



Michigan State Youth Soccer Association

Marketing Program

Fiscal Year 2019

Celebrating 40+ Years of Service to youth players in Michigan!



About Michigan State Youth Soccer Association (MSYSA)



- MSYSA is a statewide, nonprofit and educational youth soccer organization.
- MSYSA represents over 88,000 + youth soccer players, 130,000 parents, 8,000 coaches and 4,000 referees throughout the state of Michigan.
- MSYSA consists of 90+ leagues who register players (boys and girls) from ages 4 through 19 throughout Michigan.
- MSYSA has a total of about 400+ clubs that compete within the State of Michigan.
- MSYSA is a member of US Youth Soccer and the United State Soccer Federation (USSF).
- US Youth Soccer is the largest youth sports association in the United States with over 3 million members.



What is the mission of MSYSA



- Michigan State Youth Soccer Association is dedicated to excellence in leading, educating and serving the soccer community.
- The MSYSA shall provide the governing structure to administer youth soccer in Michigan and shall provide vehicles to communicate information to players, coaches, referees, and other interested parties.



Requirements of an MSYSA Sponsorship...



- Donation to MSYSA or an MSYSA program based on multiple sponsorship levels selected.
 - Bronze, Silver, Gold
 - Assets are dependent on the level of sponsorship executed.
- Sponsorship commitment of at least two years. However, MSYSA prefers long-term relationships.
 - MSYSA can execute contracts that have option years for entities that desire to partner with MSYSA.
- Payment to MSYSA due within 30 days after contract has been signed.
 - An invoice and proper paperwork as required by the IRS (W9) will be provided by the Association to your business.
- Once all materials and payments are received, assets will be disseminated and distributed in accordance with the executed agreement.



MSYSA Sponsorship Benefits...

Category exclusivity is available.

Reach potential market of 250,000 Parents, Players, and Coaches using our mailing lists and website.

- Access to our email lists (140,000+).
- On-site rights at state-run tournaments, coaching clinics, workshops, and the Annual General Meeting.
- Sponsor recognition, advertising, and/or an editorial in the semi-annual Michigan Soccer publication and State Cup Publications.
- Mobile Phone App Push Notifications Available!

Logo with a direct link from the MSYSA website to your website.

Guaranteed Press Release announcing relationship

- Website promotion of sponsor news and events.
- Ability to provide discounts/coupons on products or services with our membership.
- Ability to promote your organization through MSYSA's social media channels as well as video media channels.





Other benefits to consider...

- Sponsors receive **discounted rates** in the annual Michigan Soccer publication.
- The Michigan Soccer publication reaches over **60,000 households** in the State of Michigan!
- Annually, MSYSA has over 3,500 teams play in 50+ state sanctioned tournaments. At these tournaments, **attendance** is estimated at **231,000**.
- MSYSA hosts and runs 3 major tournaments annually (State Cup (Fall/Spring and Jr. State Cup). At these tournaments, average **attendance exceeds 8,000!**
- Donations to MSYSA are tax **deductible**.



Current Website Promotions

Under Armour

- Direct link to the Under Armour Website
- Discounted rates
- Exclusive Appeal Sponsor

Dick's Sporting Goods

- Official Sporting Goods Retailer and Tournament Sponsor of MSYSA
- Discounted rates available
 - 'MSYSA Day at Dick's Sporting Goods' 2x per year & Mobile App Discounts!



