



2026-27 SPONSORSHIP GUIDE

PARTNER WITH CLEVELAND'S CHAMPIONSHIP INDOOR SOCCER CLUB.

INTRODUCTION

The Cleveland Crunch is an American professional indoor soccer club located in Cleveland, Ohio, that strives to create memorable moments for its fans, foster community engagement, and inspire a passion for soccer in Northeast Ohio through live sporting matches, community events and youth camps.



A RICH HISTORY

- 5x Champions
(1994, 1996, 1999, 2021, 2024)
- 12 Finals Appearances
- 300+ Franchise Wins

WHY PARTNER WITH US?

Connect your brand with the growing passion for soccer across Northeast Ohio and throughout the United States.

265M

Global Players

Organized soccer participants worldwide
(4% of Earth's population)

25M

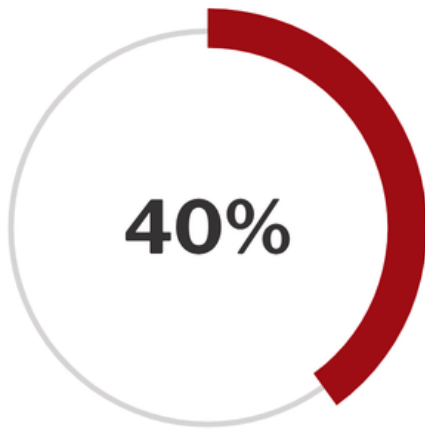
U.S. Players

Second only to China in total
participation

3M

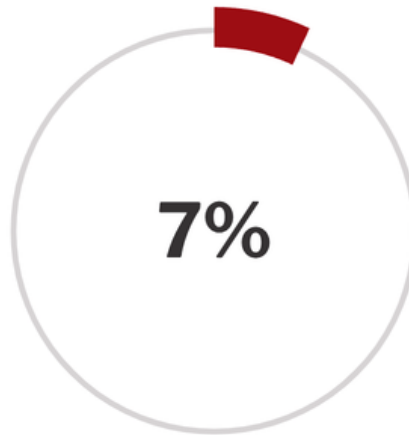
Youth Registrations

Annual U.S. Soccer program sign-ups



Young Adult Fans

Ages 18-34 identifying as soccer enthusiasts

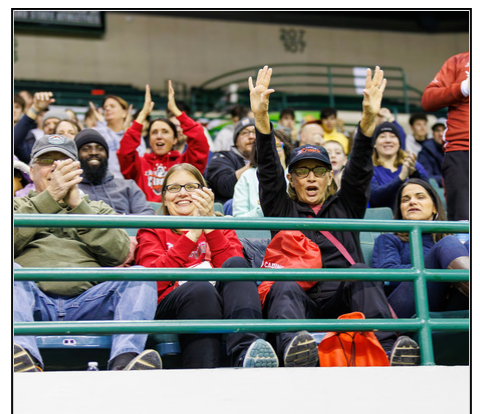


Favorite Sport

Americans naming soccer as #1 (Gallup 2017)—nearly
matching baseball at 9%

INDOOR SOCCER: A NICHE MARKET

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.



WHY PARTNER WITH US?

Reach an engaged, family-oriented audience throughout Greater Cleveland and Northeast Ohio.



45,000+

Fans Welcomed at
Cleveland Crunch Home
Games Since 2021



1,600+

Youth Soccer Players
Registered in Cleveland
Crunch Soccer Camps
Since 2021



80%

of Surveyed Fans
Reported a Positive
Game-Day Experience

64

Net Promoter Score
Demonstrating Strong
Fan Loyalty



5,000+

Monthly newsletter
subscribers



4,000+

Average Digital & Audio Reach
per match (game day live stream
+ radio broadcast)



