



Dear Friend:

The Parsippany Soccer Club is a non-profit, volunteer organization dedicated to promoting the sport of soccer within the greater Morris County community. Since 1973 our organization has enabled thousands of children to participate in a quality athletic program. Our club caters to children of all ages and every level of playing ability. We expect over 2000 children to participate in our program this year.

Every year the Parsippany Soccer Club hosts its annual Parsippany Pride Columbus Day weekend tournament. It is one of the largest soccer tournaments on the east coast. The Pride Tournament is the only fund raiser that the PSC sponsors. The funds earned from our tournament enables the PSC to enhance our intramural and travel programs. Last year's tournament was a great success with over 450 teams participating and attracting over 15,000 people to the Parsippany area. **We would like to offer you a chance to make "hands on" marketing contact with some 5,000 families in the New Jersey, New York, Connecticut, and Pennsylvania area.** The tournament offers an excellent opportunity to capitalize on the growing soccer interest through out the United States. The demographics of this tournament make an ideal vehicle for product and service marketing and for image enhancement with the local community. The tournament is especially well suited for national, regional, and local business locations in Morris County. **Sponsorship not only demonstrates local support and involvement to participants from this area but also provides impressions for visitors from other areas of the country.**

The direct audience includes about 7,500 boys and girls ranging in age from 8 to 14; about 1,000 officials, including coaches, trainers, managers, referees, and tournament volunteers; and at least 15,000 parents, siblings, and other relatives who attend as spectators.

The indirect audience includes readers of the tournament publicity in area and community newspapers and publications; soccer coaches and administrators who see the tournament calendar listings and other promotional materials in soccer publications; and parents and others who may not attend the tournament but who see the tournament program and other materials both before and after the event.

This year's Pride Tournament will be held Oct 7-9, 2011. We are now planning the many details required to run a successful tournament. One of the key elements is funding to pay for field equipment, referees, player awards, programs, medical services, and other necessities. That is why we need your help!

We hope you agree that the benefits of sponsoring our tournament far outweigh the cost of your sponsorship. On the following page is a list of the different sponsorship categories or we would be happy to consider other sponsorship packages that fit your needs as well.

If you have any questions or want to discuss sponsoring our tournament please contact pscpride@yahoo.com. All donations should be sent to Pride Tournament, PSC, PO Box 212, Parsippany, NJ 07054.

Thank you,

Pride Tournament Committee

Sponsor Categories

PLATINUM SPONSOR

The Platinum sponsor is critical to the success of our tournament and will receive prominent coverage before, during, and after the tournament.

Contribution - \$5,000+

Benefit – Naming rights as exclusive sponsor of tournament

- Sponsor name will appear in signage at registration and in all printed materials
- Sponsor may set up its own booth at fields and/or at the tournament headquarters for distribution of promotional materials. Sponsor to provide personnel.
- Premium linked website presence
- Full page back cover advertisement in tournament program (provided by sponsor).
- Sponsors name and logo on tournament shirt
- Listing as “Official Sponsor” on all email messages and correspondence
- Insert (provided by sponsor) in registration packets given to all teams.

GOLD SPONSOR

Gold sponsors will be visibly identified and will receive prominent coverage before, during, and after the tournament

Contribution – From \$2,000 up to \$4,999

Benefit – Sponsor, if it wishes can select an element of the tournament to sponsor, such as registration or a field. Corporate name will be displayed prominently on or with element as appropriate.

- Sponsor name will appear in signage at registration and in all printed materials
- Sponsor may set up its own booth at fields and/or at the tournament headquarters for distribution of promotional materials. Sponsor to provide personnel
- Premium linked website presence
- Full page sponsor ad in tournament program (to be provided by sponsor)
- Sponsor name and logo on tournament shirt
- Insert (provided by sponsor) in registration packets given to all teams.

SILVER SPONSOR

Silver sponsors will be visibly identified and will receive prominent coverage before, during, and after the tournament

Contribution – From \$1000 up to \$1999

- Full page sponsor ad in tournament program (to be provided by sponsor)
- Sponsor name and logo on tournament shirt
- Premium linked website presence
- Insert (provided by sponsor) in registration packets given to all teams.

Bronze Sponsor

Contribution – From \$250 up to \$999

- Sponsor ad in tournament program (to be provided by sponsor)
- Sponsor name and logo on tournament shirt