MSYSA's Website, www.michiganyouthsoccer.org



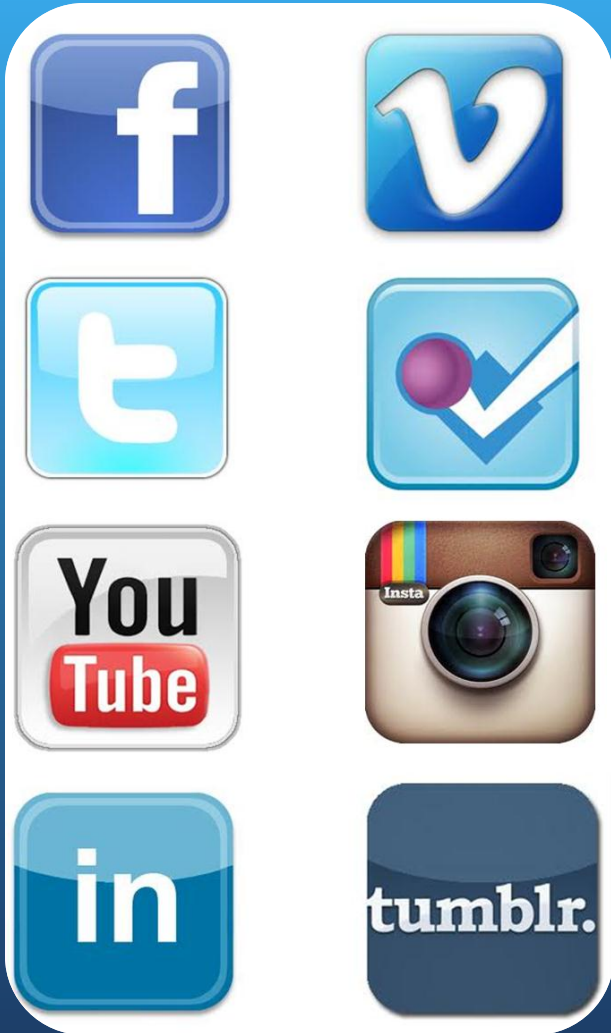
Features such as MSYSA Programs, Tournaments and Events make www.michiganyouthsoccer.org a popular source of information on the internet for over thousands of individuals each year. In addition, the website features coaching education, online resources, tournament and program information, general soccer news and information on upcoming events.



- 494,420 page views for a 12 month period
- 73.6% are returning visitors
- 26.4% are new visitors
- Average Daily Page views: 1,355
- 46.31% of visitors utilize Safari as a browser.
- Average visitor duration: 1.53 minutes.
- 98.51% of visitors utilize a mobile device.



MSYSA Social Media Channels



- MSYSA uses our social media channels for sponsor promotional videos and or commercials.
- MSYSA's social media sites are growing everyday, reaching a wide variety of members.
- MSYSA Continues to grow in followers on various social media pages each year!
- MSYSA assists our **national governing bodies** with National Team social media campaigns! (#USMNT, #USWNT, #OneNationOneTeam, #COPA100 #RoadtoTX, etc.)



MSYSA Publication, *Michigan Soccer*

Michigan Soccer Tryout Guide

“ The Michigan Soccer Tryout Guide is the Official Publication of the Michigan State Youth Soccer Association. This printed publication is produced each spring and is mailed to all MSYSA registered players and coaches. You can view the 2018 Michigan Soccer Tryout Guide by clicking [here](#).

“ Statistics

- » **Circulation:** 60,000+ Households
- » **MSYSA Facebook App** created to view publication on mobile devices.

Michigan Soccer Winter Edition

“ The Michigan Soccer Winter Edition is published each February as an internet-based (eZine) interactive magazine. The eZine is an advanced rich media website that provides numerous benefits to our advertisers as well as providing immediate information to our members. You can view the 2018 Michigan Soccer Camp & Tournament Guide by clicking [here](#).

“ Statistics

- » **Circulation of accompanying post-card:** 60,000+ households
- » **Views:** 46,000+ views
 - **Average ‘Clicks’ per advertisement:** 17 clicks
- » **Print-To-Web Campaign Conversion Rate:** 1.9%



Michigan Soccer Launches Mobile Apps!

NEW!

Michigan Soccer Tryout
Guide Launches on Multiple
Platforms!

- Apple Store & Google Play Store!
- Lite & Premium Versions Available!
- Ability to message users with “Push Notifications”
- 1,000+ app downloads!



