



**Rio Rapids Soccer Club**  
Albuquerque, New Mexico USA

# Rio Rapids Soccer Club Sponsorship Programs

# Rio Rapids Soccer Club



## Rio Rapids Soccer Club (Rio Rapids SC) Overview Facts

Rio Rapids SC has been serving the Albuquerque and surrounding communities for since 2001. Rio Rapids SC is New Mexico's premier youth soccer club fielding boys and girls teams from U7 through U19. Rio Rapids SC teams participate in the Duke City Soccer League and NW Rio Grande Soccer League which are both members of the New Mexico Youth Soccer Association. For younger children, Rio Rapids SC offers an outstanding developmental program. With all the success on the fields, Rio Rapids SC focuses on developing the players off the field in important life skills; personal, social, academic, and community focused. We help develop self-discipline and self-respect in an environment that assists in the development of the individual to succeed in whatever walk of life they choose.

## Clubs Highlights since 2001:

- **91** NM State Cup Champions
- **1** Region IV Champion / **1** Region IV Finalist / **1** USYSA national 3rd Place Finish
- **1** NPL Finals 2nd Place Finish / **4** NPL Mountain Development League Champions
- **1** US Club Soccer National Champion
- **2** US Club National Finalists / **3** US Club Regional Champions
- **65** Soccer School Graduates in 2014
- Active Community Service Program
- **8** USSF A Licensed Staff / **9** USSF B Licensed Staff / **4** USSF C Licensed Staff
- **18** USSF National Youth Licenses
- Official Major League Soccer Colorado Rapids Alliance Partner
- **27** Years of College Coaching Experience
- **1164** College Coaches at Rio Rapids SC Games to Scout our HS Age Players in 2013/14
- **331** Men & Women College Soccer Placements
- **\$47,898** in Player Scholarships Given in 2014/15 Season



*Rio Rapids SC Youth Academy*

## Rio Rapids SC Statistics

### Continuing to Grow Player Families in the Club

Rio Rapids SC continues to grow and expand their program offerings. In the Albuquerque area alone, we have over 1200+ families participating and are ever growing. In 2014 we brought the Cobras Soccer Club from El Paso, TX and the Northern Soccer Club from Santa Fe, NM into our family and provided coaching and player development opportunities to two new markets.

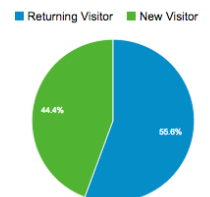
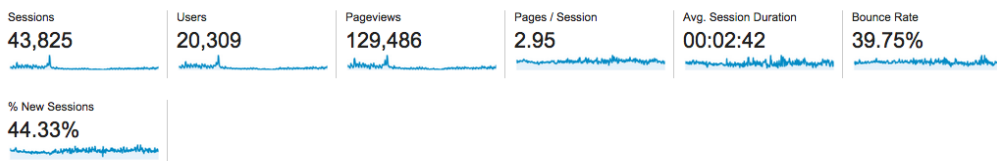
### Rio Rapids SC Families Zip Code Distribution:

Zip Code	2013	%
87111	151	14.46%
87122	137	13.12%
87114	140	13.41%
87109	74	7.09%
87120	88	8.43%
87107	75	7.18%
87110	52	4.98%
87113	50	4.79%
87106	46	4.41%
87144	56	5.36%
87124	52	4.98%
87123	35	3.35%
87104	26	2.49%
87108	23	2.20%
87105	30	2.87%
87102	9	0.86%

### Website Traffic

Rio Rapids SC has a strong website with content that changes weekly. Rio Rapids SC families and many others use the site as a resource for many of the going ons in and around the club. The website traffic appeals to a wide audience and has a consistent New and Returning User usage. Average visit time on the site is over **2 minutes and 42 seconds**.

There have been **43,825 Visits and 20,309 Unique visitors to the site the last year with 56% Returning Users**.



