

Fact Sheet for Deloitte: Strategic Sponsorship of the Deloitte x NWSL Camp Initiative

Initiative Overview:

The Deloitte x NWSL Camp Initiative is a two-tiered national program designed to develop young athletes while driving measurable impact in financial literacy, brand visibility, and long-term partnership value. This initiative uniquely combines elite soccer training with practical financial education—positioning Deloitte as a trusted advisor to families, athletes, and future leaders in sport.

Program Structure:

1. Youth Camps (Ages ~6–13):
 - Athlete Focus: Hands-on interaction with NWSL players to spark early engagement and long-term fan loyalty.
 - Parent Engagement: On-site Deloitte-led financial literacy sessions during camp hours, addressing family financial planning, budgeting, and savings.
 - Strategic Outcome: Early exposure fosters emotional connections to Deloitte and the NWSL, laying the groundwork for multigenerational brand engagement.
2. High School Camps (Ages ~14–18):
 - Athlete Focus: Advanced training from NWSL/NCAA coaches with an emphasis on recruitment and performance development.
 - NIL Education: Deloitte facilitates education on Name, Image, and Likeness (NIL) opportunities—leveraging case studies, contract simulations, and peer stories.
 - Parent Sessions: Dual-track financial sessions—NIL-focused and general financial planning.

Strategic Benefits for Deloitte:

- Brand Differentiation:

Positions Deloitte as an innovator in youth development, financial literacy, and NIL education—a space of growing national relevance.
- Direct Market Penetration:

Engages both youth and high school demographics along with their families in suburban communities—key target markets for Deloitte’s future talent and brand recognition.
- Extended Visibility:

Amplifies Deloitte’s brand through social media campaigns, camp-based activations, and post-camp digital follow-ups that keep the firm top-of-mind year-round.
- Client Relationship Opportunities:

Financial workshops offer direct, high-value engagement with parents—an educated audience that may be interested in Deloitte’s advisory services.

Execution Strategy:

Leveraging Kotter's 8-Step Change Framework, the initiative ensures long-term transformation through urgency, coalition-building, and embedded operational change. Deloitte professionals, NWSL ambassadors, and NCAA coaches collaborate to deliver seamless on-field and classroom experiences.

- Engagement Channels:

Existing NWSL media channels, partner schools, travel teams, and youth soccer academies

- Delivery Format:

Nationwide camp series hosted at high schools; ~\$350 per participant

- Post-Camp Momentum:

NIL certification portal, mentorship from NWSL players, and exclusive Deloitte content to maintain family engagement

Measurable Impact:

- Increased NWSL viewership from camp alumni and their families
- Growth in Deloitte's brand equity and consumer trust
- Stronger sponsor retention and ROI through audience interaction
- A generation of NIL-literate, financially savvy athletes tied to the Deloitte brand

Why Deloitte:

This initiative strengthens Deloitte's role as a changemaker—driving financial empowerment in sports, fostering community-level impact, and building long-term loyalty among rising athletes, their families, and broader fan networks.

Let me know if you'd like a version formatted for a pitch deck, executive summary, or one-pager with visuals/logos for presentation.