



# MAC United Soccer Club Outdoor Season 2024



## Sponsorship PROPOSAL

Prepared By :  
MAC Calgary

Project:  
MAC United Outdoor Season

Prepared For :  
Public Viewing



# ABOUT MAC UNITED

MAC United Soccer Club was established in 1999 by youth seeking to foster a soccer community emphasizing camaraderie and enjoyment. As Calgary's sole Muslim soccer club, it promotes Islamic morals, encouraging sportsmanship and fair play. With up to 20 teams spanning ages 4 to 19, MAC United competes in leagues like CMSA and CUSA.

The club offers both competitive and community soccer programs. Additionally, MAC United has a program called MAC United 4 Sisters. This program aims to empower Muslim girls through soccer and spiritual nurturing, instilling strong Muslim morals while engaging them in youth activities focused on personal and community development.

## Outdoor Season Timeline :

### ADVERTISING

March 2024

Advertising for MAC United outdoor season registrations

### SEASON BEGINS

April 2024

Practices, games, and events take place throughout the season

### END-OF-SEASON

August 2024

End of season events (ex: BBQ) for players, coaches, and families.



# OUTDOOR SEASON

*During the outdoor season MAC United competes in the following leagues:*

## The CMSA

The Calgary Minor Soccer Association (CMSA) is Calgary's leading youth soccer organization, boasting 30 Member Clubs and catering to over 20,000 players aged 6-19. With the help of 3,000 volunteers, CMSA ensures year-round activities in a safe, inclusive environment. Their responsibilities encompass league scheduling, tournament organization, coach training, referee support, and fostering soccer development in Calgary.

## The CUSA

Soccer in Calgary has a rich history dating back to 1898 with the establishment of the Calgary Association Football League. Today, the Calgary United Soccer Association (CUSA) continues this legacy, overseeing a vast network of leagues and programs that cater to players of all ages and skill levels. With over 310 teams and 9,000+ registered players and coaches, CUSA stands as a testament to the enduring popularity and growth of soccer in the city, embodying a commitment to fostering a vibrant and inclusive soccer community.

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# THE OPPORTUNITY

MAC United offers a diverse range of soccer teams, catering to boys and girls from U4 to U19, a men's team over 19, and MAC United for Sisters for girls aged U4 to U12. Sponsorships directly support our mission by making soccer accessible to all, including low-income and immigrant families. Funds are utilized for registration fees, equipment, and honorariums for volunteer coaches.

Additionally, sponsorships help cover field bookings and end-of-season parties, fostering community engagement. MAC United promotes an inclusive environment grounded in Islamic values, emphasizing character building and diversity. Sponsorships also create summer job opportunities for students aged 16 to 30. Join us in making a difference through soccer with MAC United.



**Purchasing required soccer equipment**



**Providing equal opportunity to low-income families**



**Appreciating our volunteer coaches with honorariums**



# THE OPPORTUNITY

	BRONZE (\$500-1000)	SILVER (\$1000-2000)	GOLD (\$3000-5000)	PLATINUM (\$6000-7000)
ADVERTISEMENT ON MAC CALGARY SOCIAL MEDIA: FACEBOOK & INSTAGRAM	✓	✓	✓	✓
BUSINESS LOGO AND NAME ON MAC UNITED SOCCER CLUB'S WEBSITE	✓	✓	✓	✓
BUSINESS LOGO AND NAME ON PLAYER JERSEYS		✓	✓	✓
BANNER OF BUSINESS' NAME AND LOGO AT EVERY GAME			✓	✓
ADVERTISEMENT ON REGISTRATION POSTERS DURING THE INDOOR AND OUTDOOR REGISTRATION SEASON				✓
ADVERTISEMENT ON THE MAC UNITED AND MAC CALGARY MONTHLY NEWSLETTERS				✓



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