3,300+

Unique website
visitors per month

INDUSTRY-LEADING DIGITAL ENGAGEMENT

6.5M

Average In-Season Views
Across all platforms

9.55%

Engagement Rate
Approximately 5x the industry benchmark

FACEBOOK MARKET REACH

METRICS REFLECT NOVEMBER 2025–APRIL 2026



3M

VIEWS



74,000

PROFILE VISITS



556K

VIEWERS



42,000

CONTENT INTERACTIONS

INSTAGRAM MARKET REACH

METRICS REFLECT NOVEMBER 2025–APRIL 2026



3.5M

VIEWS



55,000

PROFILE VISITS



622.5K

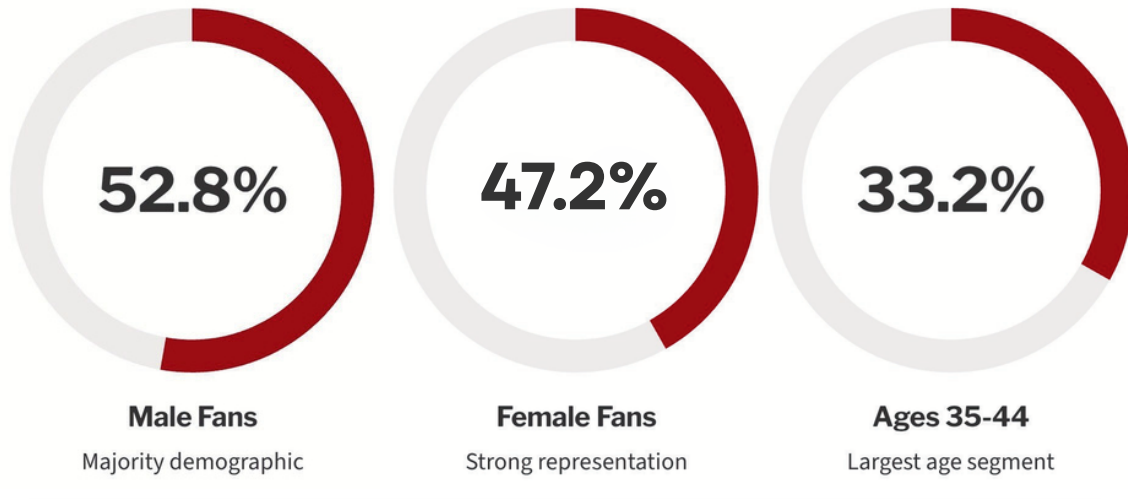
ACCOUNTS REACHED



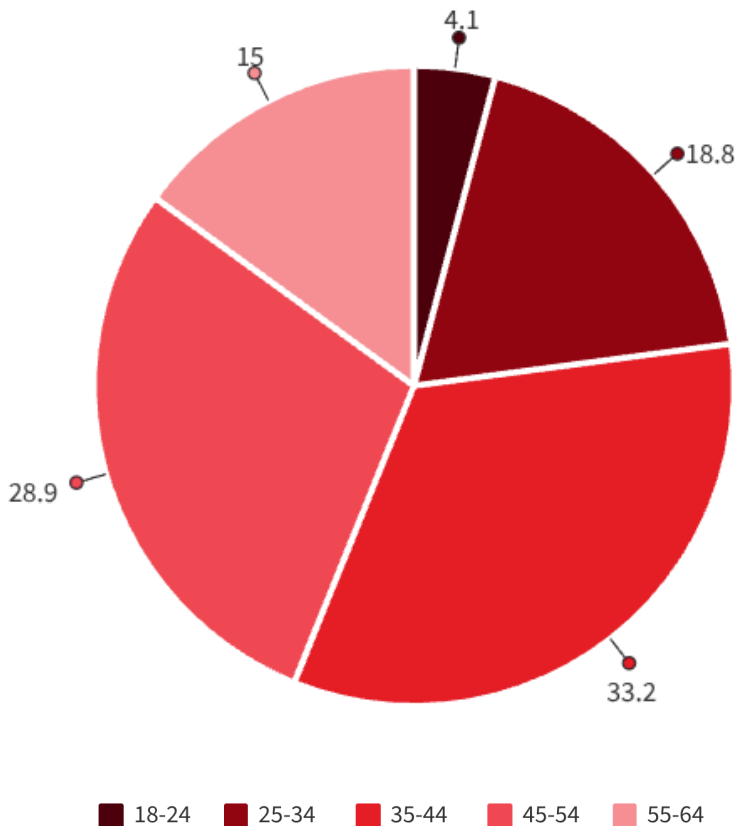
67,000

CONTENT INTERACTIONS

AUDIENCE DEMOGRAPHICS



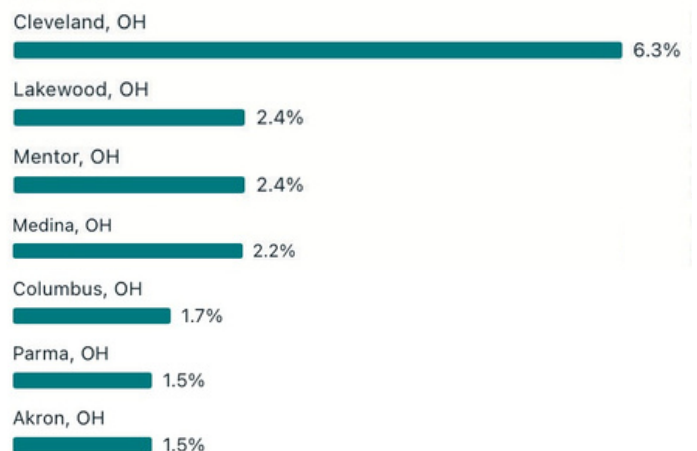
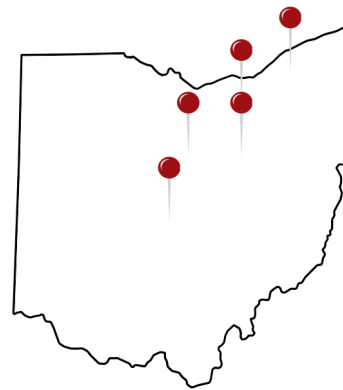
AGE DISTRIBUTION BREAKDOWN



Adults ages 35–54 make up 62.1% of our audience, connecting partners with established consumers while our family-friendly environment creates multigenerational appeal.

FAN GEOGRAPHIC FOOTPRINT

Our fan base spans the Greater Cleveland metropolitan area, helping your brand reach consumers where they live, work and play.



SPONSORSHIP OPPORTUNITIES

SHOWCASE YOUR
BUSINESS WITH A
BANNER OR DASHBOARD
ADVERTISEMENT



