

PIKE YOUTH SOCCER CLUB, Inc. MARKETING

dba Indy Burn, Pike Soccer Club,
Mary & John Geisse Soccer Complex Citizens Advisory Committee

Since 1979, Pike Soccer Club, has served Indianapolis area families with a variety of soccer related programs. PSC is healthy, active, sports minded children and their parents involved with their community. PSC serves over 3000 children each year from 3-18 years. Pike Soccer Club helps teach children team work, sportsmanship, fair play and helps build self-esteem with its developmentally appropriate approach. Sponsors and advertisers enjoy a terrific array of marketing vehicles to reach Pike Soccer Club's 10,000 members.

MJGSC CAC is a group of concerned citizens working with Indianapolis government, Indy Parks, foundations, and companies and corporations, in the on going effort to make improvements to Mary & John Geisse Soccer Complex at Eagle Creek.

CONTACT: THOMAS J. GEISSE

<mailto:PresidentEmeritus@PikeYouthSoccerClub.org>

All rates subject to change. Call for latest rate card.

Revised January, 2006

Mary & John Geisse Soccer Complex Development Eagle Creek Park

Entire amount goes to MJGSC Fields Development account and is used to make improvements to Eagle Creek Park athletic field complex next to Colts complex.

Donate now to New Field Development Fund:

1. Mail check to PSC, P.O. Box 532472, Indianapolis, IN 46253 or call 317-329-9017. 100% of donation to new fields.
2. Use credit card via PSC web site. Click Donate, links to secure Network for Good site for immediate credit card donations with 100% of donation to new fields.
3. Give to United Way of Central Indiana #8462. All money sent to UWCI Pike Soccer Club #8462 goes to Mary & John Geisse Soccer Complex improvements at Eagle Creek Park, unless otherwise designated by donor. United Way of Central Indiana, 3901 North Meridian Street, Indianapolis, IN 46208.

New Field Development Sponsorships

All sponsorship packages are customized to your requirements to maximize results.

Platinum \$12,500./year, Eight years, \$100,000.

Permanent Name and sponsorship level on sponsor board.

Permanent sponsorship plaque on one of four areas on the fields.

For 8 years: Logo displayed on travel uniforms; Full page ad in all Club-sponsored soccer tournament books; Sponsorship sign at all club major events, tournaments and registrations; Logo on all Club literature, including registration forms, newsletters, and Club letterhead; Name & sponsorship level on Club website with direct link to Sponsor's home page.

Gold \$12,000./year, Five Years, \$60,000.

Permanent Name and sponsorship level on sponsor board.

For 5 years: Logo on Recreation League uniforms; Full page ad in all Club sponsored soccer tournament books; Sponsorship sign at all Club tournaments; Name & sponsorship level on Club website with direct link to Sponsor's home page.

Silver \$6700./year, Three Years, \$20,000.

Name and sponsorship level on sponsor board.

For 3 years: Full page ad in all Club-sponsored soccer tournament books; Sponsorship sign at all Club tournaments; Name & sponsorship level on Club website with direct link to Sponsor's home page.

Bronze \$2500./year, Two Years, \$5,000.

Name and sponsorship level on sponsor board.

For 2 years: Full page ad in all Club-sponsored soccer tournament books; Sponsorship sign at all Club tournaments for 2 years.

For more information, please contact Thomas Geisse, PSC, 317-329-9017.

Sponsorships are tax deductible to the extent provided by law.

Market to 3000 active children ages 3-18 and their parents who spend on their children.

Pike Youth Soccer Club is the largest youth program of its kind in Marion County and the second largest soccer club in Indiana. The thousands of families served by the Club represent a wide socioeconomic spectrum closely matching the demographics of Pike Township school system. The mission of Pike Youth Soccer Club is "to provide the best possible environment for youth in the community through fun, fair play, and player improvement." Begun by volunteer community members in 1979, Pike Youth Soccer Club has quickly grown. Pike Township in Marion County is the fastest-growing and one of the most diverse communities in the state during the past decade. Pike Soccer Club registers more than 2500 children in the program each year from Pike Township and surrounding areas. The Club is inclusive and diverse, serving youth from half of Marion County, plus Carmel, Zionsville, Brownsburg, Plainfield, Avon, and Center Grove. PSC participates in Soccer Start I-465, the Indiana Youth Soccer Association's Hispanic outreach program.

