



CLEVELAND CRUNCH

Sponsorship Offerings & Marketing Opportunities

INTRODUCTION

The Cleveland Crunch is an American professional indoor soccer club located in Cleveland, OH.

Founded in 1989, the Cleveland Crunch played 16 seasons prior to folding in 2001. The rebranded Crunch returned to Major Indoor Soccer in March 2021.



MILESTONES

- Major Arena Soccer League 2 Champions (2021)
- Major Arena Soccer League 2 Runners Up (2022)
- Undefeated Regular Season 12-0 (2022)
- 2x Great Lakes Division Champions (2021 & 2022)

OUR MISSION

It is our mission to encourage, empower, and inspire players and coaches to reach their highest potential, build a lifelong connection between the Cleveland Crunch and the Greater Cleveland community, and promote the development and growth of soccer in the United States.

NOTABLE SPONSORS



**MAKING SOCCER
INCLUSIVE FOR ALL!**



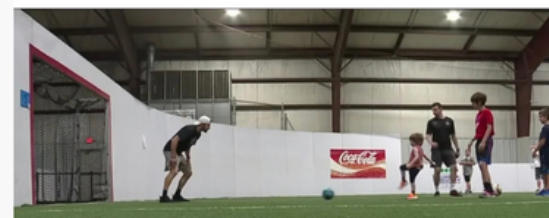
Share A Vision

Enriching the lives of individuals
with autism and other disabilities



VISIT SI

**Cleveland Crunch hold
soccer camp for kids
with autism**



WHY PARTNER WITH US?



Capitalize on the growing interest of soccer throughout Northeast Ohio and the United States.



Directly reach your target audience & gain exposure in new markets.



Build brand awareness and increase product or service sales.



Drive traffic and increase the reach of your website or landing page.



Custom advertising designed to meet your marketing needs.



