



# SPONSORSHIPS PROPOSAL



Contents

Team Overview ..... 3

Audience Demographics ..... 4

    Age Range ..... 4

    Gender ..... 4

    Location..... 4

    Socio-economic Status..... 4

    Interests ..... 4

    Engagement ..... 4

    Fan Growth ..... 4

    Unique Characteristics ..... 5

Sponsorship Benefits ..... 5

    Season Ticket Holders, Street Team and Supporter Group ..... 5

    Social Media Presence ..... 5

    Average Game Attendance ..... 6

    Website Traffic..... 6

    Email Subscribers ..... 6

Sponsorship Packages ..... 6

Team Impact ..... 12

## Team Overview

Founded in 2021 by sports executive Andrew Haines, the Fayetteville Fury stands as a testament to the growth and evolution of professional indoor soccer. Today, the club is under the leadership of Phillip Lin, a visionary entrepreneur and our Furious leader. Lin's cross-functional expertise and entrepreneurial approach have been instrumental in propelling the Fury into an exciting new era.

Beyond the Fury, Phillip Lin's expansive sports portfolio includes the ownership of the Oak City Gliders and the Fayetteville Chutes. This diverse array of sports teams presents us with the unique opportunity to cross-promote within our Fayetteville teams. This ability to provide cross-promotion ensures our sponsors get more value for their investments, as we can tailor our promotional efforts according to sponsors' specific requests.

Recently, Lin published his autobiography, 'One Bad Asian', through which he seeks to inspire and empower others with insights into his path to success, redefining the concept of the American Dream. His entrepreneurial mindset is clearly demonstrated in his approach to operational leadership, particularly within software and IT development environments. Through meticulous needs assessments, streamlining processes, and developing innovative solutions, Lin has consistently met customer requirements, given us a competitive edge, and driven our revenue growth.

Under Phillip Lin's guidance, the Fayetteville Fury is poised to reach new heights. In 2023, we initiated the Fury NXT program, setting the groundwork for a critical bridge between grassroots and professional soccer in our community. We are proud to be part of the National Indoor Soccer League (NISL) – the first professional league to feature both men's and women's teams.

Our championship pedigree is evident – the Fayetteville Fury men's team claimed the NISL title in 2022. During our last season, we significantly expanded our fan base, increasing game attendance by 148%, season ticket holders by 61%, and our average attendance rate by 71% in the 2023 season.

Our club's core values – community engagement, respect for the military, continuous development, sportsmanship, passion, perseverance, unity, teamwork, service, and excellence – are the heartbeat of the Fayetteville Fury. We don't just play soccer; we live it. As part of our commitment to these values, we've developed a culture of active community involvement and demonstrated a profound respect for our neighboring Fort Bragg (now known as Fort Liberty) military members, as well as our first responders and our teachers.

Our mission and vision embody our commitment to both the beautiful game and our community. We strive to inspire unity, passion, and love for soccer while providing a platform for talented individuals to transition from amateur to professional status. We aim to become a symbol of excellence in professional indoor soccer, community engagement, talent development, and matchday experiences.

At the Fayetteville Fury, we have a unique community-driven approach. We believe in nurturing talent from grassroots programs, offering affordable entertainment for our fans, and being a force for good in our community. Our commitment to military appreciation and social responsibility, as well as our pursuit of excellence in every facet of our operation, distinguishes us in the soccer landscape.

Join us on our journey as we aspire to inspire, uplift, and drive forward the sport we deeply cherish.

## Audience Demographics

As Fayetteville Fury, we have a diverse, inclusive, and passionate fanbase that makes our club truly vibrant. Here's a snapshot of our audience:

**Age Range:** Our fans represent a broad age range, from children and teenagers participating in grassroots programs to adults relishing professional matches and seniors engaged in community events. Our family-friendly and affordable entertainment approach draws fans of all ages.

**Gender:** Indoor soccer is a sport appreciated by all, and our fanbase reflects that. We take pride in fostering an inclusive environment where everyone, regardless of their gender, can enjoy the thrill of the game.

**Location:** Our roots run deep in Cumberland County, making it our primary fanbase location. However, our players' presence from cities like Raleigh, Durham, Apex, and Charlotte has allowed us to extend our fanbase into these areas.

