



Our City. Our Community. Our Club.



**2019 SEASON
PARTNERSHIP PACKAGE PROPOSAL**

PHILADELPHIA LONE STAR FOOTBALL CLUB

We are a professional-development soccer club based in Philadelphia. The club was established in 2001 under the name of Junior Lone Star Football Club. That name, selected by the founding members - a group of Liberian immigrants, was in tribute to the Liberian national soccer team which is nicknamed Lone Star. The club changed its name to Philadelphia Lone Star Football Club in September 2018.

In 2001, the club had a single team with only 13 players. The club now has more than 150 players that make up two men's teams (First Team, Under-23s), three boys' youth teams (Under-19s, Under-17s, Under-15s), and a women's team (inaugural season in 2019).

Each team is comprised of high-level players holding amateur playing status. Philadelphia Lone Star FC serves to develop players as a showcase for collegiate and/or professional soccer coaches.

Achievements of our various teams for the past 10 years can be summarized below:

FIRST TEAM

2018 East PA Open Cup Champions
2018 East PA Amateur Cup Champions
2018 NPSL Keystone Conference Runners-Up
2018 NPSL Keystone Conf. Playoff Semi-finalists
2018 Ranked 6th Nationally in the NPSL
2018 NESL Regular Season Champions
2018 NESL Playoff Semi-finalists
2017 USASA Region I Amateur Cup Finalists
2017 USASA Region I Open Cup Quarter-finalists
2017 Lamar Hunt US Open Cup – 1st Round Proper
2016 East PA Amateur Cup Champions
2016 East PA Open Cup Champions
2014 East PA Open Cup Finalists
2012 East PA Amateur Cup Semi-finalists
2012 East PA Open Cup Quarter-finalists
2011 East PA Amateur Cup Semi-finalists

UNDER-23 TEAM

2018 UPSL American Division Runners-Up
2018 UPSL American Division Playoff Finalist
2018 USASA Region I U23 Semi-finalists
2016 USASA Region I U23 Semi-finalists
2015 USASA Region I U23 Finalists
2013 USASA Region I U23 Finalists
2012 USASA Region I U23 Finalists
2011 East PA U23 Champions
2008 USASA U23 National Semi-finalists
2008 USASA U23 Region I U23 Champions
2008 East PA U23 Champions

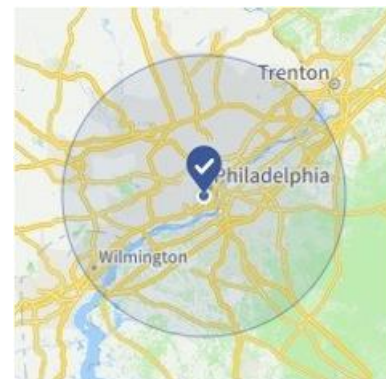
In 2019, the **First Team** will begin its seventh season in the Keystone Conference of the **National Premier Soccer League (NPSL)**; the **Under-23s** will begin their second season in the American Division of the **United Premier Soccer League (UPS)**; the **Women's Team** was announced in September and will begin its inaugural season in the **Women's Premier Soccer League (WPSL)**; and the **Academy Teams (Under-19s, Under-17s, Under-15s)** will compete in the **Atlantic Premier League (APL)**.



DEMOGRAPHICS

Philadelphia Lone Star FC attracts some of the best high school, college, and post-college athletes within a 25-mile radius of Philadelphia, PA. The family and friends of those players who make their respective team roster immediately become part of our loyal fan base too.

Our teams attract affluent soccer fans from the surrounding counties (especially Delaware and Montgomery Counties), as well as the Graduate Hospital, Rittenhouse Square, Center City, Logan Square, Cedar Park, and Spruce Hill areas of Philadelphia.



Furthermore, we have a very strong fan base in the lower to middle class neighborhoods in Delaware (PA), Salem (NJ), Trenton (NJ), Gloucester (NJ), and Camden (NJ) counties, in addition to the south Philadelphia, southwest Philadelphia, northeast Philadelphia, Schuylkill, University City, Gray's Ferry, Point Breeze, Bella Vista, and Pennsport areas of Philadelphia.

Of note is the growing Hispanic and African immigrant communities within the Greater Philadelphia metropolitan area who have quickly become a consistent source of support and their numbers are steadily increasing annually.

Additionally, over the past two years, our Social Media Marketing efforts have focused on building a steadily growing and engaged audience on Facebook, Instagram, and Twitter. Also, we maintain a well-managed website with current content including streamed games that to date have been viewed more than 45,000 times. Since we launched our new website in September 2018, our website has had more than 5,000 hits from over 40 countries on six continents.

COMMUNITY

Philadelphia Lone Star FC takes part in and hosts several events each year to allow our fans and players to interact and as a means for the club to give back to the greater community in general also. Below is a list of annual events, fund raisers, and "friend raisers" - all of which, our Partners are welcome to take part in and promote their businesses:

- **Spring Cleaning** – Our staff, coaches, and players join in on a Community Clean Up Day in Spring.
- **Spring Clinics** – Our coaches & players host soccer clinics for various age groups for elite players.
- **Summer Camps** – Our coaches & players host day camps for all ages focused on grassroots soccer
- **Family Fun Day** – Our staff, coaches, and players provide a family barbecue during the "Kids vs Adults" games and skills competition. All school-aged children who attend receive "Back-To-School" items.
- **Fall Cleanup** – Our staff, coaches, and players join in on a Community Clean Up Day in the Fall.
- **Annual Awards Night** – Our Post-Season Social with player awards presentations and Club Patrons recognition.

