



SPONSORSHIP OPPORTUNITIES

ABOUT

- **HOME STADIUM:** Olympia Stadium off Kenilworth
- **LEAGUE:** Gulf Coast Premier League (GCPL)
- **CONFERENCE:** Central Division (Opponents - Central Louisiana FC, Crescent City FC, Gaffa FC, Louisiana Krewe II, and Southern States SC)
- **HEAD COACH:** Craig Smith
- **TEAM:** Includes the area's top club, collegiate, and local semi-professional players
- **FOUNDED:** 2016 (ties to the original Capitals founded in 2007)

2023

TITLE SPONSORSHIP - \$10,000

1. Logo placement on the front of the BRSC Capitals home and away jerseys for two years
 - a. Four (4) home games played at Olympia Stadium, and four (4) away games; additional exposure possible in postseason play
2. Large signage (4' x 6') at the Capitals Home Stadium (fence banner)
 - a. Additional exposure
 - i. Olympia is also home to our women's semi-pro team, BRSC United
 1. Four (4) home games
3. Logo and link inclusion as the Title Sponsor of the BRSC Capitals on the Capitals and BRSC Website
4. Logo & link included in all promotional email communications (At least four emails to a 6,000+ member database)
5. Sponsor mentions and page tags for as the Title Sponsor of the BRSC Capitals on BRSC & BRSC Capitals social media channels (Facebook, Twitter, & Instagram) for starting line-up & Man of the Match posts
6. Three (3) ten-second live reads at each home game
 - a. Announcements made pre-game and half-time
7. Sponsors have the ability to attend games and hand out materials or provide Captials with leave-behinds at the ticket station. On-field activation is available for half-time at one home game.
8. Twenty game tickets for Capitals home games

SECONDARY SPONSORSHIP - \$5,000

1. Logo placement on the back of the BRSC Capitals home and away jerseys for two years
 - a. Four (4) home games played at Olympia Stadium, and four (4) away games; additional exposure possible in postseason play
2. Medium signage (3'x5') at the Capitals Home Stadium (Fence banner)
 - a. Additional exposure
 - i. Olympia is also home to our women's semipro team, BRSC United
 1. Four (4) home games
3. Logo and link inclusion as the Secondary Sponsor of the BRSC Capitals on the Capitals Website
4. Announcement of sponsorship and page tags on BRSC & BRSC Capitals social media channels (Facebook, Twitter, & Instagram)
5. Two (2) ten-second live reads at each home game (pre-game and halftime)
 - a. Announcements made pre-game and half-time
6. Fifteen game tickets for Capitals home games





ABOUT

- **ORGANIZATION:** The official men's semi-pro of Baton Rouge Soccer Club, the largest soccer club in Louisiana
- **LAST SEASON:** Qualified for play-offs in 2021
- Advanced to the semi-finals losing to the eventual league champions

SPONSORSHIP OPPORTUNITIES

PARTNER SPONSORSHIP - \$3,000

1. Logo placement on the right sleeve of the BRSC Capitals home and away jerseys for two years
 - a. Four (4) home games played at Olympia Stadium, and four (4) away games; additional exposure possible in postseason play
2. Small signage (2'x3') at the Capitals Home Stadium (Fence banner)
 - a. Additional exposure
 - i. Olympia is also home to our women's semipro team, BRSC United
 1. Four (4) home games
3. Logo and link inclusion as the Partner Sponsor of the BRSC Capitals on the Capitals Website
4. One (1) ten-second live read at each home game.
 - a. Announcements made pre-game

FRIENDS SPONSORSHIP - \$1,000

1. Logo placement on the front of the BRSC Capitals practice jerseys for one year.
 - a. Practice tops are worn at every practice at Burbank Soccer Complex and pre-game during warm-ups for every game
 - b. Four (4) home games played at Olympia Stadium, and four (4) away games; additional exposure possible in postseason play
2. Logo and link inclusion as the Friends Sponsor of the BRSC Capitals on the Capitals Website
3. Announcement of sponsorship and page tags on BRSC & BRSC Capitals social media channels (Facebook, Twitter, & Instagram).
4. One (1) ten-second live read at each home game
 - a. Announcement made pre-game

2023 BRSC CAPITALS JERSEYS



SPONSORSHIP INQUIRIES

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MARKETING PROPOSAL

APRIL 28, 2021

BRSC CAPITALS SUMMARY OF BENEFITS

1. Logo placement on the front of the BRSC Capitals home and away jerseys
 - a. Five (5) Home Games played at Olympia Stadium
 - b. Five (5) Away Games
 - i. Pensacola, FL
 - ii. Jackson, MS
 - iii. New Orleans, LA (twice)
 - iv. Covington, LA
2. Signage at the Capitals Home Stadium (Fence banner - sponsor provided)
 - a. Additional Exposure
 - i. Olympia is also home to our women's semipro team, BRSC United
 1. Five (5) Home Games
3. Logo and Link inclusion as the Official Beer Sponsor of the BRSC Capitals on BRSC Website
4. Logo and Link Inclusion as the Official Beer Sponsor of the BRSC Capitals on GCPL Website
5. Mentions and page tags for Tin Roof as the Official Beer Sponsor of the BRSC Capitals on BRSC & BRSC Capitals social media channels (Facebook, Twitter, & Instagram)
6. VIP Tent at each home game
 - a. Give away swag, sample new brews, and register to win contests for game attendees (18+)
7. Two (2) ten-second live reads at each home game
 - a. Announcements made pre-game and half-time

SPONSORSHIP REQUEST: In exchange for the benefits listed above. BRSC is requesting up to 125 cases of Tin Roof beer over the course of ten home games and potentially, two playoff games.



MARKETING PROPOSAL

APRIL 28, 2021

BRSC ADULT LEAGUE

PROGRAM HIGHLIGHTS

1. -1500 annual participants across six leagues (Spring, Summer, & Fall)
 - a. Men's Open
 - b. Women's Open
 - c. Men's Over 30
 - d. Co-ed Over 30
 - e. Co-ed Over 40
 - f. Co-ed Open

SPONSORSHIP OPPORTUNITIES

1. Branded Championship T-Shirts or Trophies/Medals
2. Beer Donation for Championship Celebration(s)
3. Tin Roof Experience for Post-season celebration
4. Socially Branded Content For Adult League
5. Logo Inclusion on BRSC Website Adult League & Adult League of Champions Pages
6. League Naming Rights