

San Francisco Soccer Football League



2015 MEDIA KIT

YOUR SOLUTION TO REACHING

34,000 SOCCER HOUSEHOLDS

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ABOUT San Francisco Soccer Football League (SFSFL)

SFSFL is a non-profit entity and the leading Premier adult soccer league in California-North. The organization serves over 760 adult players per season, over 880 games; members serve on the California Soccer Association board with over 12,000 members, assign more than 400 referees. It provides services and support to its 40 clubs, known as organizational members. SFSFL soccer is also a member with the United States Adult Soccer Association, an organization which is the governing body for the United States Soccer Federation and a member of Region IV, which includes 14 states.

SFSFL is led by a professional staff specializing in providing administrative services and resources, and support for coach, player and referee development and other educational programs as well as running competitions. The eight-member Board of Directors provides strategic vision and has ultimate fiduciary responsibility. Through a variety of programming, benefits and services, SFSFL aims to live its mission.

The organization is a member of the United States Adult Soccer Association (US Adult Soccer) and the United States Soccer Federation (US Soccer). SFSFL is the single premier elite league in California north and is one of 11 affiliated members in the country associated with the US Adult Soccer and US Soccer.

Mission

The mission of the SFSFL is to foster, promote and develop the sport of competitive soccer.

Vision

SFSFL will be the soccer organization of choice in California-North communities, and will deliver superior services and benefits.

History

Founded in 1902 and incorporated as a non-profit entity, the SFSFL is the longest-playing semi-professional league in the country and is 1 of only 11 leagues with premier elite status in the country.

Member Profile

Over 750 adult players
National and State Champions
birth years from 1970s to 1993

Semi-Professional League
Longest-serving league in California
and across the country
Constant pool of members
joining and participating

Over 400 California Referees
from National to State status

CSAN 12,000 Membership
Region IV USASA, 14 States Membership

One of 11 Premier Elite Leagues
across the United States

34,000 households
Across the State

Channels

Direct mail
e-Newsletter
Onsite
Social Media
Website



SFSFL is open to all potential categories with examples such as:

Apparel	Beverage
Education	Groceries
Hotel	Retail
Sporting Goods	Telecommunications
Automotive	Consumer Electronics
Financial Services	Healthcare
Restaurant	Satellite/Cable TV
Sports Medicine/Rehabilitation	

SFSFL is also open to sponsorships/partnerships aligned with specific programming, such as:

Administration	Gala Nite Annual Awards
Hall of Fame	CSAN Soccer Series
State Cup	USASA Region IV Cup
Online Registration	Coaching Education
Referee Education	Developmental Camp
Risk Management	



Why affiliate your brand with SFSFL

Your connection to soccer families across California means you will be in front of adult players of all ages and skill levels whose families have active lifestyles and who share the passion of the sport with others. You will connect with coaches, clubs and decision-makers who are interested in developing and growing the game. You will also be part of our mid-year and annual general council meeting.

Through our programming and channels we connect year-round with members which means you gain relevant and frequent interaction opportunities with members in California and throughout the nation.

Whether you are looking to boost sales or strengthen brand awareness, one-on-one relationships with prospects and customers provides you with a competitive edge. Our demographics cover a wide range and can be segmented to fit your target.

We invite you to build a relationship with our members, and their families by becoming a Sponsor/Partner or Advertiser.

How to Sponsor, Partner or Advertise

There are a range of opportunities to engage with the SFSFL community through its multitude of channels. Your organization may choose to support SFSFL as the "Official...of SFSFL", or to become sponsors, partners or providers of particular SFSFL programming.

SFSFL has a 113 year track record of working strategically with other groups to achieve the mutual benefit of branding and exposure. Past sponsors have included Toyota (Official Vehicle), Comcast (Official Tournament), Tecate (Official Beer), to name a few sponsors.

Refer to our current media kit for details.

