

Missouri Reign Club Sponsorship/Partnership Information

2023-2024 Season





About Us

Founded: 2023

Club Nickname: The Reign

Crest Colors: Dark Navy, Gold, Maroon

Kit Colors: Dark Navy, Light Purple, Powder/Sky Blue

Club Principles:

- Active and engaged in the community around us.
- Focus is on Mid-Missouri talent, who grew up in the area/play collegiately at a local college.
- Supportive of the local soccer community.
- Full transparency for players, families, partners, and community.

Board of Directors

President: Dakota Acock

Vice President: Mark Goodson

Sponsorship Liaison: Kurtis Boardsen

Senior Advisors: Zach Leary

Quinn Walker

Zachary Fisher

Executive Manager of Operations: Colby Blatz

Director of Online Services: Matt Frappier

League Information

League Name: Women's Premier Soccer League

Region: Central

Conference: Heartland

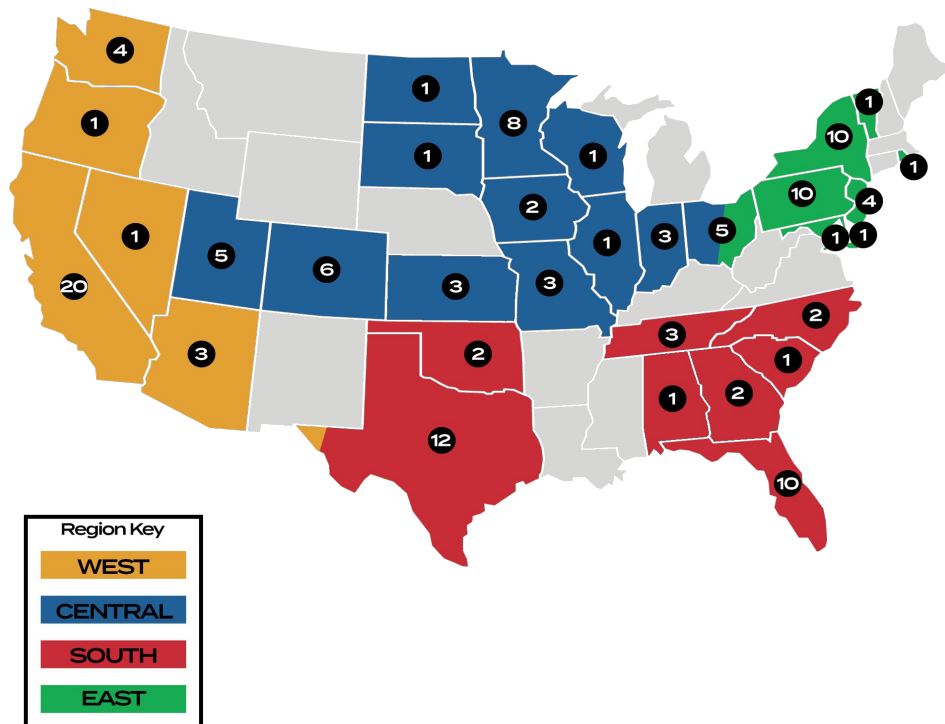
Heartland teams: KC Courage, Kansas City Scott Gallagher SC, Sunflower State FC, Oklahoma City FC, FC Wichita, Side FC (Tulsa).

The WPSL was founded in 1998, and recently celebrated its 25th birthday. WPSL is still the longest-active women's soccer league in the United States, and also the largest women's soccer league in the world. In 2024, the league announced it will host 142 teams.

