
(231) 348-2947 or [office@petoskeysoccer.com](mailto:office@petoskeysoccer.com)**