**Socio-economic Status:** Cumberland County is a region with a diverse socio-economic mix, which is predominantly made up of middle-income households. As per the latest data, the median household income in Cumberland County stands at approximately \$45,000, a figure slightly below the national average, indicating a significant proportion of the population belonging to the middle and lower-middle-income class.

Home to Fort Liberty, one of the largest military installations in the world, the county also has a considerable population associated with the military. This population adds a unique dynamic to the local economy, with a steady flow of federal military funds into the region. Approximately 50,000 active duty personnel and their families reside in the area, contributing to the economic and social fabric of the region.

As Fayetteville Fury, we strive to engage a fan base representative of this socio-economic diversity. Our commitment to affordable entertainment and community engagement aligns well with the demographics and economic realities of Cumberland County. From the perspective of potential sponsors, partnering with Fayetteville Fury presents an opportunity to reach a broad, diverse, and engaged audience. The affiliation with our club would also offer sponsors the chance to demonstrate support for community initiatives, youth development, and military appreciation - all of which are likely to resonate strongly with the local population.

**Interests:** Our fans are passionate about a range of interests beyond indoor soccer. These include other sports such as hockey, baseball, basketball, and arena football. Many of our fans enjoy outdoor activities, thanks to North Carolina's natural beauty, and have a shared appreciation for the military, first responders, and educators-related events and fitness activities.

**Engagement:** Our fans engage with the team across various platforms. They regularly attend games, interact on social media, and purchase team merchandise. Our fans also participate in community outreach events, solidifying their connection to the club and the community at large.

**Fan Growth:** We have witnessed remarkable growth in our fanbase, as evidenced by the astounding 148% increase in game attendance, 61% increase in season ticket holders, and a 71% rise in our average

attendance rate during the 2023 season. This momentum positions us for further expansion and engagement with our community.

**Unique Characteristics:** Fayetteville Fury fans exhibit a unique blend of community consciousness, passion for soccer, and an extraordinary appreciation for service members, including military personnel, first responders, and educators. They are likely to be highly community-oriented, a trait mirrored in their support for the club's initiatives to engage with and uplift local communities.

The presence of Fort Liberty, one of the largest military installations, significantly influences the local culture, leading to a fan base with a heightened level of respect and support for military service members. This appreciation extends to first responders, recognizing their critical role in ensuring the safety and wellbeing of the community.

In addition, acknowledging the vital role educators play in society and youth development, Fayetteville Fury fans also hold a unique appreciation for teachers. The fan base might be actively involved in the sport, possibly playing or coaching at the grassroots level, reflecting their dedication to the game.

In essence, Fayetteville Fury fans are defined by their shared love for soccer, a strong sense of community, and an unwavering respect for those who serve their communities in various capacities, from the military to first responders and teachers.

With this diverse and dedicated fanbase, potential sponsors partnering with Fayetteville Fury will have the opportunity to connect with a broad, engaged audience that aligns with values of community support, military appreciation, and passion for soccer. Our growing fanbase presents an expanding market, ready to interact with brands that share their interests and values.

## Sponsorship Benefits

We are proud to present a snapshot of Fayetteville Fury's extensive fanbase that extends not only to our local community in Cumberland County but also to the large, passionate, and dedicated military community at Fort Liberty and beyond.

**Season Ticket Holders, Street Team and Supporter Group:** Fayetteville Fury enjoys a robust community of 97 season ticket holders. These die-hard fans not only regularly fill our home venue, creating an electrifying atmosphere that truly represents the spirit of indoor soccer, but they also showcase their loyalty by renewing their memberships year after year. The street team is comprised of 58 high school and local college students with the objective of passing out flyers, putting up promotional stickers or posting about you or your business on social media. Finally, our fan base is “Furyous” with our Support Group. Our support group has over 160 dedicated super fans (also known as Ultras). Our Ultras are the ultimate fans of our soccer team. These fans create songs, cheer for us to score goals during games, have creative jeers against our opponents, march to the stadium, create watch parties, and more. Not only that, but these fans are supporter group ticket holders, supporting our club with their money, time, and energy.

