



# James Island Youth Soccer Club 2010 Sponsorship Packages

## CLUB OVERVIEW

- Communities served include James Island, Johns Island, Mt. Pleasant, West Ashley, Goose Creek and Summerville
- **507** households for 2010, approximately **2,000** people
- JIYSC hosts more than 180 local teams for weekly match play each year, and held 200 regular season matches during the 2009/2010 season
- Players age from 3 to 18 years old
- Regional Tournaments: James Island Cup (November 2010) and James Island Festival (January 2011)
- For the past two (2) years, JIYSC has co-hosted the Crescent Cup, a season-ending tournament for the top teams in the Charleston area

## COMMUNITY IMPACT (Generated from Tournaments)

Tournament	Teams	Out of Town Teams (%)	Projected Attendance	Out-of-Town Visitors	Vistors Staying in Paid Rooms	Nights Per Stay (Ave)	Paid Persons Per Room (Ave)	Paid Nights Per Visitor (Ave)	Total Room Nights
Jl Cup '09 (A)	150	30%	5250	1575	1575	2	3.5	0.57	900
Jl Cup '10 (P)	180	40%	6300	2520	2520	2	3.5	0.57	1440
ECONOMIC IMPACT		EST. ECONOMIC IMPACT (EEI) CALCULATIONS ('09 and '10)				EST. TAX REVENUE ('09 and '10)			
<i>Out of Town Visitors</i>		<i>Hotel</i>		\$117	\$105,300	\$175,219	<i>CHS County Hotel ADR*</i>	\$117	\$122
2009	1575	<i>Food and Beverage</i>		\$80	\$252,000	\$403,200			
2010	2520	<i>Entertainment</i>		\$10	\$31,500	\$50,400	<i>Room Nights</i>	900	1440
<i>Total Room Nights</i>		<i>Retail</i>		\$40	\$126,000	\$201,600	<i>Hotel</i>	\$105,300	\$175,219
2009	900	<i>Other (Including Travel)</i>		\$20	\$63,000	\$100,800	<i>2% State</i>	\$2,106	\$3,504
2010	1440	<i>Total Expenditures</i>			\$577,800	\$931,219	<i>2% City</i>	\$2,106	\$3,504
<i>Total Visitor Days</i>		<i>Indirect Spending Multiplier</i>			1.73		<i>6% State and 1.5% Option Tax</i>	\$43,335	\$69,841
2009	3150	<i>Projected Direct and Indirect Spending</i>		\$999,594	\$1,611,009				
2010	5040								

## Corporate Tournament Sponsor

JYSC is home to a unique soccer facility which attracts teams, players and families from all the Charleston area, both Carolinas and Georgia. Each year, in November, January and May, JYSC hosts local and regional soccer tournaments, which bring thousands of people to Charleston and James Island during these weekend events.

As a Tournament Sponsor, your company's logo and affiliation will be predominantly displayed, having **co-naming rights** on the tournaments, positioning on **all collateral** and at [www.JYSC.com](http://www.JYSC.com), **tournament signage** and the added benefit of being both a **Field Sponsor** (see below) and **Off-Field Sign Sponsor** (see below).

Corporate Tournament Sponsorship Level: \$2,000

## Field Sponsorship

In years past, the Club and parents have identified our 11 soccer fields by number (ie: field #1). This year, for the first time, each field will have a corporate sponsor (ie: "Company Name" Field). This exposure is not just limited to the field during games, but at [www.JYSC.com](http://www.JYSC.com) (for both Club and visiting teams), all parental correspondence, and tournaments each November, January and May. The Field Sponsorship includes **naming rights to the field**, and your company's logo on the **back of each goal** (net).

Field Sponsorship Level: \$1,000 per field

## Sign Sponsorship

Located on the fence along Ft. Johnson Road, is the Off-Field Signs for this sponsorship level. Throughout the year, players and parents use our facility not just for JYSC games, but also for high school tournaments, adult league games, the local Latino soccer league, and the regional tournaments in November, January and May.

Sign Sponsorship Level: \$500 (one time printing fee of \$100...can be reused for future years)

## U4 to U18 Team Sponsorship

The Micro teams continue to be a rapidly growing group of players, which are the future of the Club. Hundreds of kids and parents spend 2 to 3 days a week on the Micro fields, and this sponsorship includes your company's logo on game day jerseys.

Micro Team Sponsorship Level: \$300 per team (6 to 8 players per team, U4 to U10...10 to 18 players, U11 to U18)