Requirements

Minimum commitment of two years. Cash donations to SFSFL based upon level of sponsorship agreed upon and due with 30 days of signed agreement. *Additional considerations negotiable.*

ADVERTISING

You can get your message out to the Community through targeted or general direct mailings, with ad space on the website or in an e-News, social media or be included in program-specific communications, giveaways or onsite messaging.

- **Website Advertising**

Our website is the main catalyst in providing our membership with resources, information, support and services. We house and deliver what members need on our site so that it is available to them at their convenience, at any time of day. Our website also renders as a mobile site.

- **E-News Advertising**

We connect regularly with our membership and program participants via several different e-newsletters. Our lists can be segmented (coaches, overall community, age group, board members, presidents-only, etc...) so we are likely to be able to hit your target audience with one of our specific publications. We have used the e-news, format to push resources and information to our members - which is reflected in our above industry standard open rate. The integrity of our lists is also reflected in a better than industry standard bounce rate.

- **Social Media**

SFSFL can help you with social media outreach.

- **Direct mail Advertising**

SFSFL can help you reach over 12,000 households across the State with direct mailing. We can also segment the list by factors that will aid you in reaching your target audience.

- **Requirements**

Ads must be pre-paid at the minimum levels specified herein.



WEBSITE ADVERTISING

Home & Interior Foot Banner: 459-75 pixels

Placement at footer area of home page and interior pages

- \$450/mo. For one month commitment
- \$425/mo. For three month commitment
- \$400/mo. For six month commitment
- \$375/mo. For 12 month commitment

Interior Square/Left Rail: 250x250 pixels

Placement in left rail of interior pages

- \$350/mo. For one month commitment
- \$325/mo. For three month commitment
- \$300/mo. For six month commitment
- \$275/mo. For 12-month commitment

Interior Banner: 450x75 pixels

Placement at top of single page

- \$250/mo. For one month commitment
- \$225/mo. For three month commitment
- \$200/mo. For six month commitment
- \$175/mo. For 12-month commitment

Pre-payment requirements:

- One and three months: full payment
- Six and 12 months: half of total payment; balance due month prior to second half of term

E-NEWS ADVERTISING

E News Option:

- Banner: 470 x 75 pixels - \$250 per issue
- Logo: 150x15 Pixels - \$175 per issue
- Advertorial (text) - \$100 per issue

SOCIAL MEDIA ADVERTISING

Social Media Option:

- Facebook - \$100
- Twitter - \$100
- Tumblr - \$100
- Pinterest - \$100

DIRECT MAIL ADVERTISING

Direct Mail options: Mailing list rental is available for \$.15 per address with a minimum fee of \$150. A single use list maybe segmented to fit your targeted audience needs. SFSFL retains the right to review and approve any mailing to ensure quality and appropriateness for our audience.

Google Analytics
(since Sept. 2014)

Over 48,550 sessions

Over 122,000 page views

Over 5,000-7,000 users a month

51.87% returning visitor

48.13% new visitors

Bounce Rate 15.9%

1.09 Ave. visitor duration

Continents:

Over 42,00 Americas

Over 4,000 Europe

Over 900 Asia

Over 200 Africa and Oceania

Top 15 Nations:

USA, Mexico, Spain, Russia, UK,

Canada, Ireland, Germany,

Brazil, China, Netherlands

France, Japan, Italy

Demographics:

Gender: 56% male; 44% female

Age: 27.5% 18-24; 33.5% 25-34;

15.5% 35-44; 12.5% 45-54;

5.5% 55-64; 5.5% 65+

Interests:

Sports

Computers, Electronics

Food and Drinks

Travel

Mobile Website Users

72.84% accessed via IOs

27.16% accessed via Androids

Browsers

43.87% accessed via Chrome

33.37% accessed via Safari

9.70% accessed via Firefox

8.56% accessed via IE

4.01% accessed via android

Top Network

AT&T, Sprint, Comcast, T-Mobile