



# WNY FLASH ACADEMY PARTNERSHIP GUIDE



**2022-2023**



## JERSEY SPONSORSHIP

The WNY Flash Academy includes nearly 100 teams from U7/U8 to U18/U19. Teams compete in: ECNL, ECNL-RL, Elite 64, Thruway League, GLA, & additional local leagues at Sahlen's Sports Park, Epic Center, & Sportsplex. ECNL National Events are all over the United States, from Seattle to New Jersey to Florida and Texas. Additionally, jerseys are showcased at our home facilities in Buffalo (Northtowns/Southtowns) & Rochester for our Central teams.

- **FRONT JERSEY**

- \$25,000 / Per Year (2-Year Agreement)

- **ARM PATCH**

- \$10,000 / Per Year (2-Year Agreement)

- **BACK PATCH**

- \$10,000 / Per Year (2-Year Agreement)

## TRAINING KIT SPONSOR

All WNY Flash Academy players are required to wear their training kit to all practice sessions. Our season starts in September and ends in June-July (Dependent on League Playoffs). Flash players typically wear training kits for camps & additional training programs as well. Locations include: Sahlen's Sports Park & Flash Fields in Elma, ECC North & Epic Center in Williamsville, and TSE and the Irondequoit Sports Center in Rochester.

- **FRONT LOGO**

- \$10,000 / Per Year (2-Year Agreement)

## PROGRAM SPONSOR

\$7,500

Program Sponsorship includes our Jr. Academy Program, Summer Camps, and any additional Flash training or programs implemented throughout the year by Coaches & Directors.

### 1-YEAR CONTRACT

- **NAMING RIGHTS:**

- Jr. Academy, Summer Camps\* and Center of Excellence  
*\*Located in Williamsville, West Seneca, Buffalo, Rochester, Allegany County*
- Social Media Mentions
- Website Mentions
- Apparel

## GAME DAY PRESENTER

\$5,000

Game Day graphics are posted on Facebook, Instagram, and Twitter for every Boys & Girls ECNL & ECNL-RL game day, including when teams are traveling out of state. Between the boys & girls, U15 - U18/U19 there are a total of 384 games a year.

### 1-YEAR CONTRACT

- Featured on all Game Day Graphics for ECNL, ECNL-RL games (Boys & Girls)
- Posted on Facebook, Twitter, & Instagram (7,000+ Followers)
- 16 regular season games, not including showcases or Regional & National Playoffs (32 guaranteed features)
- Additional mentions for any post-season content
- Marketing Pop-Up Tent at ECNL Game Days

## FLASH PACKAGE

\$6,000

Get maximum exposure throughout Sahlen's Sports Park & Flash Fields. Package includes a 36" x 94" banner, 10'x10' banners, 4'x9' banner at Flash Fields, signage throughout SSP, features on our website, Visitor Guide, & our social media.

### 1-YEAR CONTRACT

- o Dasher Board Sign on Boarded Field (36" x 94")
- o Banners on Field 45, Field 1, Field 23 (10' x 10')
- o Banner on Flash Fields A OR B (4' x 9')
- o Brochures/Flyers/Menus in SSP Lobby
- o Content in 2022/2023 Visitor Guide (Full Page, 8.5" x 11")
- o Logo & Link on WNY Flash Academy Website (Featured on home page)
- o Social Media Mentions (Facebook, Instagram, Twitter)

## FORWARD PACKAGE

\$3,000

Introductory package great for businesses looking to make a small investment for big impact. Includes banner, signage at Sahlen's Sports Park, features on our website and social media mentions.

### 1-YEAR CONTRACT

- o Banners on Field 45 OR Field 1 OR Field 23 (10' x 10')
- o Brochures/Flyers/Menus in SSP Lobby
- o Logo & Link on WNY Flash Academy Website (Featured on home page)
- o Social Media Mentions (Facebook, Instagram, Twitter)

## TRYOUT T-SHIRT SPONSORSHIP

\$1,000

WNY Flash Academy tryouts span from the end of May until mid-July. Tryouts are separated into Senior & Youth tryouts, as well as three locations, located in Rochester at TSE, Elma at Flash Fields, and Williamsville at ECC North. In 2022, WNY Flash Tryouts had 1,400 participants from the U7/U8 - U18/U19 age groups.

