

ANNUAL BROCHURE

For Esteemed Sponsors, Donors, and Benefactors

2019/2020

THE UNIVERSITY OF MICHIGAN

MEN'S CLUB SOCCER PROGRAM

An inside look into one of the nation's top collegiate club soccer organizations, based right in your backyard.

Let's work together this season.

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BODYARMOR

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A LETTER FROM THE CO-PRESIDENTS

Hello.

The University of Michigan Men's Club Soccer Program is much more than a mere sports team.

At our core, we are a student organization—a group of kids with a common love for a game, and an insatiable desire to play it at the highest level.

We've won matches, tournaments, and national titles—but that's just the tip of the iceberg.

Our journey has been shared by hundreds of players and thousands of fierce, online supporters.

*And, now, we want to share it with **you**.*

On behalf of UMMCS, we want to express our sincerest gratitude for considering our program. We're excited for what the future holds.

Thank you, and Go Blue.

Martin & Ryen



OUR CLUB

MISSION AND PILLARS

THROUGH ITS THREE PILLARS OF FAMILY, EXCELLENCE, AND JOY, UMMCS SEEKS TO DEVELOP AND FOSTER STRONG CHARACTER WITHIN ITS MEMBERS. WITH THIS STRUCTURE IN PLACE, UMMCS WILL STRIVE TO PROVIDE AN INCLUSIVE ENVIRONMENT FOR MEMBERS TO SHARE THEIR LOVE OF SOCCER.



FAMILY

IN VICTORY AND DEFEAT

The best teams are the ones who play for one another. Establishing a sense of accountability, care, respect, and brotherhood amongst players creates an environment conducive to success.



EXCELLENCE

ON AND OFF THE FIELD

This program upholds the highest of standards for its members. Effort, dedication, and execution are all critical characteristics for players to develop—both in game, and in real life.



JOY

TO LAST A LIFETIME

We play the game for its most beautiful moments. A ball fired into the top corner, the pandemonium of a last-minute triumph, and the immortality of our legacy. Our teammates will be teammates, forever.

MASTER PLAN

THE BOARD HAS ASSEMBLED A LIST OF THREE PRIMARY ASPIRATIONS THEY HAVE FOR THE PROGRAM, IN 2019/2020.

FINANCIAL STABILITY

Support is always vital for success. As UMMCS looks to compete against the nation's top programs, developing income sources that can uphold the organization is critical. The pursuit of well-integrated corporate partners will bring out the best in both organizations, and breed new community relationships for UMMCS.

BOOST CULTURE

The social fabric behind the scenes of any athletic program can make or break its delicate dynamic. The introduction of new traditions, cultivation of intrinsic leadership, and emphasis on the human experience of being a part of UMMCS will both uplift and empower its student members.

LAY LONG-TERM GROUNDWORK

Top teams keep the ball rolling. While pursuing new initiatives and executing those ideas to their fullest potential, it is of utmost importance to leave a breadcrumb trail along the way. Paving a road for future generations to follow is fundamental to the long-term sustainability of our program.

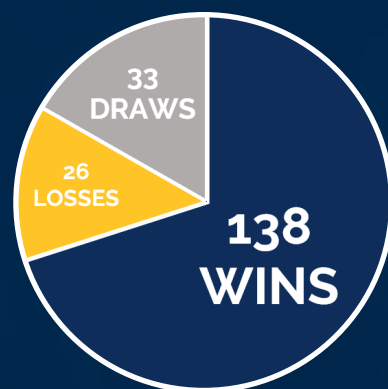


**7-TIME MASC CENTRAL
DIVISIONAL CHAMPIONS**

**3-TIME MIDWEST
REGIONAL CHAMPIONS**

**3-TIME NIRSA
NATIONAL CHAMPIONS**

Since we started keeping records in 2006, UMMCS has maintained an unprecedented 12-year record:



STATS & FIGURES

THE NUMBERS

FUTBOL IS THE WORLD'S GAME.