Search: ‘MI Soccer Tryout Guide’

Heads Up E-Newsletter

“ Heads Up is the official electronic newsletter of the Michigan State Youth Soccer Association and is recognized as the leading source of soccer information for MSYSA each month. This publication is published each month and is directly circulated to all MSYSA members. This is an exclusive MSYSA membership benefit that features information and guidance on all aspects of soccer within Michigan State Youth Soccer Association. Advertisements in Heads Up reach coaches and decision-makers in youth soccer in Michigan.



Electronic Newsletter, Heads Up

The MSYSA monthly e-newsletter
Heads Up is now available!



Check it out at
www.michiganyouthsoccer.org

Ad Rates Starting at \$50!

MSYSA Annual General Meeting & Awards Ceremony (Sponsor Exposure) **LIVE STREAMED!**



- Over 250+ League Presidents and Delegates attend.
- The MSYSA Annual General Meeting provides our sponsors the ability to advertise their product directly to our membership.
- Signage and banner displays provide more exposure for our sponsors.
- Sponsor information is provided to the club/league 'decision makers.'
- Many players, coaches, referees, volunteers and more are recognized for their support towards youth soccer in Michigan each year!
- Vendor tables are available!





MSYSA Administrator's Workshop

LIVE STREAMED!

- In 2018, MSYSA will be hosting an Administrative Workshop that assists in the education of our member organization administrators!
- Vendor Opportunities Available!

MI

Edu



- Sponsors may support MSYSA in general or may choose to become program specific sponsors within MSYSA.



Coach Education

Risk Management

Olympic Development Program

Olympic Development Program 101

Director's Academy Program

State Cup Tournament

Junior State Cup Tournament

Scholarships, Grants, Annual Awards

And many more...

Types of Sponsorship
with MSYSA!



Online Education

Michigan State Youth Soccer Association is proud to partner with ACTIVE Network to host our Online Coaching & Educational Certification Modules.

- Courses Include:
 - Coaching Education
 - Insurance & Risk Management
 - Disciplinary Manners & More!

Click [here](#) to find out more!



MSYSA State Cup Tournament



Sponsored by, Dick's Sporting Goods



**500+ Teams
in 2018!
(About
10,000
players!)**

- The MSYSA State Cup is the first level of competition in the US Youth Soccer National Championships Series.
- The tournament features age groups of boys and girls teams ranging in ages from Under 13 to Under 19.
- All Final Matches Are Streamed Live! - Match Sponsorship Available!

2019 US Youth Soccer Midwest Regional Championships

- The 2019 US Youth Soccer Midwest Regional Championships will be hosted in Saginaw, Michigan in June, 2019!
- Over 200+ teams will travel to Saginaw MI to compete in the week-long tournament!
- Sponsor & Vendor Opportunities Available!
- Quick Facts:
 - Over 200+ Teams
 - Week-Long Tournament
 - 20 Field Soccer Complex
 - Access to teams from the Midwest Region!
 - For more information contact
 - Tom Faro, tfaro@michiganvouthsoccer.org or
 - Josh Sherman, isherman@michiganvouthsoccer.org

MSYSA Junior State Cup

Sponsored by, Dick's Sporting Goods



**200+ Teams
in 2018!
(About 4,500
players!)**

- The Jr. State Cup is a highly competitive tournament hosted and run by MSYSA.
- The tournament features age groups of boys and girls teams ranging in ages from Under 10 to Under 12.



MSYSA Director's Academy Program



**T-Shirt
Logo
Placement
Available!**

**28 Clubs! (About
2,000 Players from
the ages of 11 to 12
(Boys & Girls)
participating in the
Director's Academy
Program!**

- The MSYSA Director's Academy is a highly competitive program that facilitates and focuses on development, coaching and competition to level players and coaches. This program will provide continued emphasis on creating a superior everyday training environment for all participants.
- The MSYSA Director's Academy Program highlights the top clubs in the State of Michigan each year by providing a highly competitive training environment.

Olympic Development Program

- The Olympic Development Program (ODP) was created in 1977 with a purpose of identifying players of the highest caliber on a continuing & consistent basis for US Soccer National Teams.
- MSYSA currently offers three different ODP Programs; 101 Beginner Academy, GK Academy and Advanced Academy.

