

Sponsorship Packet

2024

Max Roberts

Executive Director | President

maxrob0509@gmail.com | (913) 747-8309

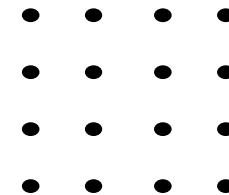
Bashir Khalil

Director of Operations | Vice-President

bashirkhalil09@gmail.com | (816) 726-8552



1/4/2024



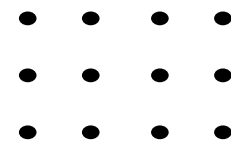
About EFT



The Elite Footballers Tournament (EFT) is a 6v6 competitive soccer tournament consisting of 5 field players plus goalies for each team. After group play, the top teams from each group advance to a single elimination knockout bracket where the winning team earns a scholarship to support their advancement in the sport and bridge the pay-to-play gap.

Featuring players from top Division 1 programs around the country...

- Northwestern University (Chicago, IL)
- University of Pennsylvania (Philadelphia, PA)
- Grand Canyon University (Phoenix, AZ)
- UCLA (Los Angeles, CA)
- University of Virginia (Charlottesville, VA)
- Southern Methodist University (Dallas, TX)
- Boston University (Boston, MA)
- Xavier University (Cincinnati, OH)
- Saint Louis University (St. Louis, MO)
- Marquette University (Milwaukee, WI)
- Lindenwood University (St. Louis, MO)
- Davidson College (Charlotte, NC)
- Loyola Chicago (Chicago, IL)
- Gonzaga University (Spokane, WA)
- University of Pittsburgh (Pittsburgh, PA)
- University of Memphis (Memphis, TN)
- University of Nebraska-Omaha (Omaha, NE)
- UMKC (Kansas City, MO)
- Air Force Academy (Colorado Springs, CO)
- Furman University (Greenville, SC)
- Oakland University (Detroit, MI)
- Drake University (Des Moines, IA)



Sponsorship Pricing

	<u>Social Media Sponsor ></u>	<u>Associate Partner ></u>	<u>Community Partner ></u>	<u>Title Sponsor ></u>
\$5,000+	X	X	X	X
\$2,500+	X	X	X	
\$1,000+	X	X		
\$500+	X			

<u>Scholarship Legacy Donor ></u>	\$1,000-\$10,000+
Custom Sponsor	Let us know you're interested!

Sponsorships are on an annual basis and apply for a full calendar year following the agreement with quarterly reports provided.

All sponsorships are tax-deductible under IRS code 501(c)(3)

100+ Players
Per Tournament

\$12,500+ Total
Awarded in Scholarships

30+ NCAA D-1
Players Per Tournament

20+ States
Represented Per Tournament

By the Numbers



Tournament Posts	2022	2023	2024 Projection
Impressions:	16,787	67,785	101,751
Interactions:	11,704	44,689	70,691
Visits:	1,113	2,538	3,394

Tournament Posts	2022-2023	2024 Projection
Impressions Growth %:	304%	50%
Interactions Growth %:	282%	40%
Visits Growth %:	128%	35%

Tournament Posts	2022	2023	2024 Projection
Impressions to Interactions:	70%	66%	69%
Impressions to Visits:	7%	4%	3%

*Impressions include views and plays
 *Interactions include likes, comments, shares, and replays
 *Visits include profile and website clicks

*Conservative assumptions are utilized in forecast

The preceding analytics are based on data collected for EFT *tournament related* Instagram posts. The data demonstrates audience engagement that is exceeding social media averages and that has grown significantly year-to-year. We've identified significant room for growth in tournament video productions and expanding to more social media platforms such as TikTok to greatly enhance data performance and reach.

2024 So Far...

As of 3/31/2024 across all *Instagram* content.

78k+

Impressions

30k+

Interactions

3.7k+

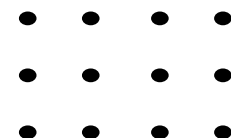
Visits

39%

Views → Interactions

5%

Views → Visits



Social Media Sponsor



This level of maximized brand exposure includes...

- Your company logo in all tournament-related social media content.
- Being tagged in every post and having your posts reshared.
- Visibility on multiple platforms including Instagram, TikTok, LinkedIn, YouTube, and our website.

There are only five social media sponsorship spots available to ensure maximum viewership and interaction for your brand.

[See Data Information >](#)

Special Features...

Recognition of your business at the beginning of every EFT interview.

Become a preferred business provider for EFT athletes.