**Social Media Presence:** Our team has an impressive digital footprint, with over 36,000 followers across various social media platforms. We have 23,000+ followers on Instagram and 13,000 followers on Facebook. Our content, which ranges from game highlights to player interviews and exclusive behind-

the-scenes coverage, has managed to engage hundreds of thousands of fans state-wide, some internationally, with an average engagement rate of 13%.

**Average Game Attendance:** The Fury games are renowned for their high-energy and fan engagement. Our current season attendance grew by 148%. The audience not only includes our Cumberland County residents but also a considerable number of servicemen and women from nearby Fort Liberty, as well as first responders and educators, making our games a wonderful amalgamation of local heroes and greatness culture.

**Website Traffic:** Our official website is the hub for all the latest news, player profiles, match reports, and exclusive content about the Fayetteville Fury. We average 8,000 monthly unique visitors, with a notable increase during the season. Our online merchandise store, accessible via our website, has also seen consistent growth, with a monthly average of 3,000 purchases made by fans locally and globally.

**Email Subscribers:** Our fan engagement extends to over 7,000 email subscribers, who receive updates, exclusive content, and special promotions. Our emails have a higher-than-industry-average open rate of 21%, indicative of the interest and loyalty of our fanbase.

With this reach and engagement, our sponsors can expect to tap into an enthusiastic, diverse, and loyal demographic that ranges from the local community to the dedicated military populace. The Fayetteville Fury is not just a team - we're a community, a family, and a force to reckon with. We invite you to join us and experience the power and passion of the Fury fanbase.

## Sponsorship Packages

Fayetteville Fury recognizes our success is a collaborative effort involving our team, fans, and sponsors. We offer a range of sponsorship packages designed to provide significant benefits to our partners:

### **“Presented By” Sponsorship (1 available)**

“Presented by ” – Would be included in all team marketing and advertising. Total Investment: \$50,000.00/Year

- Company Logo on front of game jerseys
- Four (4) Field Logos (6' x 9')
- Four (4) Dasher Board Signs at home games
- Two (2) 15 Second Video Board Ads/PA Announcements
- Two (2) 30 Second Video Board Ads/PA Announcements
- Twenty (20) Season Tickets (Sidelines)
- Twenty (20) Season Tickets (Ends)
- Company Logo on team website (Front Page)
- Company Logo on team website (Sponsorship Page)
- Company Logo on all team printed marketing materials
- Company included in every team press release
- Company included in every team newsletter
- Company can set up table/tent at any team tailgate parties
- Company can set up a table on the concourse during any/all home games

- Social Media mentions on team accounts (Facebook, Twitter, Instagram, etc.)
- Special Meet & Greet with Players/Coaches/Staff (based on available schedule)
- Optional Fan Give-Away Night (You supply the give-away item for 2,000 or more fans – must be approved in advance, co-branded and printed using a licensed team vendor.)
- Cross Promotions at community events, and other events and/or fundraisers
- Permission for your company to use the team logo in your marketing/advertising (Send ad or promotion for approval prior to it being released to the public/shared)
- “Official” of the team (type of partner)
- Exclusive Partner

#### **Front of Jersey Sponsorship (1 available)**

Total Investment: \$25,000.00/Year (Includes both men’s and women's teams)

- Company Logo on front of game jerseys
- Four (4) Field Logos (6’ x 9’)
- Four (4) Dasher Board Signs at home games
- Two (2) 15 Second Video Board Ads/PA Announcements
- Two (2) 30 Second Video Board Ads/PA Announcements
- Twenty (20) Season Tickets (Sidelines)
- Twenty (20) Season Tickets (Ends)
- Company Logo on team website (Front Page)
- Company Logo on team website (Sponsorship Page)
- Company Logo on all team printed marketing materials
- Company included in every team press release
- Company included in every team newsletter
- Company can set up table/tent at any team tailgate parties
- Company can set up a table on the concourse during any/all home games
- Social Media mentions on team accounts (Facebook, Twitter, Instagram, etc.)
- Special Meet & Greet with Players/Coaches/Staff (based on available schedule)
- Optional Fan Give-Away Night (You supply the give-away item for 2,000 or more fans – must be approved in advance, co-branded and printed using a licensed team vendor.)
- Cross Promotions at community events, and other events or fundraisers
- Permission for your company to use the team logo in your marketing/advertising (Send ad or promotion for approval prior to it being released to the public/shared)
- “Official” of the team (type of partner)
- Exclusive Partner

