



MC United Soccer Club Sponsorship



About the club:

MC United Soccer Club (MCU) is a non-profit 501 (c) (3) organization comprised of approximately 20 competitive youth soccer teams (ages 8 – 18) and the Firecrackers Youth Academy (grades K – 2) supporting over 500 youth soccer players annually. MCU players hail from the Wausau, D.C. Everest, Medford, Antigo, Colby, Marathon, Edgar, Merrill, Tomahawk, Rhinelander, and Mosinee school districts.

MCU is a member of the Central Wisconsin Soccer League (CWSL), comprised of teams from Eagle River, Marshfield, Minocqua, Mosinee, Rhinelander, Stevens Point, Waupaca, Wausau, and Wisconsin Rapids. Our State Level teams — representing a higher level of competition — play against teams in the Premier Division, including Appleton, Kenosha, Madison, Milwaukee, Racine, Green Bay, and Whitefish Bay. In addition, all of our teams compete in a minimum of six statewide tournaments during the spring and fall seasons.

Funds raised by MCU sponsorships are used to:

- Provide scholarships for area youth soccer players. These funds cover up to 100% of their registration fees and uniforms, enabling families in financial need the opportunity to participate in MCU.
- Offset cost of fees for families not in financial need. Playing club sports can be expensive even for those that are not considered to be in “financial need”, as defined by free and reduced lunch qualifications, are not able to participate in sports. We do not want any person to be unable to play for our club because of fees. We believe that families receive quite a bit of value from our fees. Our spring program runs roughly 6 to 7 months with multiple practices and games every week and our fall program runs 3 to 4 months.
- Support and grow the MCU Firecrackers Youth Academy, our youth developmental program.

MCU hosts two tournaments:

- The MCU Mountain Bay Cup (early May) attracts more than 90 teams from Illinois, Michigan, Minnesota and Wisconsin with approximately 5,000 attendees at the Peoples State Bank Soccer Complex.
- The Fall MCU Cup (September), attracts more than 90 teams from across Wisconsin, Michigan and Minnesota with the same number of attendees.
- These tournaments are estimated to bring in \$800,000 to \$1,000,000 in revenue to Wausau and the surrounding communities through hotel and food expenditures.

According to the U.S. National Soccer Association, youth soccer benefits children in the following ways:

- **Life balance.** Youth learn at an early age how to prioritize tasks and obligations.
- **Mental Health.** The goal of our program is to build the self confidence of our players. The mental health of youth is a major issue our program wants to help solve.
- **Builds self-confidence.** Youth who play in competitive sports tend to perform above average in school. To win as a team, you play as a team — children develop strategic thinking and communication skills.
- **Physical fitness.** The average soccer player runs about seven miles in a game. The mix of sprinting and endurance develops muscle fibers, and improves aerobic and anaerobic capabilities, flexibility, cardiovascular health and body composition.



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Platinum Sponsor: \$5,000 + (SOLD)

- Naming rights for the spring or for the fall tournament for one year.
 - Each tournament attracts over 5,000 spectators.
- Opportunity to give away promotional items via promotional tent or goodie bags at the spring and fall MCU tournaments, subject to approval.
- Booth at both tournaments
- Company logo, with link to your website, on MC United website sponsors' page for one year along with social media postings on MC United Facebook and Instagram pages.
- Banner at Parking Lot entrance and Near Concessions.
- Golf Outing- Golf outing presenting sponsor
 - 2 teams of 4 Included
 - 2 reception registrations
 - Hole Sponsor

Gold Sponsor: \$3,000

- Sponsorship banner at Soccer Complex at MCU tournaments.
- Booth at both Spring and Fall Tournament
- Company logo on tournament marketing materials.
- Company logo, with link to your website, on MC United website sponsors' page for one year.
- Quarterly social media posts on MC United Facebook and Instagram pages.
- Golf Outing- Choice of reception Sponsor or Golf Car and Range Sponsor
 - 1 Team of 4 included
 - 2 reception registrations
 - Hole Sponsor

Silver Sponsor: \$1,750

- Banner recognition at MCU tournaments.
- Booth at one tournament
- Logo on tournament materials
- Company logo, with link to your website, on MC United website sponsors' page for one year.
- Twice annual social media posts on MC United Facebook and Instagram pages.
- Golf Outing- Bar Sponsor
 - 1 team of 4 included
 - Hole Sponsor

Bronze Sponsor: \$1,000

- Banner recognition at MCU Fall tournament.
- Company logo, with link to your website, on MC United website sponsors' page for one year.
- Golf Outing- Hole Sponsor

Team Sponsor: \$750

- Golf Outing- 1 Team of 4 Included

Donations or Build-Your-Own Sponsorship

- We are always welcome to new ideas and recommendations to raise funds and awareness for the MCU Soccer Club and your business.
- Please Send proposal to Shebra Moseman – contact information listed below.

The above noted sponsorships are for a one-year term; term will be determined upon budget approval by sponsor and MCU Club Board.

MC United's Tax is 26-1444638

Company or Individual Name: _____

Email: _____ **Phone:** _____

Sponsorship Level / Description: _____

Make sponsorship checks payable to: MC United Soccer Club, P.O. Box 1071, Wausau, WI 54402

Email logo and completed form to: Shebra Moseman admin@mcunitedsoccer.org (715)204-5442

Questions: Kevin Kraft fundraising@mcunitedsoccer.org