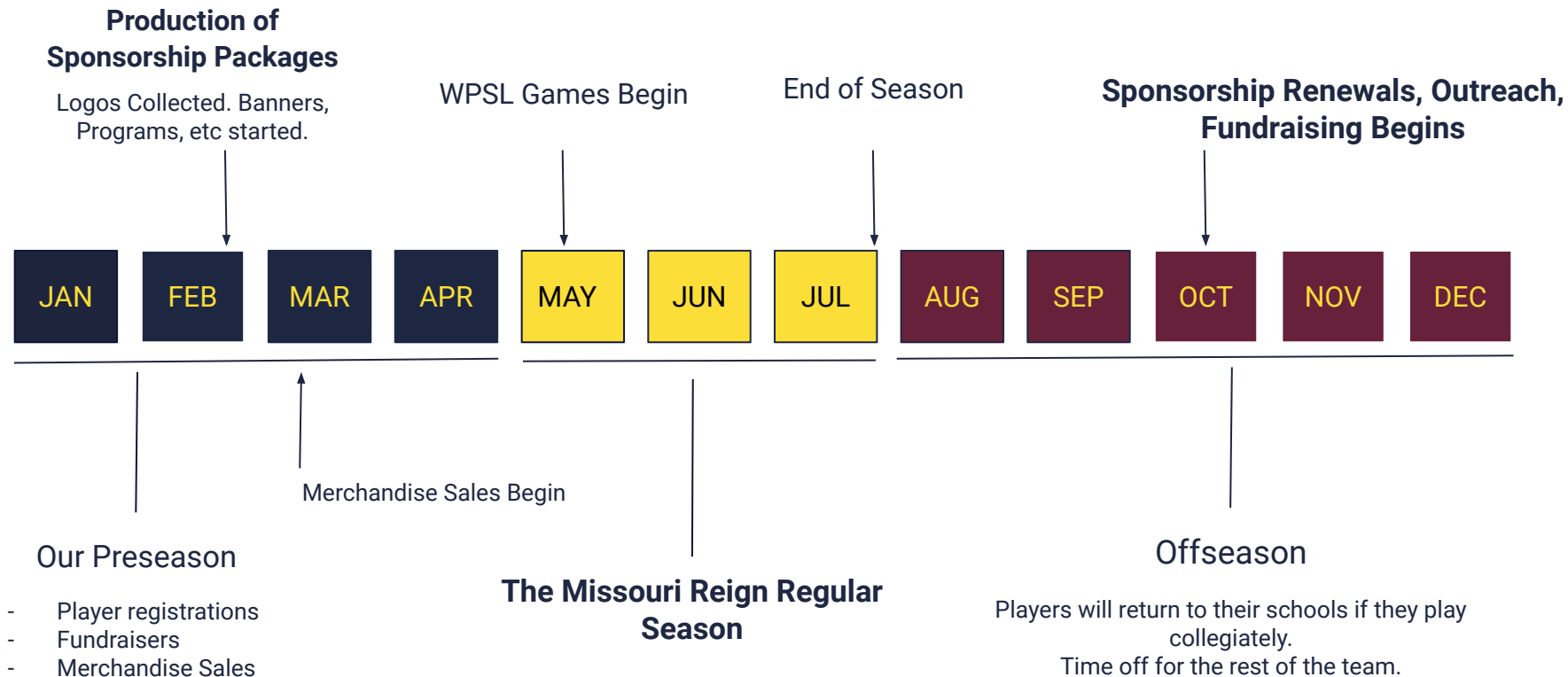
More of the WPSL history can be found here:
wpslsoccer.com/about-the-wpsl

WPSL TEAMS BY STATE

*As of March 1, 2023



Our Calendar



Club Media

Club Social Media Handles:

Twitter/X: @MissouriReign

Instagram: @missouri.reign

Facebook: Missouri Reign

Website: missourireign.com

Social media outreach will grow exponentially as we get closer to our season, as we have just launched our new rebranded pages.

We also partner with AFC Columbia men's team, with joint promotions and posts. The numbers for last year for both the men's and women's team are shown to the right.

Missouri Reign or AFC Columbia have been covered by:



@AFCCOLUMBIA
1415+ Followers



AFC COLUMBIA
570+ Followers



@AFCCOLUMBIA
1150+ Followers



AFCCOMO.COM
41,000+
Visits Since 1/22

423.2K IMPRESSIONS
IN 2022

+71% FROM
2022

Partnership Opportunities



Rewards Packages

Our basic rewards structure is customizable and can be tailored to suit your preferences. For more specific needs, we offer packages with rewards on the following slides. These options are available for those who prefer a donation or when the customized slots are filled up.

Bronze Sponsorship Tier

(Monetary Value: \$500)

- Company name/logo on our website
- Company logo on throw T-shirt
- Social Media Promotional Post

Silver Sponsorship Tier

(Monetary Value: \$1,000)

Bronze Benefits, Plus:

- 5 Season tickets for yourself/employees
- Option for Promotional booth at a home game
- PA announcements

Gold Sponsorship Tier

(Monetary Value: \$1,500)

Bronze and Silver Benefits, Plus:

- 10 season tickets for yourself/employees
- Option to have promotional booth at all home games
- Special recognition at all home games
- Banner

Platinum Sponsorship Tier

(Monetary Value: \$2,500 and above)

Full benefits of Bronze, Silver, and Gold tiers, plus a signed team ball, a jersey courtesy of the club with company name on the back (your choice of which kit), and a team gift shop card. For this tier, we are also open to ideas to incorporate your business in our game day experience.

Kit Sponsorship Packages

The most prominent form of sponsorship will be the logos we have on our game worn kits.

The Missouri Reign will have three kits: a home kit, an away kit, and an alternate kit. These will be worn over the course of 10 games in the WPSL, and 6-8 games for the reserve team.

Note: The kits will be collected back by the club, so the sponsorship will be for the lifetime of the kit. Future year sponsorship price can be discussed and set before agreement is made.

Kit Designs Descriptions: (pictures will be provided once the final production design is completed).

Home Jersey - Dark Navy Kit, with gold bordering/accents. Digital, plight navy pattern woven into the background.