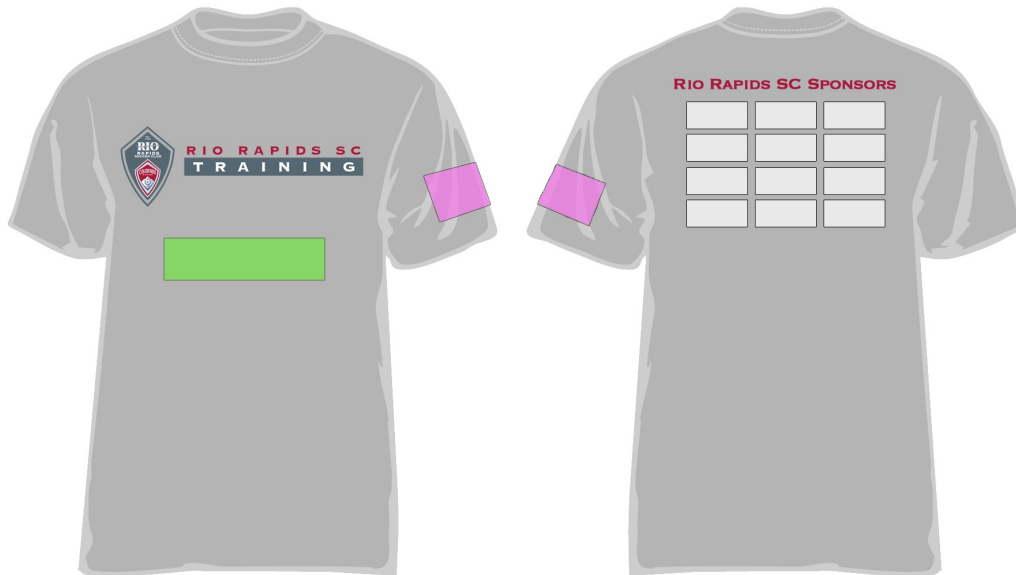
# Sponsorship Offerings 2015/16

## Training T-Shirt Sponsorship

All of the over 1200+ players are given a training T-Shirt for use at weekly practices, game warm-ups and travel wear.

### Sponsorship Logo Placements (Pricing for 2014 T-Shirt Opportunity)

Sponsorship Areas	Cost	Placements
<b>Logo on Back of T-Shirt</b>	\$750	<ul style="list-style-type: none"> <li>Logo on <b>Back</b> of Every Training Shirt</li> </ul>
<b>Logo on One Sleeve T-Shirt</b> <b>BOTH SOLD</b>	\$2000	<ul style="list-style-type: none"> <li>Logo on <b>Sleeve</b> of Every Training Shirt</li> <li>Logo and 500 Word Description of Business on <b>Sponsors Page</b></li> </ul>
<b>Logo on Front of T-Shirt + Web</b> <b>SOLD</b>	\$4500	<ul style="list-style-type: none"> <li>Logo on <b>Front</b> of Every Training Shirt</li> <li>Logo and 500 Word Description of Business on <b>Sponsors Page</b></li> <li>Logo of Business on Web <b>Right Side All Pages</b></li> </ul>

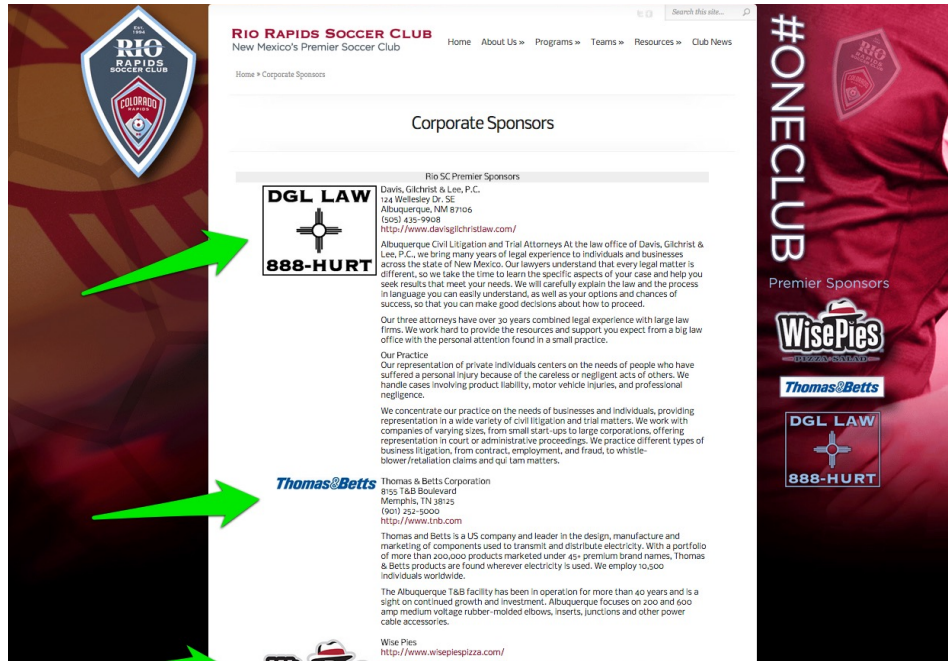


Sample Design and Sponsorship Location Placement

# Website Branding Placements

## Sponsors Page

This page has a logo and description for the business that tells what they do. This is great for **"Backlinks"** for Search Engine Development purposes and lets the Rio Rapids SC families know more about your business.



## Right Panel Premium Sponsor Logo Placement

This location guarantees Logo Image Branding exposure in front of the website user on **EVERY** page. Once you become a Premium Sponsor, you are also located on the Supporter Page. The logo will link to the placement on the Supporters Page or your link of choosing. **Average visit time on the site is over 2 minutes and 42 seconds and there are over 120 Visits per Day with 56% of those, Returning Visitors.**