### 1-YEAR CONTRACT

- o Featured on designed tryout t-shirt by WNY SpecialTees
- o Social Media Mentions throughout tryout season (May - July) (Facebook, Instagram, Twitter)
- o Marketing Pop-Up Tent

## BANNERS

### 1-YEAR CONTRACT

- o **\$2,500** - Banner on Field 45 OR Field 1 OR Field 23 OR Boarded (10' x 10')
- o **\$1000** - Banner on Field 45 OR Field 1 OR Field 23 OR Boarded (5' x 8')
- o **\$1000** - Banner on Flash Fields A OR B (4' x 9')
- o **\$1000** - Dasher Board Sign on Boarded Field (5' x 8')

## WEBSITE

\$500

- o Company + Logo Featured on WNY Flash Academy website
- o Logo on Home Page

### 1-YEAR CONTRACT

**WANT TO PARTNER WITH US?**  
**DEADLINE TO SECURE PARTNERSHIP IS DECEMBER 1ST, 2022**

#### TERMS:

**1 YEAR** - October 1st, 2022 - September 30th, 2023 | **2 YEAR** - October 1st, 2023 - September 30th, 2025

**POINT OF CONTACT:** Chuck Lawless - clawless@wnyflashsoccer.com

# JERSEY SPONSORSHIP



**Jersey Logo:**  
\$25,000 / Per Year  
(2-Year Agreement)



**Badge Logo:**  
\$10,000 / Per Year  
(2-Year Agreement)

The WNY Flash Academy includes 90+ teams from U7/U8 to U18/U19. Teams compete in: ECNL, ECNL-RL, Elite 64, Thruway League, GLA, & additional local leagues at Sahlen's Sports Park, Epic Center, & Sportsplex. ECNL National Events are all over the United States, from Seattle to New Jersey to Florida and Texas.

# TRAINING KIT SPONSOR



**Training Kit Logo:**  
\$10,000 / Per Year  
(2-Year Agreement)

All WNY Flash Academy players are required to wear their training kit to all practice sessions. Our season starts in September and ends in June-July (Dependent on League Playoffs). Flash players typically wear training kits for camps & additional training programs as well.



# PROGRAM SPONSOR

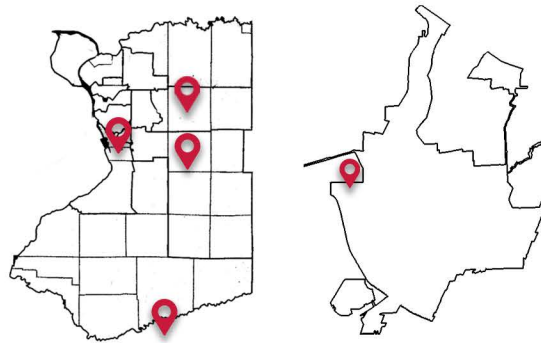


## SUMMER CAMPS

Runs June through August

Located in West Seneca,  
Williamsville, Buffalo, Allegany  
County, & Rochester

300+ participants in 2021 & 2022



WNY Flash Academy summer camps are located in five different locations: Buffalo, West Seneca, Williamsville, Rochester, & Allegany County. Your business would receive naming rights to our camps, as well as having your logo featured on apparel, social media, as well as our website at [wnyflash.com/summer-camps](http://wnyflash.com/summer-camps).



## JR. ACADEMY

Located at Sahlen's Sports Park in Elma  
& Epic Center in Williamsville

Nearly 500 participants in 2021 & 2022

Fall, Winter, Spring, & Summer sessions

Our Jr. Academy program is located at Sahlen's Sports Park & The West Seneca Soccer Complex as well as Epic Center & ECC North in Williamsville. It is fundamental in our Player Pathway here at the Flash and has been since its implementation in 2017. The program is broken down into training sessions as well as game-days on the weekends.

Your business would receive naming rights to the program, as well as becoming the headline sponsor on the Jr. Academy kits each player receives. Additionally, your logo will be featured with all social media marketing, social media mentions, and on our website at [wnyflash.com/jr-academy](http://wnyflash.com/jr-academy).