10,000+

Total Online Stream Views of Home Games for the 2022 season



11,500+

Followers across all social media platforms



400+

Youth Soccer Players Registered in Cleveland Crunch Soccer Camps

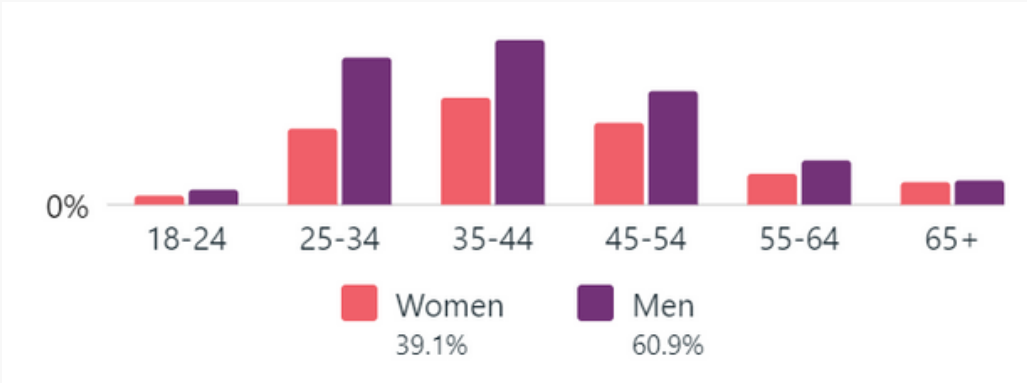
SOCIAL MEDIA METRICS

3,900+
Avg. reach per post

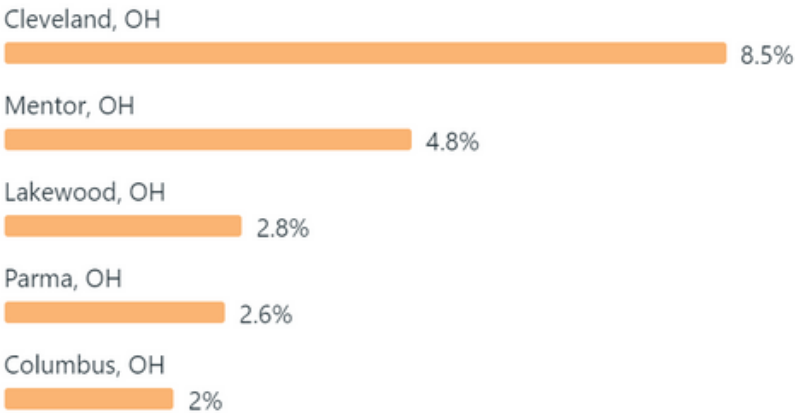
200+
Avg, Engagements Per Post

DEMOGRAPHICS

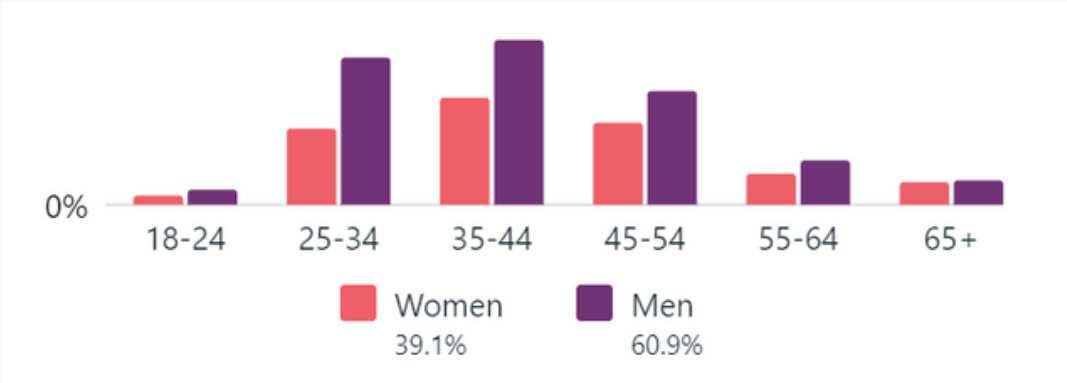
INSTAGRAM 3,100 Followers



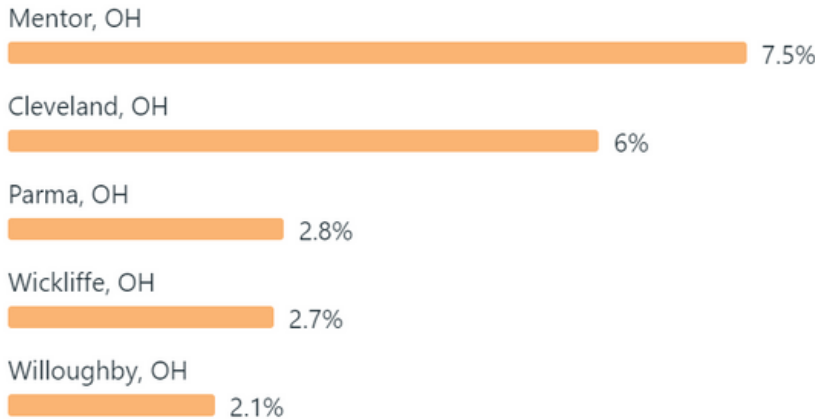
Top cities



FACEBOOK 4,923 Followers



Top cities



WEBSITE METRICS (www.theclevelandcrunch.com)

Jan. 1, 2022 - Aug. 1, 2022

Jan. 1, 2021 - Dec. 31, 2021

Users

332.91%

16,875 vs 3,898



New Users

325.81%

16,598 vs 3,898



Sessions

395.88%

27,075 vs 5,460



Number of Sessions per User

14.54%

1.60 vs 1.40



Pageviews

406.79%

113,759 vs 22,447



Pages / Session

2.20%

4.20 vs 4.11



Avg. Session Duration

5.38%

00:01:33 vs 00:01:28



Bounce Rate

-53.56%

2.87% vs 6.17%



City

Users % Users

1. [Cleveland](#)

Jan 1, 2022 - Aug 3, 2022

2,885 15.27%

Jan 1, 2021 - Dec 31, 2021

620 14.70%

% Change

365.32% 3.88%

2. [Columbus](#)

