

Penn Fusion Lehigh Valley Soccer Academy

Celebration 2020

Sponsorship & Advertising Opportunities



PFLV Celebration 2020 is our premier annual event featuring a fun afternoon for all Penn Fusion Lehigh Valley players, parents and coaches. The event will take place on February 23rd from 3pm to 7pm at the Iron Lakes County Club in Allentown, PA. **PFLV Celebration 2020** will include a buffet dinner, dancing and music. We will celebrate an amazing first year for this new premier soccer academy in the Lehigh Valley with awards and recognition for our players, coaches and volunteers. All proceeds raised at this event will go directly to the Penn Fusion Player Scholarship Fund and benefit players across the Lehigh Valley by making elite soccer available to more youth.

Parents can commemorate their child's soccer season with an advertisement in the event program journal for as little at \$25. Companies are welcome to take out larger ads to reach potential customers from across the Lehigh Valley. In addition, there are several levels of sponsorship opportunities available. Please take a moment to review the Sponsorship and Advertising forms attached.

Thank you for your support and helping Penn Fusion bring elite level soccer to as many players as possible in the Lehigh Valley.

Sincerely,

Dave Weitzman

Penn Fusion Lehigh Valley Director

West Chester United Soccer Club (d/b/a Penn Fusion Soccer Academy) is a Non-Profit organization registered with the Commonwealth of Pennsylvania.



Who is Penn Fusion Lehigh Valley?

- Founded in 2018 as a satellite club with Penn Fusion Soccer Academy / West Chester Soccer Club, Penn Fusion Lehigh Valley seeks to bring premier level soccer to boys and girls throughout the Leigh Valley.
- As an organization, Penn Fusion Soccer Academy has quickly become one of the nation's elite soccer organizations. PFSA focuses on providing a professional environment for elite players to develop and compete at the highest level of soccer available, both regionally and nationally. The leader in Pennsylvania player development, Penn Fusion combines a top notch coaching staff, professional organization, and innovative player development structure with a focus on college placement.
- Penn Fusion Lehigh Valley in it's second year as a local club attracted 104 players ages 8 years old to 18 years old. PFLV players travel from across the Lehigh Valley including Easton, Bethlehem, Allentown, Center Valley and even Bucks County.
- Penn Fusion's Mission Statement is to inspire athletes to achieve their highest potential. We will accomplish this by instilling our cores values in each player; impacting the future of soccer excellence in the USA. The Core Values of our soccer academy focus on Integrity / Commitment / Sportsmanship / Community.
- **PFLV Celebration 2020** is our premier annual event featuring a fun afternoon for all Penn Fusion Lehigh Valley players, parents and coaches to take place on February 23rd from 3pm to 6pm at the Iron Lakes County Club in Allentown, PA. All proceeds raised at this event will go directly to the Penn Fusion Player Scholarship Fund and benefit players across the Lehigh Valley by making elite soccer available to talented youth.

PFLV CLUB SPONSORSHIP—\$5,000

Spanning two playing seasons 2020-21 & 2021-22

- Company logo featured on hundreds of practice and game jerseys given to every player for both the 2020-21 season and 2021-22 season
- Banner advertising at both the Iron Lakes Sports Dome and **PFLV Celebration 2020** Event
- Full page color ad on the back cover of **PFLV Celebration 2020** Event Program
- Home page featured ad on PFLV website for two full seasons (24 months)

Additional benefits of a Club Sponsorship can be discussed—please contact PFLV Director Dave Weitzman at 484-707-2292 or dweitzman@pennfusion.org or Celebration 2020 Chair, Jackie Etter at 908-310-2824 or jetter2344@gmail.com.



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Event Sponsorship Opportunities

EVENT SPONSORSHIP—\$2,500

- Company logo featured on over one hundred event shirts given to every player
- Banner advertising at PFLV *Celebration 2020* Event
- Full page color ad, inside front or inside back cover, in PFLV *Celebration 2020* Event Program
- Home page featured ad on PFLV website for 12 months

TABLE SPONSORSHIP \$1,000

- Banner advertising at PFLV *Celebration 2020* Event
- Tent card on every table at PFLV *Celebration 2020* Event
- Full page ad in PFLV *Celebration 2020* Event Program
- Home page featured ad on PFLV website for 6 months

RED SPONSORSHIP \$500

- Full page ad in PFLV *Celebration 2020* program
- Featured on Penn Fusion Lehigh Valley Website
- Featured as a Red Sponsor on Penn Fusion Lehigh Valley Facebook page

WHITE SPONSORSHIP \$250

- Half page ad in PFLV *Celebration 2020* Program
- Featured on Penn Fusion Lehigh Valley Website
- Featured as White Sponsor on Penn Fusion Lehigh Valley Facebook page

DUE DATE: FEBRUARY 3, 2020

Please email all advertising artwork / images / content to: jetter2344@gmail.com

Sponsorship Level: _____

Company: _____

Contact: _____ Phone: _____

Email: _____

Please complete information above and make checks payable to **West Chester Soccer Club** and mail to Dave Weitzman
2207 West Allen Street, Allentown, PA 18104



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ADVERTISING RATES FOR EVENT PROGRAM

Corporate Advertising Rates:

\$175 Full Page back cover _____

\$150 Full page inside cover _____

\$100 Full page (5x8) _____

\$50 Half Page (3 1/2 x 5) _____

\$25 Quarter Page _____

PFLV Player / Family Advertising Rates:

\$25 for Half Page advertisement commemorating your child's season at PFLV _____

\$50 for a Full Page advertisement commemorating your child's season at PFLV _____

DUE DATE: FEBRUARY 3, 2020

Complete for Corporate Advertisement:

Company: _____

Size of Advertisement: _____

Contact: _____ Phone: _____

Email: _____

Complete for Player / Family Advertisement:

Player Name: _____

Size of Advertisement: Full or Half: _____

Parent (s) Name: _____

Text to appear in player advertisement: 15 words max half page; 30 words max full page:

Please complete the above information, be sure to note the size of the advertisement you wish to donate. Return completed form with checks payable to **West Chester Soccer Club** and mail to: David Weitzman 2207 West Allen Street, Allentown, PA 18104.

All advertising text and images can be sent to jetter2344@gmail.com. Please submit your final advertising photo and text by no later than February 3, 2020. All advertising requests received after February 3, 2020 cannot be accommodated.