



WNY FLASH ACADEMY PARTNERSHIP GUIDE



2023-2024

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.

- **ARM PATCH**
 - \$10,000/ Per Year (2-Year Agreement)
- **BACK PATCH**
 - \$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***
* 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 – U18/19, there are a total of 480 games a year.

- **1-YEAR CONTRACT**
- Featured on all Game Day Graphics for ECNL, ECNL-RL games (Boys & Girls)
- Posted on Facebook, Twitter, & Instagram (8,000+ 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 content

FLASH PACKAGE \$7,000

Get maximum exposure throughout Sahlen's Sports Park & Flash Fields. Package includes a 36" x 94" banner, 10' x 10' banners, 4' x 9' banner at Flash Fields, signage throughout SSP, features on our website, Visitor Guide, & our social media.

1-YEAR CONTRACT

- Dasher Board Sign on Boarded Field (36"x94")
- Banner on Field 45 & Field 1 (10'x10')
- Banner on Flash Fields A OR B (4'x9')
- Brochures/Flyers/Menus in SSP Lobby
- Content in 2023/2024 Visitor Guide (8.5"x11")
- Logo & Link on WNY Flash Academy Website (Featured on home page)
- Social Media Mentions (Facebook, Instagram, Twitter)

FORWARD PACKAGE \$3,500

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

1-YEAR CONTRACT

- Banners on Field 45 OR Field 1 OR Field 23 (10'x10')
- Brochures/Flyers/Menus in SSP Lobby
- Content in 2023/2024 Visitor Guide (8.5"x11")
- Logo & Link on WNY Flash Academy Website (Featured on home page)
- 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; GRSP in Rochester, Flash Fields in Elma, & ECC North in Williamsville. In 2023, WNY Flash Tryouts had 1,800 participants from the U7/U8 - U18/U19 age groups.

1-YEAR CONTRACT

- Featured on Designed Tryout T-shirt
- Social Media Mentions During Tryout Season (May - July on Facebook, Instagram, Twitter)
- Marketing Pop-Up Tent

BANNERS

1-YEAR CONTRACT

- \$3,000 - Banner on Field 45 OR Field 1 OR Field 23 OR Boarded Field (10'x10')
- \$1,500 - Banner on Field 45 OR Field 1 OR Field 23 OR Boarded Field (5'x8')
- \$1,500 - Banner on Flash Fields A OR B (4'x9')
- \$1,500 - Dasher Board Sign on Boarded Field (5'x8')

WEBSITE \$500

1-YEAR CONTRACT

- Company & Logo Featured on WNY Flash Academy Website
- Logo Featured on Home Page

WANT TO PARTNER WITH US?

DEADLINE TO SECURE PARTNERSHIP IS DECEMBER 1ST, 2023

TERMS - 1 YEAR

October 1st, 2023 - September 30th, 2024

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

PROGRAM SPONSOR

SUMMER CAMPS



Runs June through August

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

300+ Participants in 2022 &
2023



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.

JR. ACADEMY



Located at Sahlen's Sports
Park, Epic Center, & ECC
North

Nearly 500 Participants in
2022 & 2023

Fall, Winter, Spring, &
Summer sessions



Our Jr. Academy program is located at Sahlen's Sports Park, 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 during the week, 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.

FIELD BANNERS



With 1.25 million 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.

\$3,000 / YEAR

Banner on Field 45 OR Field 1 OR Field 23 OR Boarded Field (10'x10')

\$1,500 / YEAR

Banner on Field 45 OR Field 1 OR Field 23 OR Boarded Field (5'x8')

\$1,500 / YEAR

Banner on Flash Fields A OR B (4'x9')

\$1,500 / YEAR

Dasher Board Sign on Boarded Field (5'x8')

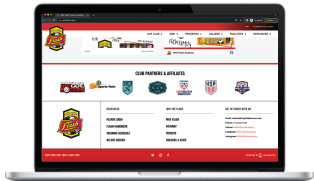


WEBSITE

Our website receives 14,000 clicks per month and had 170,000 visitors in 2022-2023. 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.

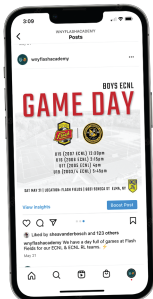


CLUB PARTNERS & AFFILIATES



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

GAME DAY PRESENTER



Game Day Graphics are posted on Facebook, Instagram, & Twitter. Our social media presence reaches over 8,000 people organically per post.



Your logo & business name will be featured on all game day graphics for our U15 - U18/U19 Boys & Girls Flash Academy teams playing in the ECNL & the ECNL-RL.



In addition to game day graphics, your business will be included on playoffs graphics featuring the ECNL. The ECNL database on social media is over 220,000 people.



ECNL GAME DAY PRESENTED BY

YOUR LOGO
HERE

GAME DAY



U15 (2007 ECNL) 9 AM FIELD A
U16 (2006 ECNL) 11 AM FIELD A
U17 (2005 ECNL) 9 AM FIELD B
U18 (2003/2004 ECNL) 11 AM FIELD B

SUN MAR 6 | ECNL MATCHUP VS VARDAR AT FLASH FIELDS



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 480 games a year.

TRYOUT T-SHIRT SPONSOR



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

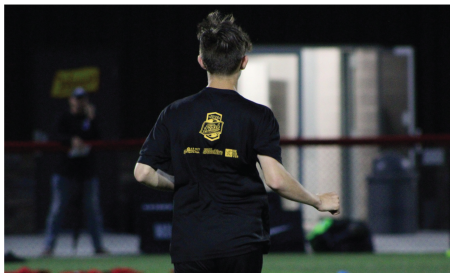
Williamsville: ECC North

Rochester: Glacier Ridge Sports Park

1,800 participants in 2023

1,400 participants in 2022

1,200 participants in 2021



Your business will be featured on the back of all tryout shirts worn by over 1,800 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.

YOUR LOGO HERE!

ADDITIONAL INFORMATION

**PARTNERSHIP DEADLINE IS
DECEMBER 1ST, 2023!**

TERMS

1 YEAR: October 1st, 2023 – September 30th, 2024

POINT OF CONTACT

Chuck Lawless - clawless@wnyflashsoccer.com



wnyflash.com

@WNYFLASHACADEMY

CURRENT PARTNERS



**Trusted
Nurse
Staffing**

