



ALBUQUERQUE SOCCER LEAGUE

1820 SAN PEDRO NE, SUITE 6
ALBUQUERQUE, NM 87110
O (505) 346-0831

WWW.ALSOCCER.COM
ASLSOC@SWCP.COM

Albuquerque Soccer League Team Sponsorship Packages

Background about Albuquerque Soccer League ("ASL")

ASL is a non profit corporation (Certificate No. 1357532) in good standing and is a tax exempt organization pursuant to Section 501c(4) of the Internal Revenue Code. ASL was incorporated in 1977 and has operated continuously since that date. ASL is a member of the New Mexico State Soccer Association and affiliated with the United States Soccer Federation as a member in good standing.

Over the course of the year, ASL stages three seasons of competitions for men, women and coed teams. During the fall (September to November) and Spring (March to May) seasons ASL plays games on Sundays, with a majority of its games being staged at the New Mexico Soccer Tournament Complex ("NM Complex") on the Santa Ana tribal property northwest of Bernalillo. During the summer season (June to August) ASL plays an assortment of competitions during the week and weekends using a combination of fields owned by the City of Albuquerque and Albuquerque Public Schools and the NM Complex. ASL is covered by a \$2 million general liability policy by virtue of its membership in the United States Adult Soccer Association.

ASL Sponsorship Programs

Sponsorship levels:

1. Basic sponsorship – minimum \$300 annually
2. Premium sponsorship – minimum \$750 annually

Sponsorship terms common to all levels:

1. Funding by the sponsor can take different forms
 - a. Sponsor delivers money to ASL, ASL accounts for money and disburses for approved expenditures
 - b. Sponsor directly supports team through purchase of uniforms and equipment
2. Teams will be allowed to direct the distribution of sponsorship funds for these uses:

- a. League registration fees
- b. Team uniforms and equipment
- c. Tournament entry fees for tournaments sanctioned by USASA
- d. Any other use will be subject to approval of a sponsorship committee comprised of three league team representatives

Actions the league will take in support of the sponsor:

1. In the first week of a seasonal competition, meaning after the first game, sending an email newsletter using our Constant Contact account to all members extolling the list of companies who have sponsored teams and asking the players to consider these enterprises in their use of their disposable income. People have an opt out option on Constant Contact. ASL will not provide any player information to any sponsor. This applies to both Basic and premium level sponsors.
2. For the term of the sponsorship, a Premium level sponsor (\$750) will receive a posting monthly on the ASL Facebook page thanking the sponsor for supporting our organization and encouraging our Facebook members to patronize the sponsor.
3. For the term of the sponsorship, a Premium level sponsor will get a biweekly shout on our Twitter account.
4. For the term of the sponsorship, a Premium level sponsor's logo will be included on a single banner in the ASL office and at the New Mexico soccer tournament complex. The sponsor will be required to provide the artwork for the logo to ASL.
5. If the team wins the championship, the Premium level sponsor will receive a plaque with a team photo.