#### **Back of Jersey Sponsorship (choice of 2 available – one below # and one above #)**

Total Investment: \$18,000.00 (Includes both men’s and women's teams)

- Company Logo on Back of Game Jersey
- Two (2) Field Logos (6’ x 9’)
- Two (2) Dasher Board Signs at home games
- Two (2) 15 Second Video Board Ads/PA Announcements

- Two (2) 30 Second Video Board Ads/PA Announcements
- Ten (10) Season Tickets (Sidelines)
- Ten (10) Season Tickets (Ends)
- Company Logo on team website (Sponsorship Page)
- Company included in every team newsletter
- Company can set up table/tent at any team tailgate parties
- Company can set up a table on the concourse during any/all home games
- Social Media mentions on team accounts (Facebook, Twitter, Instagram, etc.)
- Special Meet & Greet with Players/Coaches/Staff (based on available schedule)
- Optional Fan Give-Away Night (You supply the give-away item for 2,000 or more fans – must be approved in advance, co-branded and printed using a licensed team vendor.)
- Cross Promotions at community events, and other events or fundraisers
- Permission for your company to use the team logo in your marketing/advertising (Send ad or promotion for approval prior to it being released to the public/shared)
- “Official” of the team (type of partner)

#### **Jersey Sleeve or Shorts Sponsorship (4 available)**

Total Investment: \$10,000.00 (Includes both men’s and women's teams)

- Company Logo on Sleeve or Short
- Two (2) Field Logos (6’ x 9’)
- Two (2) Dasher Board Signs at home games
- Two (2) 15 Second Video Board Ads/PA Announcements
- Two (2) 30 Second Video Board Ads/PA Announcements
- Ten (10) Season Tickets (Sidelines)
- Ten (10) Season Tickets (Ends)
- Company Logo on team website (Sponsorship Page)
- Company included in every team newsletter
- Company can set up table/tent at any team tailgate parties
- Company can set up a table on the concourse during any/all home games
- Social Media mentions on team accounts (Facebook, Twitter, Instagram, etc.)
- Special Meet & Greet with Players/Coaches/Staff (based on available schedule)
- Optional Fan Give-Away Night (You supply the give-away item for 2,000 or more fans – must be approved in advance, co-branded and printed using a licensed team vendor.)
- Cross Promotions at community events, and other events or fundraisers
- Permission for your company to use the team logo in your marketing/advertising (Send ad or promotion for approval prior to it being released to the public/shared)
- “Official” of the team (type of partner)

#### **Training Top Sponsorship (1 available)**

Total Investment: \$8,500.00 (Includes both men’s and women's teams)

- Logo on front of training shirts
- Two (2) Field Logos (4’ x 8’)



- Two (2) Dasher Board Signs at home games
- Two (2) 30 Second Video Board Ads/PA Announcements
- Ten (10) Season Tickets (Sidelines)
- Ten (10) Season Tickets (Ends)
- Company Logo on team website (Sponsorship Page)
- Company included in every team newsletter
- Company can set up table/tent at any team tailgate parties
- Company can set up a table on the concourse during any/all home games
- Social Media mentions on team accounts (Facebook, Twitter, Instagram, etc.)
- Special Meet & Greet with Players/Coaches/Staff (based on available schedule)
- Optional Fan Give-Away Night (You supply the give-away item for 2,000 or more fans – must be approved in advance, co-branded and printed using a licensed team vendor.)
- Cross Promotions at community events, and other events or fundraisers
- Permission for your company to use the team logo in your marketing/advertising (Send ad or promotion for approval prior to it being released to the public/shared)
- “Official” of the team (type of partner)

### **Victory Sponsorship**

Total Investment: \$7,500.00 (Includes both men’s and women's teams)