Donate or Sponsor via Club web site

Donations: PSC is a 501c3 not for profit; please donate for equipment, facility improvements or scholarships. Select General Funds, Scholarships, or New Fields development. All donations are tax deductible.

Sponsorships for New Fields Development: PSC relies upon the generosity of community businesses and families to help raise money for development of the Mary & John Geisse Soccer Complex at Eagle Creek Park. You may sponsor a goal or a field with the "Sponsor a Goal" fundraising program. Your family or business name is proudly displayed on a goal for the season. A great way for your family or business to be recognized as a proud PSC sponsor. When registering your child, click Sponsor a Goal for \$250. or Sponsor a Field for \$500. per season.

PSC Newsletter mailed to 2000 PSC families.

In addition to Sponsors' logos, each newsletter may include ads and inserts; camera ready only. Payment with order. Board approval required.

Banner across PSC Newspaper ads:

"PSC supporter" banner ad on top/bottom of Registration/Try out newspaper ad. Call for current pricing.

Vendor Space Available: Reserved for Sponsors.

PikeYouthSoccerClub.org or PikeFest.org Web Sites Ads/Links:
Reserved for Sponsors.

Sponsor Board at Fields: Reserved for Sponsors.

Uniform Patches/logo's: Reserved for Sponsors.

Distribution of advertising materials to members is discouraged in favor of website and mailings. Occasionally sponsors may distribute materials via coaches.

PIKE SOCCER TOTS

Soccer Tots provides a forum for preschool children and their parents to develop both physically and socially in teamwork activities designed around the fundamental concepts of soccer. A key element of the program is accessibility to all who wish to participate. Primary equipment is provided to all participants, while costs to participants are kept to a minimum. Over 140 families typically participate in the program. Soccer Tots directly impacts young children and families through structured activities that promote physical wellness; individual confidence and self-esteem; and the benefits of working together as a team. All proceeds benefit Pike Soccer Tots.

\$1000. Full Sponsorship Includes sponsorship banner on the fields, logo on ball given to participants, full page ad in tournament book, logo on literature, web site with link to home page, name on sponsor board.

\$750. Supporting Sponsorship Includes sponsorship banner on the fields, half page ad in tournament book, logo on literature, web site with link to home page.

\$500. Contributing Sponsorship Includes sponsorship banner on the fields, half page ad in tournament book, logo on literature.

PIKE FEST TOURNAMENT

Proceeds of Pike Fest tournament go to PSC Scholarship Fund.

Naming rights to annual tournament: \$3000. each year.

Name of tournament includes sponsor's name and logo. Name on sponsor board, all tournament literature, web pages, and publications. Name included in all tournament emails, registration materials, and applications. Logo on front cover and full page ad on back cover of tournament books. Full page ad in all Club-sponsored soccer tournament books. Sponsorship sign at all Club major events, tournaments and registrations. Name on tournament website year 'round with direct link to Sponsor's home page. Name on any new balls purchased for tournament. Name on tournament apparel for sale (except outside vendor picture t's).

Trophy sponsor: \$1500.

Name on each trophy, all tournament literature, web pages, publications. Name included in all tournament emails, registration materials, and applications. Logo on front cover and full page ad on inside back cover of tournament books. Full page ad in all Club-sponsored soccer tournament books. Sponsorship sign at all tournament trophy presentation tent area, plus at tournament registration. Name on tournament website year 'round with direct link to Sponsor's home page.

Vendor space available: call Tournament Director for rates.

PIKE FEST TOURNAMENT PROGRAM BOOK:

Given to each family from each of 100 participating teams from Indianapolis, Indiana, Ohio, Kentucky and Illinois.

Inside Front Cover	\$350.	.5" wide by 8" high
Full Page	\$200.	5" wide by 8" high
Half Page	\$125.	.5" wide by 3.75" high
Quarter Page	\$75.	2.25" wide by 3.75" high
Business Card	\$40.	3.25" wide by 2" high

All rates subject to change.

Program Book Ad Specifications: Ads must be submitted as camera-ready art via email.