Jan 1, 2022 - Aug 3, 2022

928 4.91%

Jan 1, 2021 - Dec 31, 2021

196 4.65%

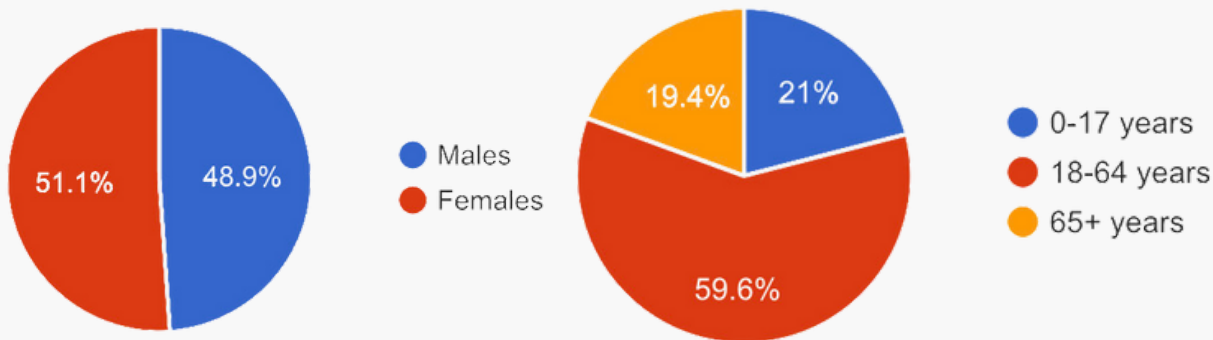
% Change

373.47% 5.69%

A GROWING MARKET

- Approximately 265 million people, or 4% of the world's population, play soccer in a regular, organized form, making it the most popular sport in the world.
- Nearly 25,000,000 people play soccer at some level in the United States, second only to China.
- On average, over 3,000,000 youth players officially register in U.S. Soccer programs every year.
- 40% of young adults ages 18-34 consider themselves soccer fans, which is higher than the general population.
- A 2017 poll by Gallup found that soccer is nearly as popular as baseball (9%) with 7% of Americans saying it is their favorite sport.

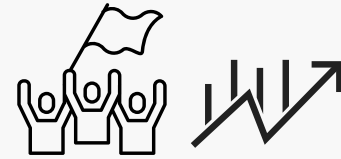
CLEVELAND, AKRON, CANTON



DEMOGRAPHICS

Gender (E 2021)		Age Groups (E 2021)	
Males	1,767,541	0-17 years	759,720
Females	1,848,427	18-64 years	2,154,636
		65+ years	701,612

ATTENDANCE



2021 Season

1,832

2,750

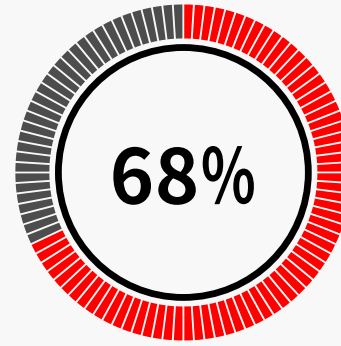
(Total Attendance)

2022 Season

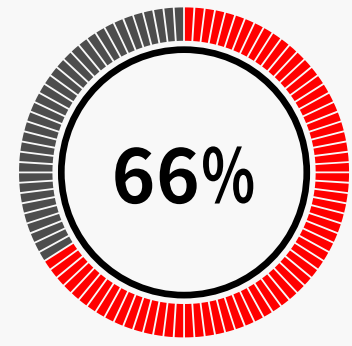
285

415

(Avg. per game)



Increase in Avg.
Attendance Per Game



Increase in
Total Attendance



The Crunch's current home venue, the Soccer Sportsplex in North Olmsted, OH has a maximum capacity of 300 patrons in seats and approximately 450 patrons including standing room making it difficult to accommodate large crowds.

INDOOR SOCCER

Indoor soccer or arena soccer features constant, end-to-end action, very few breaks in play, and frequent scoring opportunities, making it one of the most entertaining games for players and spectators.

IT'S A PARTY, NOT A GAME!



Former NFL & Cleveland Browns WR Josh Cribbs

SPONSORSHIP OPPORTUNITIES - SIGNAGE/PRINT

- Banner display with company logo (Various size & qty available) at home games, youth camps & other team affiliated events of your choice
- Company Logo Displayed on Turf Field at select events
- Company Logo Screened on Team Jersey Kits (Front-Center-Chest, Sleeve, Back-Center-Top, Etc. - Price & Availability Varies)
- Company Logo Screened on Player Warm Ups or Travel Track Suits
- Company Logo Screened on Youth Camp t-shirts or other team affiliated events
- Company Logo Screened on printed promotional items/giveaways
- Gameday Program Ad Space (Full, 1/2 page, 1/4 page)
- Mobile & Printed Ticket Ad Space



DIGITAL/AUDIO/VIDEO

- Social Media (Introduction Post, Product Promotion, Game Day Graphics, Etc.)
- Email Marketing (Monthly Email Blasts, Announcements, Newsletters, Etc.)
- TV Commercials or Live Mentions on Home Game Broadcasts
- Live In game PA mentions/announcements
- Digital Ad or Video Promo on scoreboard at select home games



OTHER MARKETING OPPORTUNITIES

- Event Sponsor (Youth Camps, Fundraisers, Community Events, Etc.)
- Segment Sponsor (Pregame, Halftime, Postgame, Play of the Game, Goal of the Game, Timeout, Etc.)
- Access to concourse table/booth at Cleveland Crunch home games to distribute promotional materials
- Exclusive Merchandise Discounts
- Complimentary Ticket Packages



BRANDING & LOGOS

2021 - Present



Retro Logos



VIDEO LINKS