Away Jersey - Lilac Kit with white and gold bordering. Sublimated, with the Missouri Reign logo faded into the back of the kit.

Alternate Jersey - Light/Sky Blue Kit with White and Navy bordering. Sublimated, with a pinstripe pattern across it.

Reign Jersey Sponsorship Options

- 1. Main Logo Sponsorship: \$3,000**
 - Logo placement on all three kits
 - Platinum tier sponsorship benefits
 - Signed Jersey at the end of the year with business name on the back
 - PA announcements before the start of every game
 - Game Day ticket ad placement
 - Halftime presentation at one of the home games
- 2. ~~Back Logo Sponsorship: \$1,500~~ Sponsor: Arris' Pizza**
 - Logo placement on all three kits
 - Gold Tier sponsorship benefits
 - Signed Jersey at the end of the year
 - PA announcements during every game
- 3. Sleeve Secondary Logo: \$750**
 - Logo placement on all three kits
 - Silver Tier sponsorship benefits
 - Signed ceremonial ball at the end of the year
 - PA announcements during every game

Jersey Sponsorship Examples



Example Kit (not actual kit)



1. Main Sponsorship Logo
- ~~2. Back of kit Sponsorship logo~~
3. Sleeve Secondary Logo

These logos are already on the kit

4. Benben Apparel Logo
5. WPSL logo



Warm-up Sponsorship Packages

The next most prominent form of sponsorship will be the logos we have on our warm-up tops.

These warm up tops will be worn during our training sessions, for travel on game days, and worn while we warm up before out games.

These dri-fit warm up tops will be kept by the players at the completion of the season, so the chances that they will be seen around the community will be pretty high. We will have new warm-ups next year. Sponsors will have first right of refusal for the following years.

Warm-up Top Designs Descriptions: (pictures will be provided once the final production design is completed).

Short Sleeve Warm-up Top - A rich gold short sleeve dri-fit t-shirt, that has the Missouri Reign Crest over the heart. The logos will be sublimated in the design, so they won't peel or fade off.

Long Sleeve Warm-up Top - A deep maroon dri-fit long sleeve shirt, that has the Missouri Reign Crest over the heart. The logos will be sublimated in the design, so they won't peel or fade off.

Reign Warm-up Top Sponsorship Options

1. ~~**Main Warm-Up Top Sponsorship - \$2,000**~~
 - Logo placement on both warm up tops.
 - Platinum tier sponsorship benefits.
 - A signed Jersey (kit of your choice)
 - Team store gift card
 - PA announcements during warmups.
2. **Back of Warm-up Sponsorship - \$1,500**
 - Logo placement on both warm up tops.
 - Gold tier sponsorship benefits.
 - Team store gift card
 - PA announcements during warmups.
3. **Secondary Sleeve Sponsorship - \$750**
 - Logo placement on both warm up tops.
 - Bronze tier sponsorship benefits.
 - Signed Cerimonial Ball at end of year.
4. **Tertiary Sleeve Sponsorship - \$750**
 - Logo placement on both warm up tops.
 - Bronze tier sponsorship benefits.
 - Signed Cerimonial Ball at end of year



Warm Up Top Sponsorship

1. Main Warm-up Top Sponsorship Logo
2. Main Back of Warm-up Sponsor
3. Secondary Sleeve Sponsor Logo
4. Tertiary Sleeve Sponsor Logo
5. Brand Logo

Warm Up and Practice Top Sponsorship Example Kits

These will be the tops we use for our practices, as well as what we wear for game day travel and warm ups on the field before switching to our jerseys.



Other Sponsorship Opportunities

Media Day Sponsor

Our program will have a media day with some local photographers. This will be a single day event, providing a quality team bonding experience and getting some professional photos for our website. Will also be providing a dinner to the team, so this helps fund that.

This is a great opportunity to promote your business during our media day event.

In this package:

- *A team photo with the sponsor's flag/banner. Coaches/Board with Reps.*
- *All media day posts will mention/tag sponsor, a special thank you media post stating our media day is sponsored by you.*
- *Special P/A thank you during our first game.*

COST: \$750

Website Sponsor

Our team will need and has a website that will operate as one of the main forms of promotion of our athletes that we have.

Our webpage will host our schedule, the league table, all of our sponsors, our staff and their biographies, all our sponsors, and most importantly our roster and player biographies.

This offer is available for one business only, and will fund and power our webpage for 3 full years.

This is a great opportunity to promote your business to all those who visit our website. .

This package will include:

- *All gold tier benefits.*
- *"Powered by your company" at the footer of our website.*

COST: \$1,000 (for three years)

Program Sponsor

Our program will have a digital option that will be available during all games. A scannable QR code will take fans to it, where they can see the rosters, staff bios, board member bios.

