

# FC Knights and FC Valkyries Partnership Proposal



Proposal Prepared By:  
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## Major Contributions and Notes About the Club



- FC Knights have been established since 2010 in the Killeen area as the only Adult Men's/ Coed team to travel to surrounding area leagues. Within four years of growth and development the FC Knights were the first to offer Pro-development and Semi-Pro in the local market. FC Knights were members of the TPSL Semi-pro league from 2015 to 2017 and continued their growth by joining the UPSL in 2018 and are entering their 3rd Season with the UPSL. Starting in 2019, the FC Knights are now building and introducing to the area FC Valkyries, the club's first Pro-development and Semi-Pro women's team.
- FC Knights have trained multiple players at the high school level developing their skills for a duration of three to six months and giving them the technical and tactical education needed to move from the high school junior varsity team to the varsity squad. Many of these players still keep their affiliation with the FC Knights continuing to develop their playing careers past high school into college, semi-pro and internationally. FC Knights draws players from seven surrounding high schools within the market, which gives the soccer community an outlet that previously was not available to this area, allowing further development and education of the FC Knights players after school/youth soccer ends and before college/professional career begins. The current competitive youth team in the market only supports players up-to U17. FC Knights have provided a bridge for the age gap in order to positively impact the talent progression from the local soccer community as the ages of players in the league are 16 and up.

## Major Contributions and Notes About the Club



- FC Knights offers a stepping stone to higher level play with a partnership forged with SG Guldenbachtal and Coach Claire Austin which provides an opportunity for our best players to be selected to play internationally in Germany and work their way up the ranks to play professionally. Currently three FC Knights alum, Lateef Ali, William Brown, and Jaylen Durden are representing the FC Knights and playing in Germany's Zuruck B-Klasse Kreuznach I league. Through this partnership FC Knights has sent five players to Germany, all five have received contract offers. Two of the players currently playing are being scouted for professional contracts and are on trials with Division 3 Professional Teams in Germany. This is an opportunity that no one in the territorial region has been able to offer.
- FC Knights' main focus is the growth and improvement of the players. We strive to develop all players to prepare them for the next level of play. FC Knights instills the rudimentary basics that futbol/soccer is not just a sport or hobby but a lifestyle by offering not only team practices but also one on one training, video review, personal tactical sessions and nutritional plans. FC Knights attempts to provide a professional atmosphere and not only develop great athletes but athletes who are prepared for the professional level.



FC Knights and FC Valkyries friends, family, supporters and sponsors,

On behalf of the FC Knights and FC Valkyries organization, we are on the search and requesting additional support from our friends, family, and potential sponsors throughout our surrounding community. Currently, the Knights and Valkyries play in the United Premier Soccer League (UPSL) that resides in U.S. Soccer’s Tier 3 of the soccer pyramid. This level of play is just behind professional teams in the United Soccer League (USL) and Major League Soccer (MLS). Considered the highest amateur and semi-professional league, we also are eligible for the Lamar Hunt U.S. Open Cup to compete against other teams throughout the United States. The UPSL is rapidly growing and now boasts 160+ teams throughout the nation. In the Texas Central Conference alone, the growing state of teams is progressing fast with 20 teams this Fall and close to 30 men’s teams by 2019 and will begin with 15 women’s team in Spring 2019. In addition, all of our games, courtesy of our UPSL sponsor MyCujoo, are livestreamed to all UPSL affiliated states, all of the United States, and internationally with viewers for the Knights this season in Germany, England, Belize, Nigeria, and throughout other parts of South America and Europe.

Our belief in playing in the UPSL is to help promote the beautiful game with a pro-development model and promotion-relegation system of competition. FC Knights and FC Valkyries hold this belief in high regard as well as our ideals similar to actual knights with a soccer twist included: Chivalry, Respect, Integrity, Hard Work, and Play Beautifully. Our team was originally formed as a Sunday League team and has risen to this highest level, thus far, as we develop all of our athletes to have the opportunity to play collegiately, play professionally, or be able to use their skills throughout all walks of life.

The FC Knights and FC Valkyries organization is at a crossroads. As the team grows, so does the cost and ability to maintain the necessary functions and day-to-day operations. We send this letter in good faith and hope all of our friends, family, supporters, and sponsors (new and old!) would please consider helping sponsor and support further your local semi-professional soccer team, FC Knights of the UPSL. If you have any questions or would like to reach out to us, please see our contacts below. Thank you so much!

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## Sponsor Packages & Options



### **Team Poster: \$5**

Your logo will be advertised on our UPSL Team Poster about our players and game schedule that will be posted on social media and handed out to all local businesses and supporters.

### **Credits on MyCujoo: \$10 per game**

Your logo will be advertised throughout the credits that run on our MyCujoo livestream of the game during pregame and postgame coverage on matchday.

### **Logo Advertised and on Gameday Corner Flags: \$50 per flag (Up to 4 Flags)**

Your logo will be advertised on our corner flag(s) that are used on matchday during the season. They will be seen during the game on our MyCujoo livestream as well as zoomed in on during breaks in the match, pregame, and postgame.



### **MyCujoo Media Banner: \$100**

Your logo will be advertised on our MyCujoo media banner that will be used and posted at the top of our MyCujoo livestream throughout all of matchday and the duration of each broadcast of our games. All MyCujoo broadcasts can even be rewatched/watched later too.

### **Social Media Banner: \$150**

Your logo will be advertised on our social media banner that will be used and posted on all of our social media that includes Facebook, Instagram, and Twitter pages throughout the entire season.

### **Social Media Shout Outs: \$250 (Shout Outs 3x per week)**

Your logo will be advertised as well as a brief description and promotion will be posted on all of our social media that includes Facebook, Instagram, and Twitter pages 3 times per week throughout the season.



### **Canopy Tent Logo Advertised: \$500**

Your logo will be advertised on our team canopy tents that are used on matchday during the season. They will be on our MyCujoo livestream throughout the entire game.

### **Sideline Banner with Logo Advertised: \$500**

Your logo will be advertised on a popup sideline banner that will be posted and attached on the sideline of the field during games. All banners will be seen throughout all of matchday and livestreamed on our MyCujoo broadcast.



### **Uniform Sponsor of Logo Advertised on Training/Practice Kit Only: \$1500**

Your logo will be advertised on all of our practice kits that will be used during practice, pregame warmups, and during all main FC Knights events.

### **Uniform Title Sponsor of Logo Advertised on Home and Away Kits: \$5000**

Main title sponsor that will have your logo advertised in the center of all home and away kits and be used in all games. Will be seen on all MyCujoo livestream broadcasts of the game throughout the United States and internationally.

