



ARIZONA SPORTS LEAGUE + SMALL GOAL SOCCER

SPONSORSHIP OPPORTUNITIES



ABOUT AZSL + SGS

ARIZONA SPORTS LEAGUE

- 40,000 active adults annual participation.
- 50,000 eblast database
- 20,000+ Social Ecosystem
- Create & organize adult leagues in soccer, bowling, volleyball, pickleball, flag football, softball, lacrosse, dodgeball.
- Create & organize tournaments: Sports Festivals, Adult Camp, CAMP ASU, Charity Bowling Tournaments, FIFA Tournaments, Corporate Cups, Rocky Point Beach Soccer Tournaments & more.

SMALL GOAL SOCCER

- 121k+ adults annual participation
- Sends Team USA to 6v6 Soccer World Cup
- Created Regional & National 6v6 Soccer National Final Tournaments
- Created and run soccer leagues in 20+ Markets
- Leagues Run Year Round
- 50k+ person eblast database
- 20k+ Social Ecosystem



CHECK OUT VIDEOS OF OUR EVENTS



SPORTSTOPIA 2019



CAMP X 2019



CHECK OUT VIDEOS OF OUR EVENTS



**MEXICO BEACH BLAST SOCCER
TOURNAMENT 2019**



CAMP ASU



CHECK OUT VIDEOS OF OUR EVENTS



**CHARITY BOWLING
TOURNAMENT**



**NATIONAL 6v6 SOCCER
CHAMPIONSHIP - SD REGIONAL**



SGS DEMOGRAPHICS

**ANNUAL NATIONAL
PARTICIPATION**

121K ATHLETES*

*Total includes athletes who
play more than 1 season*



ARIZONA

65k Players



CALIFORNIA

12.6k Players



COLORADO

6.1k Players



MASSACHUSETTS

3.2k Players



NEVADA

4.7k Players



OREGON

5.9k Players



TEXAS

19.7k Players



WASHINGTON

3.9k Players

Highly diverse participation

70% Male

30% Female

Mostly young professionals & college age students (21-35)



AZSL DEMOGRAPHICS

ANNUAL NATIONAL
PARTICIPATION

40K+ ATHLETES*

*Total includes athletes who
play more than 1 season*

ARIZONA

40k+ Players

Highly diverse participation

60% Male

40% Female

Mostly young professionals & college age students (21-35)



OUR CHARITY CHANGE YOUR STARS FOUNDATION



IN 2020 WE:

- Brought 25 kids Christmas Shopping
- Gave 50 kids in Mexico a soccer clinic, lunch, shirts, soccer balls & water bottles.
- Sent 50 kids to overnight camp at Camp Tontozona
- Took 100 lower-income children to the Harlem Globetrotters
- Brought 25 kids Back-To-School shopping
- Sent 15 kids to week-long Summer Camp
- Took 100 lower-income children to Monster Jam
- Gave 50 refugees winter jackets
- Gave rent assistance to a single-parent family about to get evicted.
- Took 100 Children to Supercross
- Registered a child in-need for his first football team
- Took 200 lower-income children to Disney On Ice
- & More!

WE GIVE BACK TO OUR COMMUNITY





2020 CALENDAR

- **Year Round** - Leagues
- **February** - National Sixes Soccer Championship
- **March** - Corporate Cup & CAMP ASU
- **May** - Sportstopia State Cup
- **June** - Midnight World Cup & Light Up The Night
- **August** - Mexico Sportstopia (Puerto Penasco)
- **September** - CAMP X
- **October** - Tempe Oktoberfest Games & Team USA @ 6v6 World Cup
- **December** - Holiday Cups

We've got your game!



SPONSORSHIP OPPORTUNITIES

- National & City Sports Leagues
- Events, Festivals & Tournaments
- National/State/Regional 6v6 Soccer Championships
- Team USA 6v6
- Digital marketing package
- Watch Parties & Event After Parties.
Champions League Final 2020, Euro Cup 2020 & SB 2021, Sportstopia After Party.

packages & à la carte



AZSL + SGS TITLE SPONSORSHIP OPPORTUNITY

- Naming rights to individual leagues or entire AZSL or SGS league.
- Opportunity for traffic driving promotion with coupons at partner location
- Opportunity for comp team in league for employees
- Tagged in all media promoting league
 - Inclusion in multiple Eblasts to 50k+ person database per month.
 - Inclusion in all boosted social media posts
 - Minimum 1 Dedicated Instagram & Facebook post per month.
 - Minimum 5 Dedicated Instagram & Facebook stories per month.
- Opportunity for activation at league nights
- Signage/Branding opportunities at league nights.
- Will put minimum 10% of sponsorship revenue into marketing & promoting league
- Logos added to all championship winner shirts
- Opportunity to handout AZSL integrated shirts to all members



