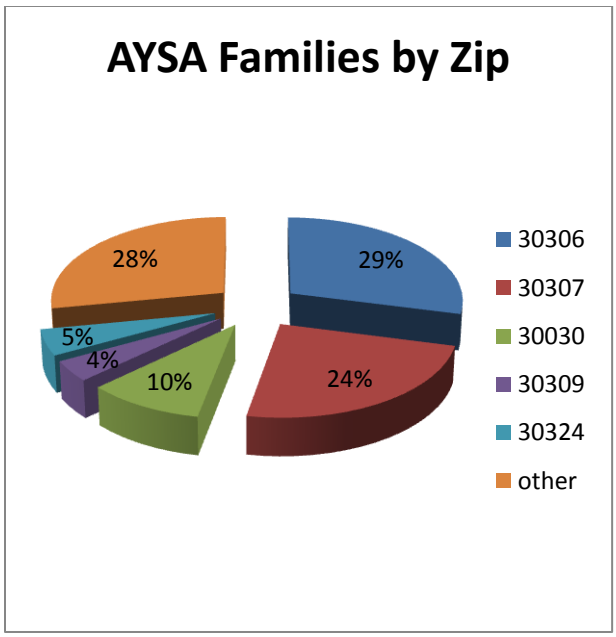
Atlanta Youth Soccer Association

AYSA Overview

The Atlanta Youth Soccer Association (AYSA) is a non-profit organization dedicated to promoting and enhancing the culture of soccer in Atlanta, Georgia. AYSA provides recreational, academy and select leagues for boys and girls near downtown Atlanta. The emphasis of AYSA is to create a fun and safe environment within which players, parents and coaches may enjoy the game of soccer. AYSA is affiliated with the Georgia State Soccer Association (GSSA).

AYSA has over 1,300 players registered for fall 2011, representing almost 1,000 Atlanta families. Players are between the ages of 4 and 19. AYSA families represent the following Intown neighborhoods:

- 29% live in 30306 (Virginia-Highland, Morningside)
- 24% live in 30307 (Edgewood, Inman Park, Candler Park, and Druid Hills)
- 10% live in 30030 (Decatur, Oakhurst, and Avondale Estates)
- 4% live in 30309 (Ansley Park, Buckhead)
- 5% live in 30324 (Lindbergh, Lenox, Morningside, and Piedmont Heights)
- 28% live in other areas such as East Atlanta, Kirkwood, and Grant Park



On soccer weekends during the spring and fall, families enjoy soccer games at the Arizona Fields, many from visiting teams outside of a 10 mile radius. On any given week during the spring and fall seasons, we estimate that over 800 players and over 1,300 adults visit the Arizona Avenue soccer complex, many of them multiple times.

Sponsorships

Sponsorship funding serves a critical role for AYSA's scholarships for low income families, coaching incentives and field improvements. AYSA has supported scholarships for 57 children to participate over the past year. In many instances, these children would not have had the opportunity to experience the joy,

camaraderie and health benefits of soccer. Limited sponsorship funds are used to support additional training for AYSA's coaches and to support upgrades to AYSA's fields.

Sponsorship Benefits

Becoming a sponsor of AYSA will provide you with a number of benefits, including numerous opportunities to promote your business and increase your visibility in Intown neighborhoods:

- Website Presence: AYSA's website (www.aysa.net) gets an average of 7,500 impressions per month throughout the year. In January, we launched a more creative and robust website, and recent site usage results show a significant increase of hits. With our growing emphasis on communicating daily field status and latest news via the website, we believe a website presence for our sponsors will be most beneficial. We often use www.aysa.net to help promote dine-out series and we also have reference links on many of our partner's websites. New for 2011, AYSA has also launched a social media campaign including paid search on Google, a Google Places page, a Facebook page, and a Twitter account to drive even more traffic to the website and ultimately the fields.