**About 500+ Players
Participate in the
ODP ID Weekend!**

**T-Shirt
Logo
Placement
Available!**





101 Beginner Academy Program

- The **101 Beginner Academy** is designed to provide additional training opportunities to competitive/travel players seeking new challenges & to help identify the level of youth soccer players in Michigan.
- Currently, there are over 300+ players participating in the program!

TOPSoccer Program...



The Outreach Program for Soccer...is a community based training and team placement program for youth athletes with disabilities. The program is designed to bring the opportunity of learning and playing soccer to any boy or girl, ages 4-19, who has a mental or physical disability.



- Our goal is to enable the thousands of youth athletes with disabilities to become valued and successful members of the MSYSA/US YOUTH SOCCER family.

**Over
100+
Players!**





Soccer Across America...

- Focused on making soccer available to lower-income children in underserved communities, Soccer Across America provides soccer training and administrative guidance to players and organizations who might otherwise not be exposed to the sport.
- Soccer Across America also helps new programs find the funding and equipment to begin and then to expand their activities.
- In the past several years, Michigan State Youth Soccer Association has donated thousands of dollars in financial and material support to programs across the state.



Over 1,771+ Players!





Other MSYSA Programs...

Risk Management...involves all facets of soccer activity. Premises liability, equipment safety, and human conduct are just some of the problem areas. Soccer leaders have a moral and legal responsibility to control risk exposure.



- **Summer Camps...**all levels of skill and competition will be available at camp, with quality instruction from state and nationally licensed coaches.

- **Tournament Sanctioning...**over 50 statewide tournaments where exposure may be possible.



- **Referee Training, Coach Clinics, Coach Workshops, Registration, & Midwest Regional League.**

MSYSA Gives Back



- MSYSA has established an awards program, scholarships program and a grants program to provide support to local soccer communities, families and members throughout the State of Michigan.
- College Scholarships (5 awarded)
- ODP Scholarships (Male and Female)
- Economic Hardship Scholarships
- Recreational Grants & Recreational Tournament Grants (\$30,000)
- Award Recognition
 - Competitive Coach of the Year (Male and Female)
 - Recreational Coach of the Year (Male and Female)
 - Administrator of the Year
 - Volunteer of the Year
 - Young Referee of the Year
 - TOPSoccer Buddy of the Year
 - Hall of Fame Inductees
- MSYSA Recreational Grant (From a past Member Organization) in the amount of \$30,000 made available for recreational clubs within MSYSA!
- Download the Michigan Soccer Tryout Guide Premium App (\$1.99) to automatically enter into a free registration for the MSYSA ODP ID Weekend!

MSYSA seeks sponsors...



- To help at increasing our overall membership via **increased exposure** and **brand awareness**.
- To **minimize** costs for our members so we can **retain** them.
- To increase our revenues so we can more adequately **serve our members** with our various programs.
- To provide **services** to our membership that **benefits the well-being** of our trustees!
- To involve MSYSA in joint-marketing opportunities and strategic alliances to **raise** the profile of each organization and **mutually benefit** from the increased **exposure** and **branding**.
- To establish **partnerships** with other organizations whose community values and marketing goals are similar to those of MSYSA.



MSYSA retains sponsors...

- By providing substantial exposure for our sponsors.
- By providing significant brand awareness for our sponsors.
- By providing experience in driving traffic and sales.
- By having a dedicated staff committed to sponsor relations and compliance.
- By making sure our efforts make an impact.
- Working to promote our Sponsor and working to expose their product/service to our market.
- By conducting recaps:
 - Continual evaluation and monitoring of ongoing programs.
 - Showing the levels of exposure.
 - Determine the net value of the sponsorship.
 - What's working? What needs improvement, focus, etc.?

**Average
MSYSA
Sponsorship
Length is
about 6.5
Years!**

*We Will Do What It Takes To Deliver The Best
Service For Your Investment*

MSYSA retains sponsors...



MSYSA Sponsorship & Partnership Contacts



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