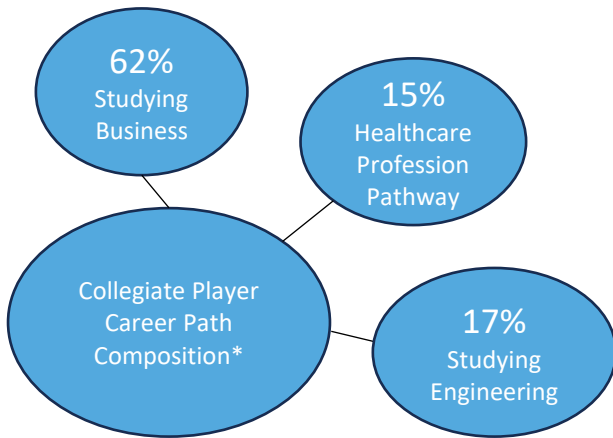


Associate Partner

This level unlocks networking opportunities with EFT athletes...

- Gain exclusive access to player database, accumulated over years of sports tournament experience.
- Engage directly with highly sought-after student-athletes entering the workforce.

Student-athletes embody exceptional qualities such as *work ethic, time management, and interpersonal skills.*



*Data is based off of a survey conducted of players attending the 9th EFT.

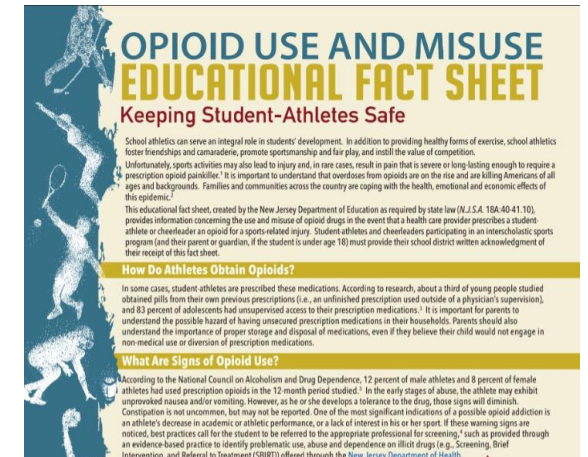


Community Partner

This level provides a strategic avenue to amplify a message or campaign to our audience...

- We will help you craft impactful campaigns tailored to our community.
- Receive direct access to players and spectators at tournaments.
- Air compelling video content for widespread visibility and making a tangible impact within the soccer community.

We have expertise in this area following proven success of our campaign with Mid-America ATTC.



Title Sponsor



Claim the spotlight as our Title Sponsor and position your brand at the peak of our tournaments...

- Elevate your company's presence with being showcased in our videography, viewed by tens of thousands.
- Your logo headlined on tournament flyers, visible to every player and featured in a citywide promotion.
- Placement on the video boards and signage around the complex at our summer tournaments.

This is the best way to enjoy unparalleled exposure for your brand.

Flyer Exposure...

6,020 Views
Per Tournament

3,239
In-Hand*
Per Tournament

Data being used is an average of all available historical information.

*We Define In-Hand as someone interacting with the flyer beyond just viewing it, whether in the form of a direct message or a physical flyer.



Scholarship Legacy Donor



Our Scholarship Endowment Fund provides the opportunity for you to continue giving long after a principle donation has been made. Our investment strategy is long-term and low risk with a portfolio diversified among mutual funds, ETF's, and Index Funds that we actively assess through market analysis. The EFT board of directors have adopted a company policy that there will be one **6%** annual withdrawal from the account that goes directly to scholarships, furthering our goal of closing the pay-to-play gap in American soccer. Fund performance will be shared on an annual basis following our inaugural year of the fund.

Example:

To provide a \$500 annual scholarship...

$$\$500 = 6\% \times \text{Principle}$$

Your *Principle* One-Time Donation= **\$8,333**

Tier 1 Level

\$10,000+

Tier 2 Level

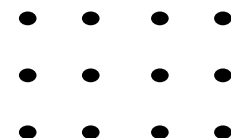
\$5,000+

Tier 3 Level

\$2,500+

Tier 4 Level

\$1,000+



Contact Information



Max Roberts

Executive Director

maxrob0509@gmail.com

(913) 747-8309



Bashir Khalil

Director of Operations

bashirkhalil09@gmail.com

(816) 726-8552



Jaylie Hicklin

Women's EFT Coordinator

jayliehicklin@gmail.com

(913) 701-0604