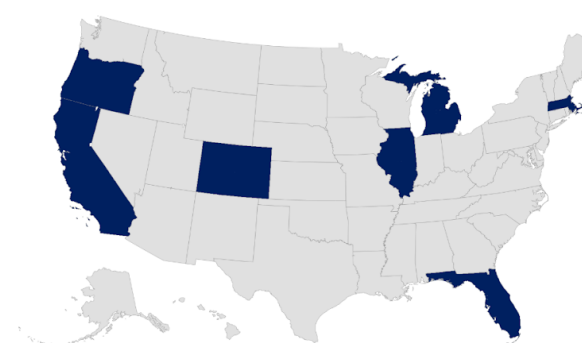
UMMCS PLACES A STRONG EMPHASIS ON SIGNING PLAYERS FROM ALL BACKGROUNDS—including different ages, academic disciplines, and nationalities. DIVERSITY IS FUNDAMENTAL TO SUCCESS.

38% FRESHMEN 7% SOPHOMORES 28% JUNIORS 17% SENIORS 10% GRAD STUDENTS

WITH 15 UMMCS SENIORS GRADUATING IN 2018, THE PROGRAM RECRUITED A WEALTH OF YOUNG TALENT THIS PAST SEASON.

**19
DIFFERNT DEGREES**

REPRESENTED BY CURRENT MEMBERS, RANGING ACROSS ENGINEERING, SCIENCE, BUSINESS, ECONOMICS, MEDICINE, HISTORY, POLITICS, ART, AND MORE



**8
US STATES**
REPRESENTED BY CURRENT MEMBERS

**10
NATIONALITIES**

REPRESENTED BY CURRENT MEMBERS





Unmatched Social Media Presence

Few, if any, schools have Collegiate Club Soccer Programs with UMMCS' advertising potential.

Instagram is, by far, our widest-reaching platform.



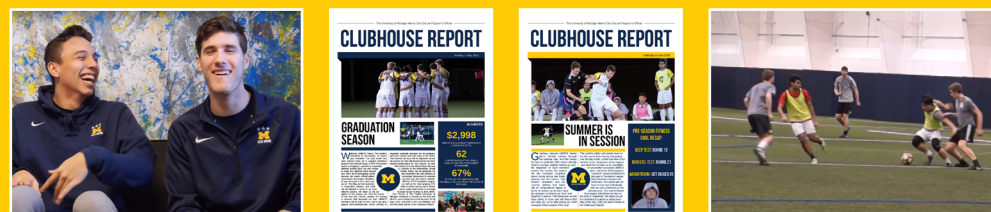
In the past year alone, our @ummcs account has racked up

13,000+
Followers

415,000+
Image Impressions

We've got two huge new points of focus this year: Our budding UMMCS YouTube Channel, as well as our Official Monthly Publication, *The Clubhouse Report*.

Check us out on Facebook, at Michigan Men's Club Soccer, on Twitter @UMichClubSoccer, and on our Official Website at ummcs.org.





OUR NEW APPROACH: THE MAIN IDEA

Time and time again, we've seen programs strike up deals with corporate sponsors that involve no more than a cold cash transaction and some subsequent baseline obligations for the team. This year, we're looking to change the game a bit.

Our goal in developing The Menu was to provide you with as much freedom and transparency as possible, as our potential sponsor; we want you to be in the driver's seat for our partnership experience. By knowing exactly what the options are for supporting our program, you will have complete control over which items you ultimately choose to invest in. We believe that this model is far more conducive to genuine sponsor relationships.

In return for your financial support, these purchases will subsequently be tallied, compared to our sponsorship level system, and ultimately qualify you for some creative benefits we can offer on our end. These nifty rewards include various logo promotion methods, YouTube video segments curated by our media team to review and promote your products/services; ads and tags on our massive Instagram platform, and even a display case Matchball (officially signed by players) for your company office, restaurant, or store.

As one final comment, please note that pricing works as follows: unless otherwise specified (see Charity and Food), half of all order proceeds will go towards operating expenses of the UMMCS organization, as a whole, and half will be contributed to the desired ticket item.

We're excited to partner with you this season.



