



VSA

Est 1977



#AlwaysMovingForward

Community Outreach Program

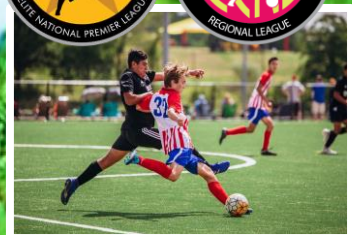
Sponsorship

Partnerships

Community Relations



#WeAreVSA



Haymarket – Bristow – Gainesville – Manassas – Fauquier – Culpeper – Winchester



WHO ARE WE?

Mission Statement:

Our purpose is to be a community-based soccer club that is committed to providing players of all levels and backgrounds the opportunity to play the beautiful game of soccer!

Vision Statement:

To build a pathway that provides a professionalized platform creating opportunities for all players in our club to succeed in life on and off the field

Core Values:

**Community
Collaboration
Character
Commitment**





BY THE NUMBERS

7000 + ANNUAL REGISTRATIONS

2300 REC PLAYERS

800 TRAVEL PLAYERS

100 ADP PLAYERS

1100 ADULT PLAYERS

500 CAMPERS

200 FUTSAL PLAYERS

2 PARTNER CLUBS

CULPEPER (800+)

WINCHESTER UNITED (500+)





ABOUT US?

WHO ARE WE?

501 (C) (3) NONPROFIT ORGANIZATION

6000 REGISTRATIONS ANNUALLY

AGES 3-19 (YOUTH)

20-50+ (ADULT)

200+ RECREATION TEAMS (FALL/SPRING)

56 TRAVEL TEAMS (AUG-MAY)

15 ADP TEAMS (SEPT-MAY)

24 FUTSAL TEAMS (WINTER/SUMMER)

**MEMORIAL DAY TOURNAMENT
(260-280 TEAMS)**

**FULL TIME DEDICATED TECHNICAL AND
ADMINISTRATIVE STAFF**

**40 YEARS SERVING HAYMARKET,
GAINESVILLE & BRISTOW RESIDENTS**

WHERE WE ARE!

POPULATION

HAYMARKET (2000+) BRISTOW (30,000+)
GAINESVILLE (12,000+)

MEDIAN INCOME

HAYMARKET (142,000) / BRISTOW
(124,000) / GAINESVILLE (122,000)

COLLEGE DEGREES

HAYMARKET (64%) / BRISTOW (57%) /
GAINESVILLE (55%) -(18%-20% GRADUATE
DEGREES)

MEDIAN AGE

HAYMARKET (32.2) BRISTOW (32.2)
GAINESVILLE (32.8)

MEDIAN MARRIED

HAYMARKET (67%) BRISTOW (64%)
GAINESVILLE (68%)

HOUSEHOLD DISTRIBUTION

(2-5 PEOPLE) -HAYMARKET (35%-47%)
BRISTOW (43%) GAINESVILLE (32%)





Our Reach!



WEBSITE ANALYTICS

AVERAGE MONTHLY PAGE VIEWS - 30,100
HIGHEST MONTHLY PAGE VIEW IN MAY - 72,210



FACEBOOK

CURRENT LIKES/PEOPLE FOLLOWING - 1,500
AVERAGE ENGAGEMENTS WITH POSTS PER WEEK - 1,780
AVERAGE PEOPLE REACHED WITH POSTS PER WEEK - 9,600



TWITTER

CURRENT FOLLOWERS - 862
AVERAGE IMPRESSIONS WITH POSTS PER MONTH - 54,000
PROFILE VISITS IN LAST MONTH - 4000+
AVERAGE OF NEW FOLLOWERS PER MONTH - 20-40



INSTAGRAM

CURRENT FOLLOWERS - 966
AVERAGE IMPRESSIONS PER WEEK - 11,228
AVERAGE UNIQUE REACHES PER WEEK - 887
PROFILE VIEWS PER WEEK - 300
AVERAGE POST LIKES - 79



CONSTANT CONTACT-

11,539 ACTIVE UNIQUE EMAIL ADDRESSES ON
CONSTANT CONTACT
DEMOSPHERE HOUSEHOLDS CURRENT - 8487





ALWAYS MOVING FORWARD

BE A PARTNER!

AT VSA OUR MANTRA IS ALWAYS MOVING FORWARD, SO WE PRIDE OURSELVES ON RESHAPING THE LANDSCAPE OF YOUTH SOCCER AND PLAYER DEVELOPMENT IN THE LOCAL AREA AND BEYOND. IN THE PAST 4 YEARS WE HAVE NOT ONLY GROWN BUT WE ARE LEADING THE WAY IN CLUB DEVELOPMENT AND STRUCTURE. WE BELIEVE THAT OUR NEW VENTURE TO CREATE REAL PARTNERSHIPS WILL PROVIDE US WITH GREATER RESOURCES TO CONTINUE TO MOVE OUR CLUB AND COMMUNITY FORWARD.

HOW WE CAN HELP EACH OTHER!

A QUICK LOOK AT OUR LOCAL DEMOGRAPHICS, INTERNET ANALYTICS, AND OVER ALL REGISTRATIONS AT THE CLUB OBVIOUSLY CAN HELP CREATE INCREASED BRAND AWARENESS AND OVERALL VISIBILITY FOR YOUR BUSINESS. HOWEVER OUR GOAL IS TO CREATE AT OUR HIGHER LEVEL OF PACKAGES NONCOMPETECLAUSES SO YOUR BUSINESS BECOMES THE OFFICIAL PARTNER OF VSA IN YOUR COMPETITIVE FIELD AND YOU GET THE RECOGNITION THAT YOU WANT. BECOME THE OFFICIAL SUPERMARKET, CAR DEALER, REALTOR, SPORTSTORE, MEDICAL SERVICE (ETC) OF VSA AND LET'S MOVE FORWARD TOGETHER!





OPPORTUNITIES

DIAMOND

\$10K-20K

Park Naming/Program Naming Rights
Be a Jersey Sponsor —Travel or Rec
Includes Majority of Gold, Silver, Bronze Package

SILVER

\$1K-4K

Sponsorship Day
Program Sponsor
Logo on Camp or Little Gunners T-shirts
Bronze Package Items

GOLD

\$5K-10K

Field Naming Rights
Website Front Page Sponsor
Newsletter Sponsor
Includes Majority of Silver, Bronze Package Items

BRONZE

\$500-1K

Sponsor Email / Social Media Blast
Logo on Website Partner Page
Press Release
Sign on Field

