



Saskatoon Youth Soccer Inc.'s MINI FESTIVAL OF SOCCER (FOS) 2023

JUNE 9 - 11, 2023

Saskatoon Sports Centre, 150 Nelson Road, Saskatoon SK

About SYSI:

Established in 1984, Saskatoon Youth Soccer Inc. (SYSI) is a non-profit organization which manages and operates soccer leagues for ages four to 19 in Saskatoon for both indoor and outdoor seasons. We organize several tournaments and jamborees as well as host one indoor provincial competition annually. SYSI has a small office team of four people who coordinate and manage the league operations along with countless volunteers who assist in registration, evaluations, team formation, coach recruitment, and team management for each of our five geographical zones and over 36 community associations in the city. Our Zone members administer U7 and U9 development leagues as well as U11 to U19 leagues in several skill divisions and our Community Association members administer U5 to U9 age groups. SYSI reports to a volunteer Board of Directors and are accountable to the provincial sport governing body, Saskatchewan Soccer Association.

OUR MISSION is to create the culture and opportunity for every child to enjoy participating in soccer.

About Mini FOS:

When: Jun 9 – 11, 2023

Where: Saskatoon Sports Centre, Saskatoon SK

Who: U5-U9 Saskatoon teams aged 4 to 8

Mini FOS is one of the largest youth sporting events in the province taking place in June each year with an average of 211 to 300 teams taking part making up 2,000 to 3,000 players between the ages of four and eight plus an additional 6,000 to 9,000 parents, grandparents, siblings, etc. spectating the event!

Based on the registration growth we have seen for the 2023 Spring Soccer League; we

are anticipating an increase in participation at this event with an estimated 299 Under-5 to Under-9 soccer teams (3,000 players and 9,000 spectators)! This event is the largest organized youth soccer event each year with all teams receiving three games each throughout the weekend and all players receiving a gold medal! The event takes place at the Saskatoon Sports Centre with 26 mini pitches or games happening at any given hour!



Sponsorship Levels & Resources

Mini FOS SPONSORSHIP LEVELS & BENEFITS	Diamond TITLE \$3,000	Platinum \$1,000	Gold \$500	Silver \$250
Company name attached to event/program title and included in all correspondence going out including but not limited to press releases, schedules, event webpage, front page website article, season coach packages, and event information package.	<input checked="" type="checkbox"/>			
All other sponsors to be approved by title sponsor (no competitors).	<input checked="" type="checkbox"/>			
Opportunity to place company logo on event specific T-Shirts sold at event (at company expense).	<input checked="" type="checkbox"/>			
Opportunity for company to present medals to teams (tournaments) or attend press interviews.	<input checked="" type="checkbox"/>			
One dedicated website article featured on the front page recognizing your company's title sponsorship support of the event.	<input checked="" type="checkbox"/>			
Opportunity to place advertising in online event package for teams (coupons, flyers, specials etc.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Opportunity for platinum sponsors to provide one company banner for display during event; and title sponsor to have opportunity to provide unlimited number of banners for display during event.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
One dedicated SYSI Facebook page status post for platinum sponsor and two dedicated posts for title sponsor featuring recognition of sponsorship with a link to company's website leading up to event.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Exclusivity to no more than one title sponsor and no more than two platinum sponsors.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Company name and/or logo included in event info package as a sponsor sent out to all teams.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Company name and/or logo included on the SYSI website's Mini FOS event page with a link to your company's website.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company name and/or logo included on the SYSI website's Donate & Sponsor page with a link to your company's website.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company name mentioned in SYSI's annual report thanking sponsors.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Retail booth and/or activity involvement or in-person presence at event.	<input checked="" type="checkbox"/> Unlimited presence	<input checked="" type="checkbox"/> max 3 tables	<input checked="" type="checkbox"/> max 2 tables	<input checked="" type="checkbox"/> max 1 table

Sponsorship Resources:

- [SYSI Time to Play Video](#) – this 1 min video provides a great overview of youth soccer in Saskatoon!
- [2023 SYSI Sponsorship Brochure](#) – this provides a listing of all sponsorship opportunities.
- [SYSI Sponsorship webpage](#) – this provides a listing of current sponsors involved in all programs/events.
- [Mini FOS webpage](#) – this is where parents find the event information and schedules and your company logo and link will be included.
- Examples of a few Facebook Mini FOS 2022 posts:
 - [June 11, 2022 post](#)
 - [June 14, 2022 post](#) - with a few highlight photos of 2022 event!

Contact: Amanda Probe, executivedirector@saskatoonyouthsoccer.ca or 306-975-3413

Mini FOS Event Photos



Absolute craziness and fun with 26 teams coming and going every hour!!



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Sponsorship Activation Ideas and Examples

Sponsor banners on-site



Sponsor tents, company representatives, and merchandise display

One year Hyundai was a sponsor and displayed their newest lineup of vehicles in the staff lot!



Tim Hortons has had their mobile coffee truck on-site in past years giving out free coffee and smoothies to spectators!
Bank of Montreal has sponsored and had a tent on site before!



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Sponsor interaction – fun kicks

This can simply be target shoot such as the Hyundai sponsor below.
We have had other sponsors bring out a radar gun and test player's speed kick on an open goal!



Sponsor interaction – handing out treats and medals to players/teams



Sponsor brand handouts – treats, participation certificates, colouring contest sheets

SYSI staff are happy to hand out any sponsorship giveaways if representatives are not available!



Sponsor blow-up attractions

University Huskies provided a blow-up to walk through to enter the field one year!



Tim Hortons provided blow-up bouncy castles one year and continues to do so annually at their dedicated Timbit Jamboree!



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