WELCOME TO THE MENU (THIS IS THE FUN PART)

Now that we've gone over some background, let's get down to the nitty gritty. Here's how the Menu works:

1. Take a moment to read over the different choices! Sift through the document to find items of interest to your organization.
2. Fill out the order form at the end of the Menu to indicate what you'd like.
3. Total your purchases and see what sponsorship tier you qualify for. Check out which rewards come with each given level!
4. Go Blue!



THE UNIVERSITY OF MICHIGAN MEN'S CLUB SOCCER PROGRAM
OFFICIAL SPONSORSHIP MENU

Funds: Players may apply for any of the options below. Each fund will be named after whomever backs it financially.

BOOT FUND \$150
Cleats are an essential component of performing well on the soccer pitch. For some students, the cost of purchasing new shoes can prove a barrier to entry. Affords a gift card to purchase new soccer boots.

ON AND OFF THE FIELD FUND \$200
UMMCS hosts some of the most talented athletes—and brightest minds—across campus. Excellence, especially academic excellence, is one of our program values. Help us recognize and reward a chosen player for their continued efforts both on and off the pitch. Affords a merit-based gift card that chosen student may put towards textbooks, a new calculator, or other school-related items.

DUES FUND \$300
In order to play for UMMCS, not only must players endure and emerge from an incredibly selective tryout, but also they must pay an upfront cost of membership. In The Board's pursuit of financial stability, dues have increased this year. Affords a need-based gift card that offsets the 2019 incremental due increase for a chosen player.

Awards: Chosen by key members. Awards will be named after whomever backs it financially.

THE FNG AWARD: ROOKIE OF THE YEAR \$100
A plaque, medal, or other commemorative hardware that recognizes the season's best or most-dedicated first-year player. Chosen by Head Coach.

THE LAD AWARD: VETERAN OF THE YEAR \$100
A plaque, medal, or other commemorative hardware that recognizes the season's best or most-dedicated final-year player. Chosen by Head Coach.

THE GOLAZO AWARD: GOAL OF THE YEAR \$100
A plaque, medal, or other commemorative hardware that recognizes the season's most impressive goal. Chosen by Captains.

THE TITAN AWARD: MOMENT OF THE YEAR \$100
Sport demands bravery, and in the past, we've seen beautiful glimpses of it. In 2017, a Freshman put his body on the line to earn the team a penalty that took them to the National Championships. In 2018, a Junior scored a freekick in the final minute of the Regional Championship against fierce rivals MSU, taking the game to overtime, and earning the program its first Regional Championship in recent memory. Help honor these adrenaline-fueled moments! A plaque, medal, or other commemorative hardware to recognize the season's bravest moment on the field. Chosen by Captains.

Lump Sum:

PLAIN AND SIMPLE \$X
Some organizations would prefer to make things as easy as possible. We love that! Choose the amount you'd wish to contribute to the program, and we'll figure out the rest.

Team Equipment:

CONES \$25
Field markers are an essential organizational component of training.

PINNIES \$40
Colorful mesh tanks are used each and every day at training to distinguish functional groups and small-sided teams for scrimmages in practice.

SOCCER BALL \$95
The quintessential element of futbol; the ball itself is the single puzzle piece that this sport can't be played without.

PUGG GOAL \$125
Small-sided portable nets provide purpose and direction to possession-based setups, and a target for players to train accurate passing.

GOERVER NET \$475
A flat facing, full-sized goal affords goalkeepers an increasingly versatile, life-sized net to defend and train with.

Team Events:

BANQUET \$300
A catered annual event to honor the achievements of the past season. Elections for the coming year's Executive Board, as well as Auxiliary Chair Positions, are hosted and voted upon. Players, coaches, and alums give speeches, and enjoy a formal evening with the team—at Ann Arbor's Original Cottage Inn.

ALUMNI GAME \$500
An annual reunion with former players, involving a commemorative match and subsequent festivities. Players past and present are given the chance to network with one another and gain perspective with respect to the legacy of Club Soccer at Michigan. Affords a networking dinner, commemorative gear, and a social outing for all alumni and current players.

