

Sponsorship Opportunities



Talk with your Feet...
Play with your Heart



About Heritage Soccer Club

Founded in 2002, Heritage Soccer Club is a community based, 501 (c)(3) non-profit corporation providing a developmentally based soccer training program to children 4 to 18 years of age that have the desire and commitment to play soccer at a higher level. Heritage also hosts the only year round instructional recreation level soccer academy for ages 4-8 in the immediate area. Heritage offers a fun, safe, and solid foundation for children to learn soccer, and at the same time, make lifelong friends.

Our Mission is to provide personal and team development through a positive soccer experience, providing a college preparatory program that offers player exposure through a wide array of avenues, and emphasizing the importance of excellence in the classroom as well as on the soccer field. Additionally, our goals and objectives are:

- To expose members to colleges via coaches and college showcases
- Educate members with regards to college admission requirements, NCAA procedures & High School Curriculum selection
- Support continued development of coaching staff through advancing coaching licenses.
- Promote and support community involvement opportunities for teams and members
- Promote and support HSC community of teams, members and families.

In the past 12 years, Heritage Soccer Club has grown from 5 to 30 teams. In addition, Heritage has seen over 50 players compete collegiately including one player playing professionally with Republic FC, Sacramento. Currently 3 HSC teams are playing in the top league in Northern California.

Our long term vision is to expand our membership by investing in a 2 field soccer land lease. This would allow HSC to provide a center for training, camps, skills clinics, tournaments and more. Heritage is committed to being a long term source of pride for our community.



Why Soccer? Why Youth Soccer?

Youth soccer is the largest youth sport by registered participants in the region. Not only is youth soccer growing in popularity, so is adult soccer, MLS, World Cup, US National Teams, international teams and leagues.

A soccer culture is building that encompasses all genders and ages. How big is it? More Americans watched the 2015 Women's World Cup final than the NBA Finals or the Stanley Cup at 20.5 million viewers. How fast is it growing? In America, the number of viewers for the 2015 US Women's World Cup game DOUBLED from the US finals just 4 yrs ago.

Heritage Soccer Club is proud to help deliver the "beautiful game" to our area youth and their families. Now is the time for your business to be a part of the US soccer movement here along with HSC. We welcome your business to join us in reaching out to our community with the traditions and established popularity that soccer brings to our community.



Key Demographics

With players coming from all corners of Contra Costa County, Heritage Soccer Club attracts players and families from a wide cross section of demographics. With the highest percentage of players from Martinez to Antioch, Heritage provides potential exposure to a large community of young and extended families in a valuable market.

Total number of players registered:

Academy - ages 4-8: 40

Competitive teams- ages 8-18: 455

As a family based organization, in addition to players on the field, a significant number of extended family members as spectators line the field to watch games. Games are played all over California and Nevada with the majority in the SF Bay area. Players and supporters for home and visiting teams number upwards of 50 per game, with an average total of 45 games played per year with 30 teams, the exposure is far reaching. Games are every weekend from March through November. During the winter, teams play indoors, extending the season. With games played back to back, players and families arrive 45 minutes before game time and stay afterwards for game closure and talks as well.

By the numbers this means that Heritage Soccer Club players, families and spectators are at fields displaying Heritage and supporter colors and logos at 1350 events each year with exposure to approximately 135,000 home and away players and supporters.



Players by City

30% - Concord (122)/Clayton (26)

19% - Martinez/Pacheco (93)

17% - Pleasant Hill (85)

13% - Pittsburg/Bay Point (85)

8 % - Antioch/Brentwood (38)

5 % - Walnut Creek (25)

3 % - Benecia/Vallejo (15)

3 % - Lafayette/Moraga/Orinda (14)

2 % - Richmond/San Pablo (9)

1 % - San Ramon (3)



Uniform Sponsorship

Starting in 2016, Heritage Soccer will make sponsorship opportunities available on the front of our player's uniform kits. Your company's logo can be prominently displayed on the front of our player's game and practice uniforms as seen on professional soccer teams. Your logo will be on all jerseys, home, away and practice in a highly visible location. At practices, over 100 players will all be sporting your logo. At games, all over the bay area including tournaments extending from California borders to neighboring states, Heritage Soccer players and their families will be seen by thousands over the course of the year with the highest concentration in Contra Costa County.

Other benefits include:

- Field and logo signage
- Dual branded logo merchandise for HSC membership and your business
- Logo on club newsletters, club stationery and event banners
- Logo featured on www.HeritageSC.com with recognition as primary sponsor

*All artwork is subject to approval by both sponsor and Heritage Soccer Club

Sponsorship of Heritage Soccer Club may be a tax-deductible expense, please consult your tax or financial advisor. Heritage Soccer Club will provide your business with all relevant documents or paperwork to support filing needs.



A Cause that's Good for Your Brand

Heritage Soccer Club is a non-profit 501 (c) (3) that focuses on children by providing a youth soccer program to just under 500 players. Heritage makes every effort to provide an equal opportunity for underserved and financial disadvantage families to participate in our youth soccer development programs.

For 2015, we had 74 applications for financial aid and were able to provide 57 with a financial award ranging from \$50 to \$1395 per player. Almost all of these families have incomes under \$50K with 35% of the funds helping families with incomes under \$20K including unemployment. Several of these families are also supported by their coaches who also help cover their costs. We do not have nearly enough funds to help families as much as we'd like, and work with coaches to come up with additional ways we can help. For all applicants we extend their monthly payments over the season to help lower their monthly costs.

In addition, we sponsor our youth soccer players, 14 years of age or older, who wish to become soccer referees. Over 30 youth players have passed our 18 hour referee course in the past 2 years covering over 1000 referee slots while getting paid for each game they work. This program requires our youth to develop leadership skills as well as responsibility. They must be one time, prepared and professional. Experienced adult referees mentor them as they gain confidence dealing with challenges and adversity. As a result, this year we are seeing a 15% increase in youth referees signing up to referee game slots from last year. We are very proud to see them grow and learn from this experience.

We believe that we provide an environment for our athletes to understand and embrace teamwork, hard work, practice, competition, commitment, communication and collaboration both in practices and on the playing field. These are all baseline skills that we know future employers will find attractive.





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