This is a great opportunity to promote your business and any promotion or service you are providing during the year. We can design the space with you, or insert whatever you design in that space.

At the end of the season, we will have a commemorative season physical copy to purchase.

Options

Full-page – \$500

Half-page – \$250

1/4-page – \$150

Throw Shirt Sponsor

The T-shirt will have the Missouri Reign crest on the front, with the Sponsor's name/logo will be included on the back of T-shirts tossed to the crowd by the starters at each home game. In addition, all players and coaches will receive and wear the shirts.

COST: \$250

Partnership with AFC Columbia

In the fall of 2023, the Missouri Reign and AFC Columbia entered a partnership to help unite the Central Missouri soccer community. The groups will operate with their separate identities, yet work together in a brother/sister relationship under a parent organization.

Missouri Reign

Established in 2023

Competes in the WPSL

AFC Columbia

Established in 2020.

Competes in the MPSL

There are multiple opportunities for a joint sponsorship venture with both programs. While they are 'separate', they are combining efforts to Unite the Mid-Missouri soccer community. The teams will play multiple games back to back, supporting each other in their respective leagues, to create an enjoyable game day experience for the community around them.



Joint Banner Sponsorships

The Missouri Reign and AFC Columbia will have the opportunity to host multiple games back to back throughout the year.

We will have banners along the fans sideline for both the men's and women's doubleheader, as well as the individual home games.

Funds will be split evenly between the two clubs.



Sideline Banners are 6"x 3"
Located directly in front of fans and
visible on the video streams.
Includes 2 season ticket passes.

Can be purchase with QR code to the right



GO TO WEBSITE PAGE

COST: One Year \$400

Joint Game Day Sponsorship Opportunities

Match Sponsor (Joint or Individual)

The opportunity to be a match sponsor for the Missouri Reign and AFC Columbia Game Day Event.

Allows you or your company to entertain your guests at the highest level AFCC and the Missouri Reign can offer. An ideal way for you to entertain clients and friends in a relaxed atmosphere. This package creates an excellent opportunity to promote your business and at the same time support the club.

Included in the package:

- *25 match tickets that also includes a 20x10 private tent space*
- *2 PA Announcements ("this match is brought to you by...")*
- *Announcement on Social Media and logo inclusion on all associated posts*
- *Signed Jersey presented at the end of match.*
- *Sponsor the Player of the Match (picture with the player, tagged in the Player of the match post)*

COST: \$600 / \$350 for just 1 team

Match Ball Sponsor (Joint or Individual)

The opportunity to be a match ball sponsor for a Missouri Reign or AFC Columbia match.

Allows your company to promote themselves at a slightly smaller scale for one home game.

*As a match ball sponsor, you will receive:
A ceremonial ball signed by the entire Missouri Reign and AFC Columbia team on that matchday presented after the game.*

Also included:

- *10 match tickets*
- *2 PA Announcements*
- *Announcement on Social Media*

COST: \$250 / \$125 for just 1 team

How are funds allocated?

Needs: *these are essential items that we have to raise money for to have the team. Covering these will be priority and will not move to other needs until these are covered.*

Needs, but not critical to operation: *aren't a necessity to function, would increase productivity and quality of our program*

Wants: *items we would like to have, but just as an extra add on after things are taken care of.*

Expense Detail	Cost	Expense Detail	Cost	Expense Detail	Cost
WPSL Annual Fee	\$4,350.00	Team Warm Ups	\$1,800.00	After Game Meals (away)	\$1,000.00
WPSL New Team Fee	\$2,000.00	Website (3 years)	\$750.00	After Game Meals (home)	\$1,500.00
Jerseys (3 year lifetime)	\$5,000.00	Van Costs (travel)	\$2,000.00	Team Jackets	\$1,500.00
Field Training Fee	\$1,000.00	Two Bags of Soccer Balls	\$1,200.00	Staff Travel/PD	\$1,000.00
Game Field Usage (<i>\$500/game X 6 games</i>)	\$3,000.00	Media Day	\$750.00	Event Staff Shirts	\$350.00
Streaming	\$1,500.00	Game Day Gatorade	\$300.00		
Referee Cost (<i>home games</i>)	\$1,525.00	Water (pre-post game)	\$200.00		
<u>TOTAL</u>	<u>\$18,375.00</u>	<u>TOTAL</u>	<u>\$7,000.00</u>	<u>TOTAL</u>	<u>\$5,350.00</u>

Total: \$30,725

Thank You

Club Contact Information

General Info:
the.missouri.reign@gmail.com

Club President: dakota.acock@gmail.com

Website: missourireign.com

Social Media:

Twitter/X: [@MissouriReign](https://twitter.com/MissouriReign)

Instagram: [@missouri.reign](https://www.instagram.com/missouri.reign)

Facebook: [Missouri Reign](https://www.facebook.com/MissouriReign)