WEEKEND RETREAT \$1000
In 2019 UMMCS began a now-annual bonding retreat for the team after the official season, along with the Regional and National Championships, has passed. Last year, UMMCS travelled to Grand Rapids, MI and spent three memorable nights in a snowy cabin, cooking meals for the whole family, hiking, and discussing ideas for the subsequent season. Affords team lodging, transportation, food, and excursion costs.

Customization:

CREATE YOUR OWN \$X
Creative space for you to offer your input, subject to our Fundraising Team's consideration! Restaurants may offer a dinner at their place, fitness groups and gyms may offer classes or sessions, companies can gift products, and more. If your organization partners with charities or supports other causes, let us know how we could contribute to that involvement, too. This is a great chance to propose personal ideas.



THE UNIVERSITY OF MICHIGAN MEN'S CLUB SOCCER PROGRAM
OFFICIAL SPONSORSHIP MENU

Games: Each match this season will be up for grabs! By adding a game to your order, your organization will be recognized as the Official Sponsor of said match, highlighted in the caption, and with your logo, at the bottom of the game's accompanying Instagram and Facebook Post, as well as The Clubhouse Report Matchday Recap overview.

REGULAR SEASON MATCHES \$25
With nine exciting local battles ahead of the team this year, these games are the key to unlocking prestigious tournament play later in the season.

RIVALRY MATCH OF THE YEAR \$75
Michigan and Michigan State go together like peanut butter and pickles. The age-old rivalry extends back for over a century, making the annual reunion a fiery spectacle of massive proportions. UMMCS has won the previous 4 encounters, but this season's episode is scheduled to take place in treacherous enemy territory: East Lansing. With drastically heightened media coverage and viewership, The Official Sponsor of this clash will reap the benefits of hugely boosted online promotion.

POSTSEASON, REGIONAL CHAMPIONSHIP MATCHES \$40
Win or Go Home, these competitive games feature the premier teams across the North, East, West, and South divisions of the Midwest Alliance Soccer Conference. A top finish at the tournament yields a birth to the coveted National Championships. In 2018, UMMCS won the title.

POSTSEASON, NATIONAL CHAMPIONSHIP MATCHES \$75
The Granddaddy of em All--the true pinnacle of collegiate club soccer--Nattys are the games every player dreams of all year long. Hosting the Top 32 teams from across The United States, this tournament is all about nationwide glory. With an Elite 8 finish in 2018, UMMCS looks to add another timeless star to the crest, this season.

OFFICIAL SEASON MATCH SPONSOR \$500
Become UMMCS' Official (and Exclusive) Match Sponsor for 2019. All games included. Every Instagram / Facebook post. Every Clubhouse Report. All season long.

Staff:

MEDIA TEAM STAFF \$300
Without dedicated photographers, videographers, and content creators, our social media promotion would be nowhere near where it is, today. Affords the team a 12 month subscription to the Adobe Creative Suite, new GoPro equipment, and much more.

COACHING STAFF LEVEL ONE \$450
Eating right is critical for top, on-field performance. Afford the Board the funds necessary to pursue a team nutritional specialist.

COACHING STAFF LEVEL TWO \$900
The best way to prevent and recover from injuries is by partnering with the experts. Affords the Board the funds necessary to pursue signing a new fitness coach or physical trainer.

Charity: Half of proceeds will be donated to each charitable organization, half to The Club.

TOPSOCCER (THE OUTREACH PROGRAM FOR SOCCER) \$200
TOPSoccer is a community-based training program for all athletes with intellectual, emotional, and or physical disabilities. The program strives to provide the opportunity of playing soccer for players to develop at their own pace in a safe, fun, and supportive / inclusive environment. Support a cohort of 5 players to volunteer with the organization.

WALK TO END ALZHEIMER'S BENEFACTOR \$50
Held annually in more than 600 communities nationwide, Walk to End Alzheimer's is the world's largest event to raise awareness and funds for Alzheimer's care, support and research. Support a group of 3 players to participate in the walk.

