



PAISLEY ATHLETIC BECOME A SPONSOR

ABOUT

PAISLEY ATHLETIC FC IS KEARNY, NEW JERSEY'S FIRST WOMEN'S PRO-AM CLUB WITH A NEWLY CREATED YOUTH GIRLS ACADEMY PROGRAM.

PAISLEY WAS FOUNDED IN 2021 TO CREATE OPPORTUNITIES FOR FEMALE ATHLETES ON AND OFF OF THE FIELD. THE CLUB IS COMPRISED OF A PRE-PROFESSIONAL WOMEN'S TEAM COMPETING IN USL-W, A RESERVE TEAM COMPETING IN EDP U-23, AND A YOUTH ACADEMY PROGRAM COMPETING IN SUPER-Y LEAGUE, USYS NATIONAL LEAGUE AND EDP.

THE CLUB OPERATES IN THE SPRING, SUMMER AND FALL AND IS HOMETO 200 FEMALE ATHLETES. HOME GAMES ARE PLAYED IN KEARNY, NJ. JOIN US THIS SEASON AS WE CONTINUE TO ADVANCE WOMEN'S SOCCER.

USL BY THE NUMBERS

82.7K followers across Facebook, Twitter, and Instagram (12% increase YoY)

5M total impressions YTD (17% increase YoY)

132K engagements YTD (130% increase YoY)

3.5M reach YTD (39% increase YoY)

665.5K video views YTD (79% increase YoY)

32.2K TikTok followers (29% increase YoY)

90.8K YouTube subscribers on USL on YouTube (Account less than a year old)

575K total YouTube views

COMMUNITY PARTNER \$500

- SLEEVE OF MATCHDAY JERSEY SPONSOR (CLUB-WIDE – 8 TEAMS)
- SOCIAL, WEBSITE, EMAIL PROMOTION
- PRESS MENTIONS WHERE APPLICABLE
- FIELD SIGNAGE FOR HOME GAMES
- SEASON MVP AWARD SPONSOR
- PAISLEY SUPPORTERS CLUB – MERCH PACK
- SEASON TICKETS TO USL-W HOME GAMES

OTHER SPONSORSHIP OPPORTUNITIES

SPECIAL EDITION JERSEY – \$2,000

COACH SPONSOR – \$2,000

PLAYER SPONSOR – \$750

BALL KIDS SHIRTS – \$1,500

PLAYER WARM UPS – \$1,500

TRAVEL SHIRTS & POLOS – \$2,500

DIGITAL SPONSOR – \$1,500

CLUB SPONSOR – \$500

IN GAME OPPORTUNITIES/PER GAME

ANNOUNCEMENT VIA PA SYSTEM & SOCIAL MEDIA

CORNER KICK SPONSOR – \$50

GOAL KICK SPONSOR – \$50

NATIONAL ANTHEM – \$25

LINE UPS – \$25

HOME TEAM GOAL – \$50

HOME TEAM SAVE – \$50

GET YOUR BRAND ON OUR JERSEY