- E-newsletter: AYSA sends a series of newsletters throughout the year, monthly during the spring and fall seasons and once in each offseason. These newsletters contain a synopsis of recent and upcoming items of interest to Club families, such as important dates to remember, upcoming events such hosted by AYSA or of interest to AYSA families, tournament recaps, and news items. The newsletter also serves as an advertising vehicle for our sponsors, whose logos appear on every newsletter (and other formal AYSA communications).

- Field Banners and Partner Signs: There are also opportunities for sponsors to promote their businesses via field banners or obtaining placement on our newly constructed Community Partner Sign. Banners are placed along the perimeter of the fields; the Community Partners Sign is located at the major access point to the fields. Each Saturday at Arizona Ave, we estimate that 2100 people (1300 adults and 800 kids) pass through the complex. On Sundays we average about 150 people (90 adults and 60 kids). The spectators are 65% AYSA or local families and the remaining 35% from various metro Atlanta communities. On practice days, there are an estimated 500 people Monday thru Thursday (250 adults and 250 kids) all of whom are local. Resulting in about 2150 (1340 adults & 810 kids) people per week over the 12 to 14 week season each Spring and Fall.

- Tax Exempt Donations – All donations to AYSA are tax exempt.

More about the Arizona Avenue and Plans for Future Development

In the spring of 2006, AYSA officially opened its Arizona Avenue Youth Soccer Complex located just east of the Edgewood Retail District. The complex has full-size fields, smaller fields and warm-up areas, along with a state-of-the art drainage system and lights for evening play. Arizona Avenue was made possible by significant support from AYSA families and leading foundations and corporations, such as the Atlanta Falcons Youth Foundation, U. S. Soccer Foundation, Arthur M. Blank Family Foundation, Robert W. Woodruff Foundation, Frances Wood Wilson Foundation, and the U.S. Environmental Protection Agency. Future capital campaign efforts include further developing the Arizona Avenue complex to include a clubhouse with rest rooms, meeting space, concession stand and a separate maintenance/storage building.

Sponsorship Levels

For complete details please see the website

Bronze - $600 annually plus cost of banner (can be paid in two installments of $300)

- A listing on the Community Partner sign at Arizona Ave. The sign is affixed to an information board which is visible to 800 plus Atlanta families and visiting teams. An option of placing advertising brochures at the Arizona Ave. Complex. AYSA provides a hanging display rack for your map/brochure.
- A banner (supplied by the partner) up to 3' x 6' may be hung on the fence along Arizona Ave.

Silver - $900 annually (can be paid in two installments of $450)

- Includes Level 1
- A listing on AYSA Website under Sponsors & Partners page with a brief description and a link to your business's website. AYSA website (www.aysa.net) gets an average of 7,500 impressions per month throughout the year

Gold - $1,200 annually (can be paid in two installments of $600)

- Includes Level 1 & 2 plus Name/Logo prominently displayed on AYSA homepage (maximum of 12 spots available)
- Inclusion in AYSA electronic newsletter as a preferred partner. The full color HTML formatted newsletter is sent out to the monthly to the 1,000 families. AYSA will also provide a link to your business's website in the email. A fully produced advertisement must be provided to AYSA

Platinum - Over $1,500 annually (can be paid in two installments)

- Includes Level 1, 2 & 3 and would include additional customizations as agreed upon by both parties (i.e. passing out of 10% off discount cards to all families for the season)

AYSA Sponsorship Form

Sponsor:

Name of Organization: _____

Address: _____

Point of Contact:

Name: _____

Contact Number: _____

Sponsorship Level:

_____ Bronze- Annual cost $600 (can be paid in two installments of $300)

_____ Silver - Annual Cost of $900 (can be paid in two installments of $450)

_____ Gold - Annual Cost of $1,200 (can be paid in two installments of $600)

_____ Platinum - Annual Cost greater than $1,500 (can be paid in two installments)

- Note: Under each sponsorship level a banner, supplied by the partner, up to 3' x 6' may be hung on the fence along Arizona Avenue for the duration of the sponsorship.

Please submit form back to: Jennifer Dobson, Executive Director

director@aysa.net, 678-656-4894