



Affiliated with Buffalo & W.N.Y. Junior Soccer League – Youth Division of United States Soccer Federation

Dear Friend in our business community,

January 6, 2011

I have been pleased to be the volunteer sponsor coordinator for the Aurora Arsenal Soccer club for the past 7 years. Last year, I met the goal of having a jersey sponsor for every house soccer team. With your support, I hope to be able to do the same in 2011. The funds we raise support our entire soccer program and help keep the registration costs an excellent value for our local soccer families.

The most common sponsorship option is a jersey sponsorship of an Arsenal house team. For \$200, your organization's logo or name will be printed on the front of each jersey for your selected team, your organization will be recognized on our website, and you will receive a plaque of appreciation with a photo of the team which you can proudly display at your place of business. If you desire to have a dual colored name or logo on your jersey, we can accommodate that for an additional \$25.

These jerseys will be seen by many of the nearly 1000 people that attend Arsenal soccer games each Saturday. These jerseys are also worn for many years to come. I'm sure you have seen a few Pizza Del Aureo's or Vidler's jerseys around Aurora over the past several years.

In 2009 we successfully embarked on a new sponsorship avenue in which Upstate Farms / Intense Milks provided the club with a soccer ball for each team in the senior divisions (9 years old to 18 years old). If you are interested in supporting the club in an opportunity other than jersey sponsorship, please give me a call or drop me an email. I would love to discuss ideas with you.

You can find out more about our program at [www.auroraarsenal.org](http://www.auroraarsenal.org) and see a list of sponsors from 2010 at <http://www.auroraarsenal.org/sponsors.htm>.

If you have any questions, please feel free to contact me. Steve de Boer, 652-6617, [sdeboer@verizon.net](mailto:sdeboer@verizon.net)

Return this portion for your sponsorship package by January 31, 2011 to *(I may be able to process late requests)*:  
**AURORA ARSENAL SOCCER CLUB, P.O. BOX 132, EAST AURORA, NEW YORK 14052**

SPONSORSHIP PACKAGE 2011

Organization Name: \_\_\_\_\_

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

Contact Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

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

\$50.00 for a Web Sponsorship only.

**Jersey sponsorship options** (includes organization name or logo on each jersey for your team and website listing)

\$200.00 Jersey Sponsorship with one color

\$225.00 Jersey Sponsorship with dual colors

Organization name **or**  Organization logo

Text line 1: \_\_\_\_\_

Text line 2: \_\_\_\_\_

Arsenal has logo on file  
**or**  I will email logo to Steve

Please choose:  youth **or**  adult recreational soccer

List any special requests (example: Want to sponsor child's team, certain age group, jersey color etc.) \_\_\_\_\_

| For Arsenal use | Age | Jersey color | Text color | Logo |
|-----------------|-----|--------------|------------|------|
|                 |     |              |            |      |