- One (1) Field Logo (4’ x 8’)
- Two (2) Dasher Board Signs at home games
- Two (2) 15 Second Video Board Ads/PA Announcements
- Ten (10) Season Tickets (Sidelines)
- Eight (8) Season Tickets (Ends)
- Company Logo on team website (Sponsorship Page)
- Company included in every team newsletter
- Company can set up table/tent at any team tailgate parties
- Company can set up a table on the concourse during any/all home games
- Social Media mentions on team accounts (Facebook, Twitter, Instagram, etc.)
- Special Meet & Greet with Players/Coaches/Staff (based on available schedule)
- Optional Fan Give-Away Night (You supply the give-away item for 2,000 or more fans – must be approved in advance, co-branded and printed using a licensed team vendor.)
- Cross Promotions at community events, and other events or fundraisers
- Permission for your company to use the team logo in your marketing/advertising (Send ad or promotion for approval prior to it being released to the public/shared)
- “Official” of the team (type of partner)

### **Veteran Sponsorship**

Total Investment: \$5,000.00 (Includes both men’s and women's teams)

- Two (2) Dasher Board Signs at home games
- One (1) 15 Second Video Board Ads/PA Announcements
- Ten (10) Season Tickets (Sidelines)

- Eight (8) Season Tickets (Ends)
- Company Logo on team website (Sponsorship Page)
- Company included in every team newsletter
- Company can set up table/tent at any team tailgate parties
- Company can set up a table on the concourse during any/all home games
- Social Media mentions on team accounts (Facebook, Twitter, Instagram, etc.)
- Special Meet & Greet with Players/Coaches/Staff (based on available schedule)
- Optional Fan Give-Away Night (You supply the give-away item for 2,000 or more fans – must be approved in advance, co-branded and printed using a licensed team vendor.)
- Cross Promotions at community events, and other events or fundraisers
- Permission for your company to use the team logo in your marketing/advertising (Send ad or promotion for approval prior to it being released to the public/shared)
- “Official” of the team (type of partner)

### **Starter Sponsorship**

Total Investment: \$4,000.00 (Includes both men’s and women's teams)

- Two (2) Dasher Board Signs at home games
- One (1) 15 Second Video Board Ads/PA Announcements
- Eight (8) Season Tickets (Sidelines)
- Eight (8) Season Tickets (Ends)
- One Hundred (100) Buy One Get One FREE General Admission Tickets
- Company Logo on team website (Sponsorship Page)
- Company included in every team newsletter
- Company can set up table/tent at any team tailgate parties
- Company can set up a table on the concourse during any/all home games
- Social Media mentions on team accounts (Facebook, Twitter, Instagram, etc.)
- Special Meet & Greet with Players/Coaches/Staff (based on available schedule)
- Optional Fan Give-Away Night (You supply the give-away item for 2,000 or more fans – must be approved in advance, co-branded and printed using a licensed team vendor.)
- Cross Promotions at community events, and other events or fundraisers
- Permission for your company to use the team logo in your marketing/advertising (Send ad or promotion for approval prior to it being released to the public/shared)

### **Rookie Sponsorship**

Total Investment: \$3,500.00 (Includes both men’s and women's teams)

- One Dasher Board Sign at home games
- One (1) 15 Second Video Board Ads/PA Announcements
- Eight (8) Season Tickets (Sidelines)
- Eight (8) Season Tickets (Ends)
- Special Group Ticket Promotion - One Hundred (100) Buy One Get One FREE General Admission Tickets
- Company Logo on team website (Sponsorship Page)

- Company can set up table/tent at any team tailgate parties
- Company can set up a table on the concourse up to 3 home games
- Social Media mentions on team accounts (Facebook, Twitter, Instagram, etc.)
- Special Meet & Greet with Players/Coaches/Staff (based on available schedule)
- Optional Fan Give-Away Night (You supply the give-away item for 2,000 or more fans – must be approved in advance, co-branded and printed using a licensed team vendor.)
- Cross Promotions at community events, and other events or fundraisers
- Permission for your company to use the team logo in your marketing/advertising (Send ad or promotion for approval prior to it being released to the public/shared)

### **VIP Sponsorship**

Total Investment: \$3,000.00 (Includes both men's and women's teams)

- One Dasher Board Sign at home games
- Eight (8) Season Tickets (Sidelines)
- Eight (8) Season Tickets (Ends)
- Company Logo on team website (Sponsorship Page)
- Company can set up table/tent at any team tailgate parties
- Company can set up a table on the concourse up to 3 home games
- Social Media mentions on team accounts (Facebook, Twitter, Instagram, etc.)
- Special Meet & Greet with Players/Coaches/Staff (based on available schedule)
- Optional Fan Give-Away Night (You supply the give-away item for 2,000 or more fans – must be approved in advance, co-branded and printed using a licensed team vendor.)
- Cross Promotions at community events, and other events or fundraisers
- Permission for your company to use the team logo in your marketing/advertising (Send ad or promotion for approval prior to it being released to the public/shared)

### **Platinum- Small Business Sponsors**

Total Investment: \$2,500 (Includes both men's and women's teams.)

