

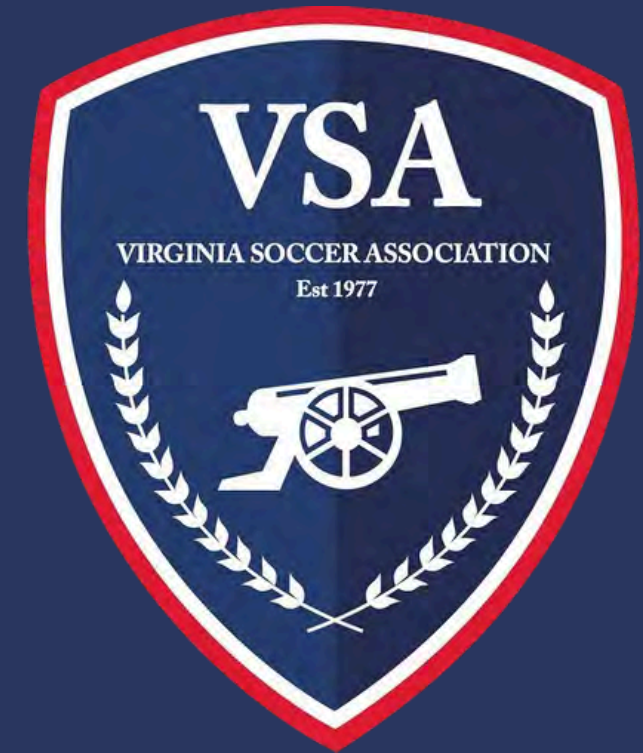
2025-2027 SEASONS

VIRGINIA SOCCER ASSOCIATION

SPONSORSHIP OPPORTUNITIES

TIM KROUT - TKROUT@VSAONLINE.ORG
DIRECTOR OF BUSINESS

MATT LACEY - MLACEY@VSAONLINE.ORG
EXECUTIVE DIRECTOR



**WE
ARE
VSA**

SPONSORSHIP: WHO WE ARE

Virginia Soccer Association (VSA) is a not-for-profit charitable soccer education organization serving the youth of Western Prince William County since 1977. Our players are boys and girls from the ages of 3 to 18 who live in Haymarket, Gainesville, Catharpin, Bristow, and neighboring communities in Virginia.



"Support one of Virginia's premier youth travel teams by sponsoring a jersey and showcase your brand while empowering young athletes to achieve their dreams!"

SPONSORSHIP: BENEFITS

Community Engagement: Sponsorship allows organizations to directly engage with the local community, building goodwill and a positive reputation.

Brand Exposure: Organizations gain visibility through logo placements on jerseys, banners, and other promotional materials, reaching a broad audience at practices, games and events.

Marketing Opportunities: Sponsorship provides unique marketing opportunities, including on-site activations, social media mentions, and digital campaigns, enhancing brand recognition.

Corporate Social Responsibility: Supporting youth sports aligns with corporate social responsibility goals, demonstrating a commitment to community development and youth empowerment.

Networking: Sponsorship can open networking opportunities with other local businesses and community leaders, fostering valuable relationships.

Potential Tax Benefits: Sponsorships may be tax-deductible if they qualify as advertising expenses or charitable contributions, depending on the nature of the sponsorship and the benefits received.

SPONSORSHIP: VSA ON THE FIELD IMPRESSIONS*

1,200+

VSA Travel Players

4000+

Members - Travel, Rec, Futures, Adult, Topsoccer

2000+

Travel Games Played a Year

100K-200K

Fans a year @ 50-100 "Fans" per match

10+ States

Games, Showcases & Tournaments played up & down the East Coast

30K+

Travel players competed against annually



**Estimates based on assumed historical averages & do not represent guarantees.



SPONSORSHIP: VSA INSTAGRAM IMPRESSIONS



2M+

Impressions: 220,000+/Month, 650,000+/90 Days

25K+

Accounts reached monthly & 88.3% are non-followers

84K+

Post Interactions 7,000+/Month

1,500+

New Followers year over year

400+

Posts a year @ 15-20 Posts/Week



Instagram (@vsasoccer)

Instagram photos and videos

 [instagram.com](https://www.instagram.com/vsasoccer)

SPONSORSHIP: NATIONAL SUCCESS 24/25



VSA
VIRGINIA SOCCER ASSOCIATION
EST. 1977

VDA
EST. 2015

Girls
WE ARE VSA

VDA

33
College Commits

9
National Call-Ups

10
All Americans

1
National POTY

ECNL | FC

VSA
VIRGINIA SOCCER ASSOCIATION
EST. 1977

VDA
EST. 2015

Boys
WE ARE VSA

VDA

#16
National Ranking

14
DC United Path2Pro

3
All Americans

1
National POTY

ECNL | FC



SPONSORSHIP: NEXT STEPS

- Review sample Instagram content on next two slides
- Reach out to Tim Krout and Matt Lacey to set up an information gathering meeting to understand your goals and objectives
 - tkrout@vsaonline.org
 - mlacey@vsaonline.org
- We'll work directly with you to design and implement your logo on our branded items and content within your chosen sponsorship package.



SOCIAL MEDIA EXAMPLES

CONSISTENT WEEKLY CONTENT



GOALS OF THE WEEK



SHOT STOPPERS

WEEKEND PREVIEW

TEAM OF THE WEEK

SOCIAL MEDIA EXAMPLES

VIDEO CONTENT



STATE CHAMPIONS



COACHING EDUCATION



GAMEDAY HIGHLIGHTS



PROGRAM PROMO