

NITROS COMPETITIVE SPONSORSHIP PROGRAM

SOCCER PARTICIPATION IS INCREASING AMONGST YOUTH

Soccer is the largest participatory sport in Canada and is considered the fastest growing sport in the country.¹ In Canada, soccer is the one of 5 most popular sports.² In 2014, 42% of Canadian children aged 5-14 played organized soccer.³

PARENTS REMEMBER BRANDS SPONSORING YOUTH SPORTS

84% of parents could recall at least one brand supporting youth sports and half the parents mentioned 2 or more brands⁴. Sponsoring youth soccer teams raises awareness amongst your target group and increases goodwill.

BE PART OF THE PREMIER YOUTH SOCCER CLUB IN TORONTO

North Toronto Soccer Club has become recognized as **the** soccer club within Toronto for aspiring soccer players and future champions. As a community-based program, we attract over 5,200 youth in the Recreational and Competitive programs and we believe everyone has the right to play. Increasing expenses for facilities, coaching and league fees have caused the cost of soccer participation to increase. Our sponsors play a critical role in keeping soccer affordable for all.

The North Toronto Nitros are the competitive level players of the club, competing in leagues at **all levels** of soccer in Ontario: Provincial (OPDL & L1O), Regional (CSL) and District (TSA). Several of our players have played on Canadian national teams in the past year. As the only Toronto club in the elite Ontario Player Development League at all age groups, our players will continue to receive the highest level of training and development.

BENEFITS OF SPONSORING THE NORTH TORONTO NITROS

North Toronto families have an average income 2.5x that of both Toronto and Ontario as a whole⁵, providing a relatively affluent audience for your company's product or service. At the same time, many North Toronto families are not in a position to fully support the cost of their children's participation in competitive soccer.

Sponsorship provides the opportunity to:

- build brand awareness,
- showcase products or services through trial,
- increase customer loyalty,
- increase sales,
- provide goodwill by supporting your community,
- help us to give all committed players the opportunity to realize their full potential

¹ Canadian Soccer 2019 <https://www.canadasoccer.com/about-s14644>

² Sports for Fun and Fitness 2016. http://publications.gc.ca/collections/collection_2013/pc-ch/CH24-1-2012-eng.pdf

³ Soccer vs. hockey: Who plays what in Canada 2014. <https://www.macleans.ca/society/the-good-ol-soccer-game/>

⁴ Canadian Youth Sports Report, Solutions Research Group Consultants Inc., June 2014

⁵ 2011 Census; details available upon request

2021 COMPETITIVE SPONSORSHIP Nitros Development (U8-U12)

85% of sponsor fees are used to directly support the team or age group sponsored, by reducing player fees (especially for players in need of financial **assistance**) and helping to pay for items not covered by the player fee (i.e. some **festivals** and **tournaments**).

15% of sponsor fees are retained by the club to cover costs of printing sponsor logos on team **jerseys**, on promotional material including team **banners** (see attached), and on the www.ntsoccer.com **website** (1400+ daily visitors).



If you would like to support the club by sponsoring a team (or teams), please complete this form and email it to sponsors@ntsoccer.com, and mail a cheque payable to North Toronto Soccer Club at: 1041 Avenue Rd. Unit 5, Toronto, Ontario M5N 2C5

2021 NITROS COMPETITIVE SPONSOR APPLICATION

FORM Sponsor Name: _____
Address: _____ Postal Code: _____
 Contact Person: _____ Phone: _____ or _____
 Email: _____

SPONSORING:

- U8** (2013) age group (girls__boys); participating in Festivals in Toronto
- | | |
|--|---------|
| <input type="checkbox"/> Primary sponsor: both sets of uniforms, website homepage | \$2,700 |
| <input type="checkbox"/> Co-sponsor: one set of uniforms (colour: _____), website | \$1,500 |
| <input type="checkbox"/> Training sponsor: age group practice jerseys, website | \$ 800 |
- U9** (2012) age group (girls boys); participating in Toronto league
- | | |
|--|---------|
| <input type="checkbox"/> Primary sponsor: both sets of uniforms, website homepage | \$3,600 |
| <input type="checkbox"/> Co-sponsor: one set of uniforms (colour: _____), website | \$2,000 |
| <input type="checkbox"/> Training sponsor: age group practice jerseys, website | \$1,000 |
- U10** (2011) age group (girls boys); participating in Toronto league
- | | |
|--|---------|
| <input type="checkbox"/> Primary sponsor: both sets of uniforms, website homepage | \$3,600 |
| <input type="checkbox"/> Co-sponsor: one set of uniforms (colour: _____), website | \$2,000 |
| <input type="checkbox"/> Training sponsor: age group practice jerseys, website | \$1,000 |
- U11-U12** (2010-2009) age group (girls boys); participating in
- | | |
|--|---------|
| <input type="checkbox"/> Toronto league Primary sponsor: both sets of uniforms, | \$3,600 |
| <input type="checkbox"/> website home page | |
| <input type="checkbox"/> Co-sponsor: one set of uniforms (colour: _), website | \$2,000 |
| Training sponsor: age group practice jerseys, website | \$1,000 |

Logo/Artwork: Please email an EPS or Adobe Illustrator file. Size: up to 8" to 9" long and 5" high

Website Link: _____

We ask and grant permission for it to be linked to the www.ntsoccer.com website.

Signature _____ Date _____

Receipts can be issued for businesses as an advertising/promotion expense. North Toronto Soccer Club, a not-for-profit sports club, is not a charitable institution and cannot issue charitable tax receipts.