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

heather@paisleyathletic.com | www.paisleyathletic.com
GET YOUR BRAND ON OUR JERSEY

FRONT JERSEY $25,000
FRONT SHORT $2,500
BACK SHORT $2,500
BACK JERSEY $10,000
BACK JERSEY $7,500

TRAINING SHIRT FRONT $3,000
TRAINING SHIRT BACK $1,500