- Six (8) Season Tickets (Rows 2 or 3)
- Company Logo on the team website (Sponsorship Page)
- Company Logo included on video board/ Jumbotron during Small Business Sponsor/Partner announcements at all home games.
- Social Media Mention at signing on team accounts (Facebook, Twitter, Instagram, etc.) and website.
- Company Logo displayed on Large banner at all home games.
- Business logo on all flyers (printed & digital)

### **Gold- Small Business Sponsors**

Total Investment: \$1,500 (Includes both men's and women's teams)

- Six (6) Season Tickets
- Company Logo on the team website (Sponsorship Page)

- Social Media Mention /shoutout at signing on team accounts (Facebook, Twitter, Instagram, etc.)
- Live Shoutouts of business at all home games from PA/Announcer.
- Company logo displayed on Large banner at all home games.

#### **Silver- For Small Businesses with 15 - 25 employees.**

Total Investment: \$500 (Limited to First 50 Small Businesses) (Includes both men's and women's teams.)

- Business shall receive shoutouts on all Fayetteville Fury social media platforms (Facebook, Twitter, Instagram, etc.) and website.
- Businesses will receive up to 25 free tickets to a designated home game.
- Business shall receive Live shoutouts from PA and announcers at every home game.

#### **Bronze- For Small Businesses with 1 - 15 employees.**

Total Investment: \$250 (Limited to First 100 Small Businesses) (Includes both men's and women's teams.)

- Business shall receive shoutouts on all Fayetteville Fury social media platforms (Facebook, Twitter, Instagram, etc.) and website.
- Businesses will receive up to 15 free tickets to a designated home game.
- Business shall receive Live shoutouts from PA and announcers at every home game.

Beyond the traditional sponsorship tiers, we offer a unique advertising opportunity that provides year-round visibility for your business. Interested in taking your brand on a road trip? Ask us how you can advertise your business on our tour bus!

As a professional team, we regularly travel across FL, GA, MS, TN, NC, and SC, and we continue to expand our footprint each year. This means your company logo could be prominently displayed and viewed by thousands across these states on our tour bus. It's a mobile billboard showcasing your support for our team and amplifying your brand visibility on a regional scale. Additionally, our bus is brought to most of our community events in the local communities, such as camps, clinics, and community engagement events.

Don't miss this exclusive chance to be a proud sponsor and to make your business a part of our thrilling journey. Reach out to us today to explore this and other sponsorship opportunities.

## **Team Impact**

Fayetteville Fury isn't just a professional indoor soccer club; it's a beacon of positivity, unity, and change within the Cumberland County community and beyond. We firmly believe that as a sports organization, our role extends beyond the soccer field and into the heart of our community. We have a strong commitment to social responsibility and focus our efforts on impactful initiatives that promote health, education, and inclusion.

- **Community Outreach and Engagement:** Every year, our players, staff, and beloved mascot, Furyous, dedicate hundreds of hours to engaging with our local community. From visiting schools, hospitals, and community centers, to running soccer clinics for children, we are

committed to making a difference. During these interactions, children not only learn about the sport but also absorb crucial values of teamwork, discipline, and hard work. Our mascot, Furyous, a sensation known affectionately as Charzard's distant cousin, has become an integral part of our community outreach. His energetic presence adds an element of fun and excitement, as he interacts with fans and participates in various community events. The popularity of Furyous extends beyond the soccer pitch; he's a walking billboard for The Fayetteville Fury! Recognizing the marketing potential of Furyous, we have incorporated him into our sponsorship packages. As he traverses the community, Furyous provides excellent exposure for our partners by proudly displaying their logos on his jersey, shorts, and other promotional materials. This unique marketing opportunity not only ensures that our sponsors' brands are prominently displayed, but also associates them with our values and community commitment. With Furyous around, you can be sure your brand will be everywhere!