WALK TO END ALZHEIMER'S CHAMPION \$400
Held annually in more than 600 communities nationwide, Walk to End Alzheimer's is the world's largest event to raise awareness and funds for Alzheimer's care, support and research. Support the entire team to participate in the walk.

MOTT'S CHILDREN'S HOSPITAL VOLUNTEER VISIT \$500
Since 1903, the University of Michigan Mott's Children's Hospital has led the way in providing comprehensive, specialized health care for local youth. Their mission is to integrate clinical care, education, research and advocacy to advance the health status of children, women, and their families and communities statewide. Support a cohort of 8 players to volunteer and play with children at the hospital.

Community Engagement:

PARK CLEAN-UP \$150
Sustainability is important to the team, but even more important to our planet. Support the players as they pick up after a local concert, sports game, or other messy event.

OPEN FIELD DAY \$500
Starting this upcoming season, UMMCS will be coordinating a visibility training day for local kids, grades 6-12. The event will allow team members to run practice sessions with younger players, giving them an inside look into the program, while expanding our networks into the Ann Arbor school districts. Support the entire team as they volunteer with area students, and, as a bonus, earn advertising on the T-shirts distributed to them.

Food: Selections will go entirely to the ticket item.

SCRUMPTIOUS LUNCH \$250
A medium-sized meal, in the spirit of sub sandwiches, for afternoon weekend games.

FEAST FOR THE BEASTS \$400
Running makes the boys hungry. A feast refers to a large team meal after an away game or slew of post-season matches.

KICKOFF GRAND BBQ \$600
Starting in 2019, the program will host an event following the Kickoff Meeting for players to interact after a long summer, and cue some barbs. Hosted after the Army Football Game on the evening of Saturday, September 5th. Burgers, steaks, ribs, and sauce—you name it.

LEVELS & REWARDS

FOR OFFICIAL UMMCS SPONSORS

Gold

\$199+

Public sponsorship recognition in Official Clubhouse Report, sent out to private emailing list

1 dedicated post on Instagram with over 13,000 followers

Logo and link on Official Website

Sapphire

\$499+

All Gold Sponsorship rewards, plus:

3 customizable tile advertisements in Official Clubhouse Report, sent out to private emailing list

3 dedicated posts on Instagram with over 13,000 followers

Logo on the back of tryout T-Shirts

Logo on sponsor banner mounted behind registration table during Official Tryouts

Platinum

\$999+

All Sapphire Sponsorship rewards, plus:

6 customizable banner advertisements in Official Clubhouse Report, sent out to private emailing list

Bi-monthly posts on Instagram with over 13,000 followers (6 total posts)

Large Logo on the chest of Official Tryout T-shirts

YouTube video segment reviewing and promoting products or services

Invitation to Official Tryouts with 120+ players, and freedom to give short company speech as well as distribute advertising coupons/freebies directly to new U of M students

Diamond

\$1999+

All Platinum Sponsorship rewards, plus:

Monthly, 1/3 page, customizable block advertisements in Official Clubhouse Report, sent out to private emailing list

Monthly posts on Instagram with over 13,000 followers (12 total posts)

Advertisement banner hung up at all home games

Large Logo on chest of Official Team Training Tops

Honorary Guest Invitation to watch UMMCS at the annual Regional Tournament, in Indianapolis, IN

Display case Matchball officially signed by players to honor sponsorship in company office or store

Champion

\$3499+

All Diamond Sponsorship rewards, plus:

Company Logo or Emblem on Sleeve of Exclusive Official Uniform, Home & Away Kit, 2-year deal

A group of soccer players in dark blue jerseys with yellow accents are huddled together on a green field. The players are wearing black socks and various colored cleats. In the background, there are trees with yellow and green leaves, suggesting an autumn setting. A white rectangular box with a dark blue background and a white border is centered over the huddle, containing the text "THANK YOU." in large yellow letters, and "WE LOOK FORWARD TO HEARING FROM YOU SOON!" in smaller white letters below it.

THANK YOU.

WE LOOK FORWARD TO
HEARING FROM YOU SOON!