



**#HOMEGROWN**

**SPONSOR SUCCESS**

**WE BELIEVE IN WHAT  
OUR COMMUNITY HAS  
TO OFFER.**

**WE BELIEVE IN OUR HOMETOWN,  
PITTSBURGH TALENT.**





85

# #HOMEGROWN

As one of the fastest growing competitive youth club in Western PA, we enter a team into the men's adult National Premier Soccer League (NPSL) to showcase our brand of football (soccer) that is exciting and does not lose sight of being a game that was created to entertain.

We strive to constantly evolve and drive the game forward in the Pittsburgh area with competitive team programs and community-based development centers for athletes of all skill levels.

And with your help... we can shift the game of soccer forward in both Pittsburgh and the States.

# OUR STORY



1980s

Hotspurs was founded in Sewickley, PA in 1985. Only one team competed at a time for over 11 years. The team was always a high school aged team that only competed and was formed when the Coach, Leo Moss, determined it was a group of players that could compete at a higher level. These teams went on to consistently earn the title of State Champs and compete at the National Level.

Mid 90's

Coach Dan Grant and Ron Hitchens approached Moss to take over the club name. And with the Classic League shift to require a specific numbers of teams to compete at the club level, the club expanded to allow teams to use the Hotspurs name as long as their philosophy was to have fun, teach and develop the game, value a positive experience over winning championships, and keep the costs affordable for families.

Late 90's

The club started girls teams and shifted their presence to the North Hills.

2002

Under the leadership of Grant and Hitchens, the club expanded to 5-6 teams, spanning multiple age teams. 2 of the teams earned recognition as the National Indoor Champs, under Coach Grant.

2015

With the new league changes, Hotspurs would again make a cultural shift to meet the required number of teams. Coach 'Tommo' Ovenden joined the club with the promise of establishing a club culture and system to develop players - the club is re-launched with 150 players.





## PRESENT

With a firm club culture in place, the Pittsburgh Hotspurs launches its long term brand and makes a statement by announcing its NPSL adult mens franchise, with womens franchise to follow next year.

## FUTURE

Establish our adult team programs as 50% homegrown (Hotspurs Grown Players).

**“WE STRIVE TO CONSTANTLY EVOLVE AND DRIVE THE GAME FORWARD IN THE PITTSBURGH AREA WITH COMPETITIVE TEAM PROGRAMS AS WELL AS THROUGH COMMUNITY-BASED DEVELOPMENT CENTERS OFFERED TO ATHLETES OF ALL SKILL LEVELS.”**

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## HOTSPURS VISION...

... is to have long term player development at the forefront of everything we do. To this end our goal is to have 75% of our College Prep Phase players (U16-U19), to have been with the club at some point in the Foundation Phase U9-U12. Furthermore we want 50% of Hotspurs-grown players to make up our adult team programs by 2023.



## HOTSPURS MISSION...

...is to play our role in the US Soccer development pyramid by always putting the player first. To ensure each and every player gets to play at their level to enhance their opportunity to develop, even if that means sending them to another program. We strive to think differently and consistently improve our program ensuring we play our part in the player development pathway set out by US Soccer.

# WHO YOUR BRAND WILL REACH

## OUR TARGET MARKET FOR THE NPSL TEAM

- Families in the Pittsburgh Hotspurs Youth Program (**8-18 year old player; parents on average are 25-55 years old**)
  - Email marketing: currently have over 800 subscribers, with an **average of 58% open rate** (industry average is 18% open rate)
  - Facebook - parents/fans (25-55 years old)
    - 970 likes – grew from 800 at start of September 2018
    - **Average reach of photos – 1,216**
    - Average engagement on photos (likes, comments, shares) 107
  - Instagram - parents and current players
    - 402 followers
    - **Age range -- 18-54 (Over 50% between 25-44 years old)**
    - 54% men / 46% women
  - Twitter - coaches, teams, active soccer supporters
    - 455 followers
    - February 2019 Reach
      - Tweet impressions 10.7K
      - Profile visits 1,651
      - Mentions 67
- Current adult players (under 30 leagues, under 40 leagues)
- Youth soccer families (1-3 kids on average, currently playing in the travel, club, school programs)
- Collegiate soccer players & fans (18-22 years old - Pitt, Point Park, Duquesne, Chatham, Geneva, Seton Hill, PSU New Kensington, PSU Beaver)
- Interests -- sports, soccer, Pittsburgh sports



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# SPONSORSHIP OPPS:

Sponsorships will be used to fund the Pittsburgh Hotspurs NPSL team. The operating costs include facility rentals (training and match day), uniforms, equipment, player transportation and accommodations to away games, and general operating expenses.

## ~~FEATURED SPONSOR -- \$10K (FRONT OF JERSEY)~~ **SOLD**

Logo featured on front of both home and away jerseys (10 game season)

### • **GAME DAY SPONSOR -- \$5K (ONE OPPORTUNITY AVAILABLE)**

Featured for all 5 of the Pittsburgh Hotspurs home games

Logo on front of gameday programs

Announcements made at the beginning, throughout and at the end of the game

Short scripts can be provided for tagline and targeted messaging by sponsor

Logo and website featured on gameday ticket

Sideline banner featured at all home games

\*\*note one home game will be played in Erie with the presence of 200 of our youth club families as they participate in the Memorial Day cup and families plan to attend the inaugural game of the NPSL season for our team.

### • **JERSEY SPONSOR -- \$5K (ONE OPPORTUNITY)**

Logo featured on back of jerseys on both home and away jerseys (10 game season)

Halftime sponsor

Featured activities and youth games at each home halftime (5 games)

Sideline banner featured at all home games

### • **UNIFORM SPONSOR - \$2,500 (TWO OPPORTUNITIES)**

One opportunity for logo featured on the sleeve of home and away jersey

One opportunity for logo featured on the shorts for home and away games

Sideline banner featured at all home games

## SPONSORSHIP OPPS:

- **SIDELINE SPONSOR - \$1000**

Sideline banner featured at all home games

- **INCENTIVE BASED SPONSOR - \$500**

Sponsor featured on the back of gameday logo and promoted at games and online for an offer that if game attendees bring in the game day program, they receive a discount/incentive of sponsors choosing.

**TO JOIN IN SUPPORTING OUR #HOMEGROWN  
TEAM, CONTACT:**

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