## CENTER OF EXCELLENCE

Located at Epic Center in Williamsville

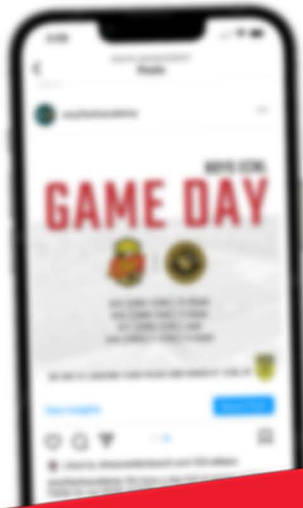
Nearly 200 participants in 2021 & 2022

November - April (Three Sessions)

Our Center of Excellence program is held at Epic Center in Williamsville & was established in 2021. The COE is designed for boys and girls ages 8-14 looking to improve technical ability. COE programming puts an emphasis on individual skill with the ball to assist players with their expression and innovation during gameplay. Small-group training which allows the ball to be at the player's feet as much as possible provides the basic structure for these sessions.

Your business would receive naming rights to the program. Additionally, your logo will be featured with all social media marketing, social media mentions, and on our website at [wnyflash.com/center-of-excellence](http://wnyflash.com/center-of-excellence)

# GAME DAY PRESENTER



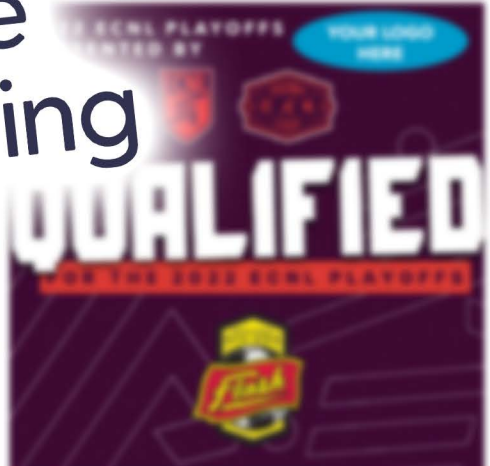
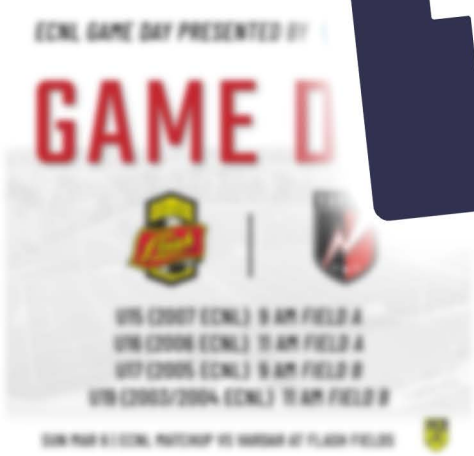
# SOLD!

Game  
Facet  
social  
7,000

graphics,  
and on  
the  
social  
ple.



**Trusted  
Nurse  
Staffing**



Game Day graphics are posted on Facebook, Instagram, and Twitter for every Boys & Girls ECNL & ECNL-RL game day, including when teams are traveling out of state. Between the boys & girls, U15 - U18/U19 there are a total of 384 games a year.



# FIELD BANNERS



With 750,000 visitors a year, 150+ tournaments, and 60+ ECNL & ECNL-RL game days, your business will receive maximum exposure at our facilities with a field banner of our choice. Packages below breakdown cost, field location, and field banner size.

**\$2,500 / YEAR**

Banner on Field 45 OR Field 1 OR Field 23 OR Boarded Field (10' x 10')

**\$1,000 / YEAR**

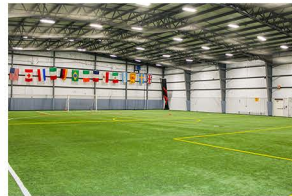
Banner on Field 45 OR Field 1 OR Field 23 OR Boarded Field (5' x 8')

**\$1,000 / YEAR**

Banner on Flash Fields A OR B (4' x 9')

**\$1,000 / YEAR**

Dasher Board Sign on Boarded Field (5' x 8')

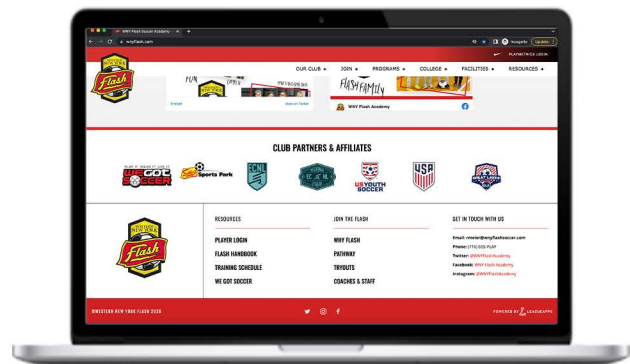


## WEBSITE

Our website receives 14,000 clicks per month and had 170,000 visitors in 2021-2022. All information in regards to our club, programming, camps, events, press releases, etc. can be found here. Updates are made every week and users are active from Facebook, Instagram, Twitter, and Google.