BANNERS HUNG THROUGHOUT THE ARENA



DASHBOARD ADVERTISEMENTS,
VISIBLE FROM THE LIVE STREAM

PARTNER WITH THE
WITH CRUNCH ON CO-
BRANDED GIVEAWAYS
& FAN ACTIVATIONS

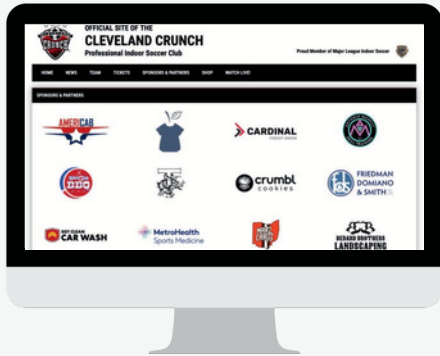


BLUE CARD SPONSOR BRANDED FAN GIVEAWAY



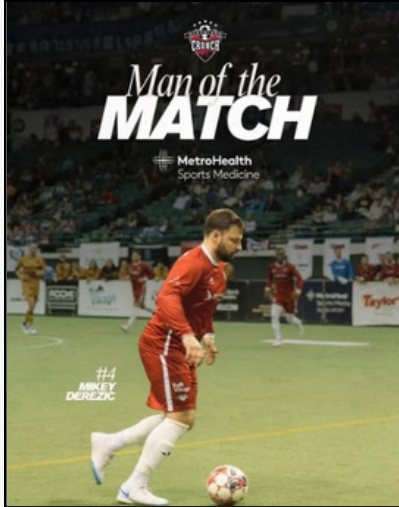
SPONSOR BRANDED HALF-TIME ACTIVATION

SPONSORSHIP OPPORTUNITIES



DISPLAY YOUR LOGO ON
THE CLEVELAND CRUNCH
WEBSITE WITH A LINK TO
YOUR BUSINESS SITE OR
LANDING PAGE

EXPAND YOUR
REACH WITH
SPONSORED POSTS
AND CONTENT
INTEGRATION



SPONSOR BRANDED SOCIAL SERIES



SPONSOR BRANDED SOCIAL SERIES

CLAIM PRESENTING
RIGHTS TO SOCIAL
MEDIA SEGMENTS



BUILD BRAND AWARENESS
WITH A 10X10
EXHIBIT/VENDOR SPACE AT
HOME MATCHES

CLAIM PRESENTING RIGHTS
TO BROADCASTING
SEGMENTS



PRESENT THE GAME
BALL OR OTHER IN-
GAME SEGMENTS &
ACTIVATIONS

FEATURE YOUR BRAND FRONT
AND CENTER ON THE OFFICIAL
CLEVELAND CRUNCH TEAM
JERSEY, SHORTS, SLEEVE OR
WARM-UP TOPS.
SPOTS ARE AVAILABLE!



INTERESTED IN LEARNING MORE?

CONTACT US AT INFO@THECLEVELANDCRUNCH.COM OR
VISIT OUR WEBSITE WWW.THECLEVELANDCRUNCH.COM.



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