- **Supporting Local Education:** Understanding the power of education, Fayetteville Fury has partnered with local schools and colleges to offer scholarships to promising students. These scholarships aim at both sports and academic excellence, fostering a balanced approach to youth development.
- **Military Appreciation:** Given our close proximity to Fort Liberty, we have a special connection with the military community. We host annual Military Appreciation Nights, offer special ticket discounts for service members and their families, and participate in events on the base. This tight-knit relationship has brought the civilian and military communities closer, fostering a spirit of unity and mutual respect.
- **Environmental Responsibility:** Fayetteville Fury is also committed to the cause of environmental sustainability. We have launched several green initiatives, including recycling programs during games and the use of energy-efficient facilities, thereby reducing our carbon footprint.
- **Health and Wellness Initiatives:** In response to the growing concern over physical and mental health, we have partnered with local health organizations to promote a culture of wellness. We run health awareness campaigns and organize free check-ups in association with local healthcare providers.
- **Youth Development and Player Advancement Programs:** Our club is committed not only to nurturing a love for the sport but also to developing the future stars of soccer through our carefully curated programs. These programs are meticulously designed to instill in our young participants the values of teamwork, respect, and discipline while simultaneously honing their skills on the pitch. But our mission extends beyond youth development. We proudly serve as a crucial pathway in our community, facilitating the transition of players from grassroots soccer and college to pre-professional (amateur) and professional levels. The Fayetteville Fury boasts an impressive track record of player advancement. We have players who have risen through the ranks to join Buffalo FC and the US Futsal National Women's Team, with the latter clinching silver at the World Championships in Spain. Several of our players have shone at the international soccer tournament in Cary, TST, advancing to the round of 16. Our players proudly hold the title of National Omega Ball Champions. We're also thrilled to announce that some of our players are on the verge of expanding their horizons even further, traveling to Germany and Costa Rica to advance their soccer careers. As you can see, we take the development and exposure of our players seriously. When you partner with us, you're not just supporting our club - you're investing in the future soccer stars of our community, and indeed, the world. You're

playing a significant role in shaping our community's future and helping to elevate the sport of soccer to new heights.

Our team is deeply embedded in the fabric of the Cumberland County community, and we take this responsibility very seriously. Through our outreach and initiatives, we strive to make a significant and lasting impact. We aim to not just play for our community but to grow with it.

By associating with the Fayetteville Fury, sponsors are not just investing in a soccer team; they are investing in the community's future and demonstrating a commitment to the causes that matter most to our fans and our community.

We hope that the details provided above have ignited your interest in a rewarding partnership with the Fayetteville Fury, a team deeply rooted in community engagement and the thrilling spectacle of indoor soccer.

- **Choose a Package:** We have a variety of pre-structured sponsorship packages available for you to choose from, each offering a unique set of benefits. To view these packages and secure the one that best aligns with your brand's needs and objectives, we invite you to visit our website at [www.fayettevillefury.com](http://www.fayettevillefury.com) and select 'Buy a Sponsorship Package'.
- **Tailored Packages:** We understand that each organization has unique goals and requirements. If you'd like to discuss a more customized sponsorship package, please email us at [dustin@fayettevillefury.com](mailto:dustin@fayettevillefury.com) or fill out the contact form on our website. Our team would be more than happy to set up a meeting to explore how we can tailor a sponsorship package that maximizes the benefits for your organization.
- **Schedule a Meeting:** If you have more specific queries or wish to discuss the sponsorship opportunity in greater detail, we would be delighted to schedule a meeting with our marketing team. We believe in personalized interactions to ensure the most beneficial partnership for both parties.

To take full advantage of this exciting opportunity, we recommend securing your sponsorship package before the start of our upcoming season. This ensures that your brand gains maximum exposure right from the start of the season.

Join us in this journey, and let's make a significant impact together, on and off the field, fueled by the energy and passion of the Fury.

We eagerly look forward to your participation.

Best Regards,

*Dustin Lee*

Dustin Lee

Assistant General Manager

Fayetteville Fury