**GOOGLE ANALYTICS:** 3,000+ Views/Month, 200+ Actions/Month, 2,500 Searches/Month

**WEBSITE ANALYTICS:** 170,000+ Page Views/Year, 70,000+ Website Sessions/Year, Largest audience comes from Facebook/Instagram.



### CLUB PARTNERS & AFFILIATES



Club Partners & Affiliates slider includes a link to your businesses website or social media.

# TRYOUT T-SHIRT SPONSORSHIP



WNY Flash Academy tryouts span **from the end of May until mid-July**. Tryouts are separated into Senior & Youth tryouts, as well as location.

**U15 - U18/U19 (Senior)**

**U13 - U14 (Youth)**

**U10 - U12 (Youth)**

**U7/U8 - U9 (Youth)**

## TRYOUT STATS

*Tryouts are located in 3 locations*

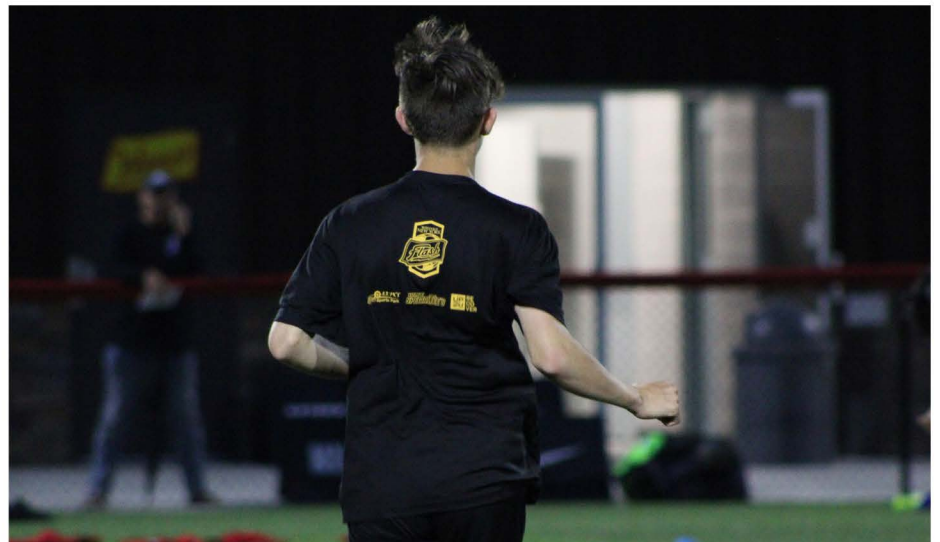
**Elma:** Flash Fields

**Williamsville:** ECC North

**Rochester:** TSE &  
Irondequoit Sports Center

1,400 participants in 2022

1,200 participants in 2021

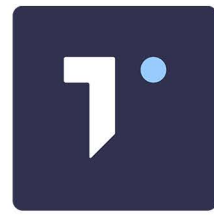


YOUR LOGO HERE!

Your business will be featured on the back of all tryout shirts worn by over 1,400 players from across New York, to Erie, Pennsylvania all the way to Canada. The shirts are designed with great quality in mind, and that players can re-wear these shirts for years to come.



# CURRENT PARTNERS



**Trusted  
Nurse  
Staffing**



# ***ADDITIONAL INFORMATION***

**PARTNERSHIP DEADLINE IS  
DECEMBER 1ST, 2022!**

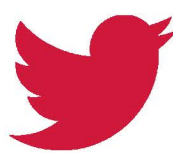
## **TERMS**

**1 YEAR** - October 1st, 2022 - September 30th, 2023

**2 YEAR** - October 1st, 2023 - September 30th, 2025

**POINT OF CONTACT: CHUCK LAWLESS**

clawless@wnyflashsoccer.com



wnyflash.com

**@WNYFLASHACADEMY**