EVENT OPPORTUNITIES

- Naming rights to Event
- Opportunity for traffic driving promotion with coupons at partner location
- Tagged in all media promoting Event
 - Inclusion in 10+ Eblasts to 50k+ person database
 - Inclusion in all boosted social media posts
 - 1 Dedicated Instagram & Facebook post
 - 5 Dedicated Instagram & Facebook stories
- Opportunity for activation at Event
- Signage/Branding opportunities
- Will put minimum 10% of sponsorship revenue into marketing & promoting Event
- Shirt/jersey logo opportunities
- Opportunity to have 1+ comp team in events.



SMALL GOAL SOCCER NATIONAL SOCCER SIXES CHAMPIONSHIP OPPORTUNITY

- Naming rights to Championship in Las Vegas
- Tagged in all media promoting Championship
 - Inclusion in 10+ Eblasts to 50k+ person database
 - Inclusion in all boosted social media posts
 - 1 Dedicated Instagram & Facebook post
 - 5 Dedicated Instagram & Facebook stories
- Opportunity for activation at Championship
- Signage/Branding opportunities
- Will put minimum 10% of sponsorship revenue into marketing & promoting Championship
- Shirt and jersey logo opportunities



WATCH PARTY OPPORTUNITIES

- Opportunity to host our huge watch parties & after parties for 2020 season.
- Themed watch parties we intend to grow into block parties through time.
- 100+ attendees
- Sportstopia After Party May, 2020
- Champions League Final - May 30, 2020
- Euro Cup Final - July 12, 2020
- Super Bowl - Feb. 7, 2020
- Tagged in all media promoting Event
 - Inclusion in Eblasts to 50k+ person database
 - Inclusion in all boosted social media posts
 - 1 Dedicated Instagram & Facebook post
 - 5 Dedicated Instagram & Facebook stories
- Will put minimum 10% of sponsorship revenue into marketing & promoting Event





TEAM USA 6v6 WORLD CUP OPPORTUNITY

- Televised games on FUBU TV & Youtube across 25+ countries
- 25+ million viewers
- Press coverage across 50+ countries
- Tagged in all media
 - 1 dedicated Eblast to 50,000 person database
 - 1 organic boosted Instagram & Facebook post with product placement
 - 1 Dedicated Instagram & Facebook post
- Jersey opportunities

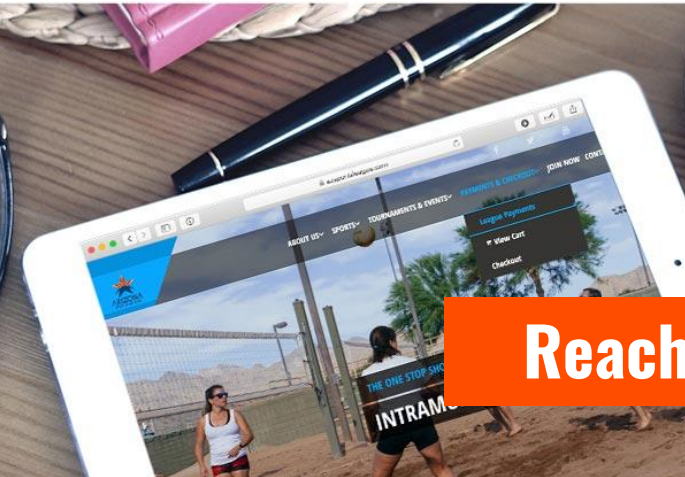
Help support TEAM USA!





DIGITAL SPONSORSHIP OPPORTUNITY

- Static ad on SGS, AZSL Websites or both.
 - 50,000+ monthly unique impressions.
- Tagged in all media
 - 1 dedicated Eblast to 50,000 person database
 - 1 organic boosted Instagram & Facebook post with product placement
 - 1 Dedicated Instagram & Facebook post



Reach our visitors



ARIZONA SPORTS LEAGUE + SMALL GOAL SOCCER

CONTACT INFORMATION

Fraser Laveay - Sales Director
Arizona Sports League & Small Goal Soccer
806.441.8230
fraser@azsportsleague.com