PARTNERSHIP OPPORTUNITIES



PARTNERSHIP OPPORTUNITIES

Philadelphia Lone Star FC operates as a 501(c)(3) non-profit organization and is also registered with the Pennsylvania Department of State Bureau of Corporations and Charitable Organizations. Partnership Opportunities are available for one- or two-year terms and all contributions are tax deductible. All Partners are invited to promote their businesses at our Community Events. In addition, benefits for the different levels of Partnership are given below:

PLATINUM PARTNER (NPSL / UPSL / WPSL / Academy) - \$3,000 / \$5,000 for 2-year term

- Logo on the **FRONT** of Home & Away Game Jerseys of the Partnered Team
- Logo with Premium Banner Placement on Home Page of the Club Website
- Logo on the Cover of each Game Day Program and all Email Communications
- 10 Season Tickets to attend **ALL** NPSL, UPSL, and WPSL Home Games (15+ games)
- Banner (dimensions 6' x 4') with Company Logo placed at Midfield
- Company Name announced every 15 minutes during Partnered Team Home Games
- Team autographed Replica Jersey and Game Ball



GOLD PARTNER (NPSL / UPSL / WPSL / Academy) - \$2,000 / \$3,000 for 2-year term

- Logo on the **BACK** of Home & Away Game Jerseys of the Partnered Team
- Logo with Excellent Placement on Home Page of the Club Website
- 8 Season Tickets to attend **ALL** NPSL, UPSL, and WPSL Home Games (15+ games)
- Banner (dimensions 6' x 4') with Company Logo placed along Sideline of field
- Company Name announced every 30 minutes during Partnered Team Home Games
- Team autographed Replica Jersey



SILVER PARTNER (NPSL / UPSL / WPSL / Academy) - \$1,000 / \$1,500 for 2-year term

- Logo on the **SLEEVE** of Home & Away Game Jerseys of the Partnered Team
- Logo on Home Page of the Club Website
- 6 Season Tickets to attend **ALL** NPSL, UPSL, and WPSL Home Games (15+ games)
- Banner (dimensions 6' x 4') with Company Logo placed along Sideline of field
- Company Name announced during Partnered Team Home Games
- Team autographed Replica Jersey



BRONZE PARTNER (Warm-up Jerseys) - Front \$1,000; Back \$750; Sleeve \$500

- Logo on the **FRONT / BACK / SLEEVE** of Warm-up Jerseys of the Partnered Team
- Logo on the Partners Page of the Club Website
- 4 Season Tickets to attend **ALL** NPSL, UPSL, and WPSL Home Games (15+ games)
- Banner (dimensions 6' x 4') with Company Logo placed along Sideline of field
- Company name announced during Partnered Team Home Games
- Team autographed Replica Jersey



NOTE: The jerseys are worn at all games and many players appearances, soccer clinics and events.

ADVERTISING OPPORTUNITIES

GAME DAY PARTNER - \$750 (15 Available)

Promote your business at a specific NPSL, UPSL, or WPSL Home Game.

NOTE: Product giveaways and promotional themes will be evaluated on an individual basis.

Game Day Partners receive:

- *Company Name announced during Pregame, Halftime, and Postgame at Sponsored Game*
- *Company Product or Service mentioned during Halftime (30 second limit)*
- *Company will present Player of the Match Award to selected player after the game*
- *4 Season Tickets to attend ALL NPSL, UPSL, and WPSL Home Games (15+ games)*
- *8 tickets for that specific Home Game*

CLUB PATRON - \$500+/year (Unlimited Available)

Patrons help us reach disadvantaged boys and girls in Philadelphia as well as Liberia, West Africa through soccer education and camps for but have no commercial motivation.

Club Patrons receive:

- *4 Season Tickets to attend ALL NPSL, UPSL, and WPSL home games (15+ games)*
- *Complimentary PLSFC Jersey*
- *Complimentary PLSFC Scarf*
- *Recognition as a Club Patron during our Annual Awards Night*

BANNER PARTNER - \$350 (Unlimited Available)

Banners are placed on the fence opposite the stands and high foot traffic areas for optimal visibility. Banner (dimensions 6' x 4') with Company Logo to be displayed at every Home Game.

WEBSITE PARTNER - \$250 (Unlimited Available)

Promote your business with your Company Logo on the club website Partners Page for a full calendar year. Your Company Logo will be linked to your business website.

PLAYER SPONSOR - \$250 (Unlimited Available)

Finally, this is a great way to acknowledge you and/or your brand whilst supporting your favorite player.

Player Sponsors receive:

- *1 Season Ticket to attend ALL NPSL, UPSL, and WPSL home games (15+ games)*
- *Complimentary PLSFC T-Shirt*
- *Complimentary PLSFC Scarf*
- *Recognition as the Player Sponsor during our Annual Awards Night*
- *Your name (company name/logo) included on the Profile Page of the player on the Club Website*

Contact us at sponsorships@philadelphialonestarfc.com or (one of the executives below) for more information or to discuss the appropriate package for you or your business.

Paul A. Konneh, III
President/Executive Director
Philadelphia Lone Star FC
Cell: 610-809-5985

E-Mail: pkonneh@philadelphialonestarfc.com

