



McLEAN YOUTH SOCCER

# CORPORATE

## SPONSORSHIP DECK 2026-2027

*Connecting Brands  
with Northern VA's  
Most Engaged  
Family Community*



# OUR COMMUNITY BY THE NUMBERS

Reach Thousands of Affluent Northern Virginia Families



**4,000+**  
Families



**1,000+**  
Competitive Players



**44,150**  
Annual Visitors



**6,685**  
Email Subscribers



**4,300**  
Social Followers



**100,000+**  
Social Media Views



**644,300**  
Annual Advertising  
Visibility Hours

# A HIGHLY VALUABLE CONSUMER DEMOGRAPHIC



**605**

Households with net worth exceeding \$1 million



**75%**

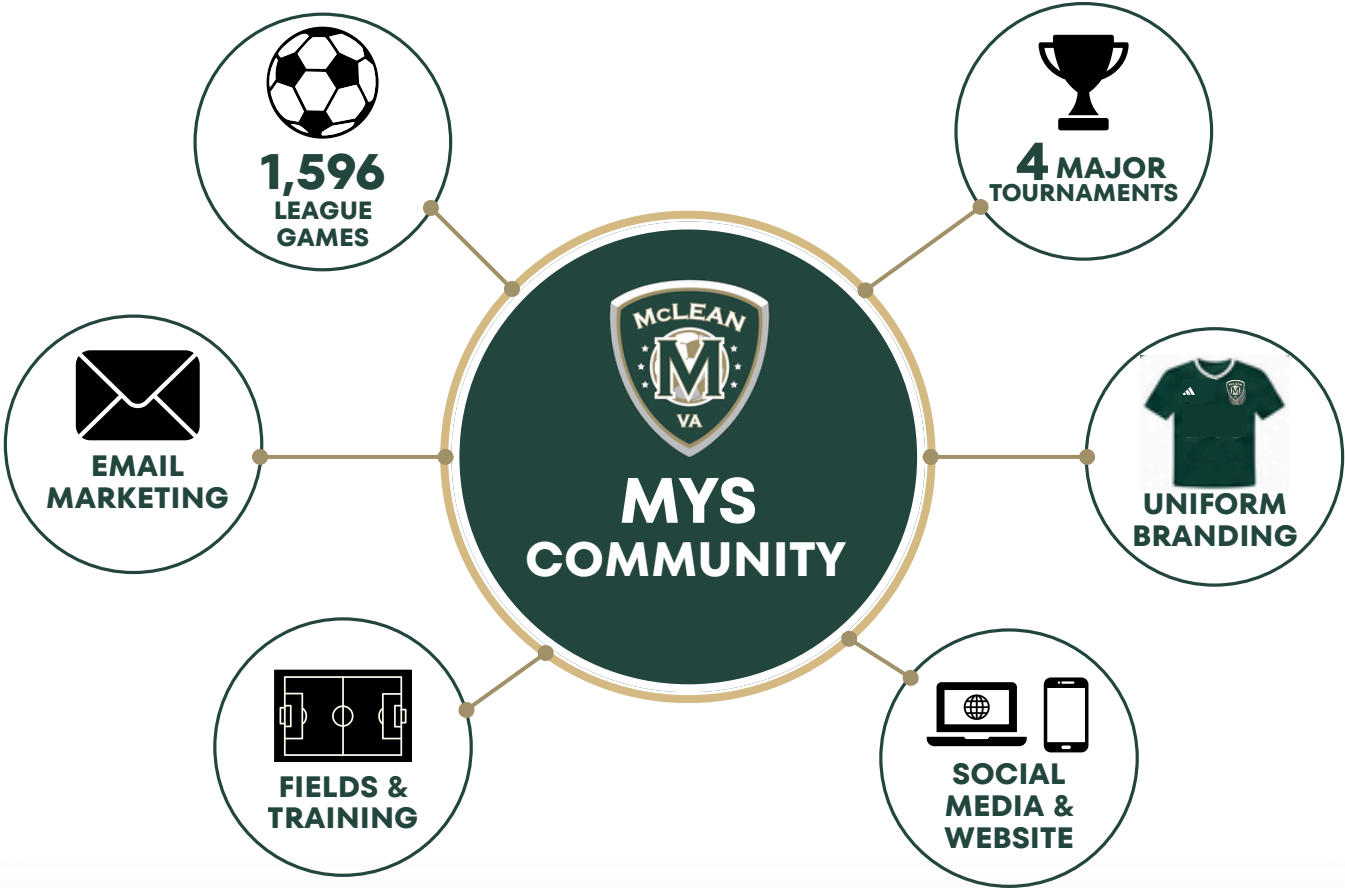
of Travel Families have net worth exceeding \$1 million

## AUDIENCE INCLUDES:

- Executives
- Entrepreneurs
- Attorneys
- Physicians
- Technology Professionals
- Business Owners

**Connect your brand with high-income, highly engaged Northern Virginia households.**

# YOUR BRAND SEEN EVERYWHERE MYS PLAYS



 **644,300** ANNUAL VISIBILITY HOURS  
YEAR-ROUND BRAND EXPOSURE ACROSS EVERY MYS TOUCHPOINT



# DEVELOPING PLAYERS. BUILDING LEADERS.

For more than 50 years, McLean Youth Soccer has helped young athletes grow through competition, teamwork, leadership, and community engagement.

## MISSION

McLean Youth Soccer provides opportunities for all players to reach their full potential in sport and in life through participation in soccer.

## 5 PILLARS

- Player Development
- Character Development
- Inclusion
- Community
- Excellence

# EVERY CHILD DESERVES THE OPPORTUNITY TO PLAY

## SUPPORT INCLUDES:

- Registration Assistance
- Travel Program Aid
- Team Fee Support
- Uniform Assistance
- Equipment Assistance



**\$150,000 ANNUAL  
FINANCIAL AID**



**Your partnership helps remove financial barriers so every child has the opportunity to play, compete, and grow through soccer.**

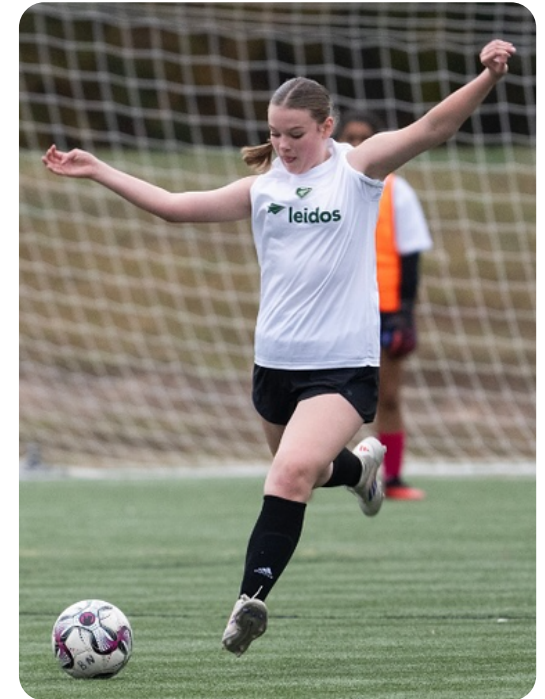
# SIGNATURE TOURNAMENT SPONSORSHIP OPPORTUNITIES

## SPONSOR BENEFITS:

- Naming Rights
- Event Branding
- Vendor Activation
- Digital Promotion
- Public Announcements

## REGIONAL REACH ACROSS:

- Virginia
- Maryland
- Washington DC
- Pennsylvania



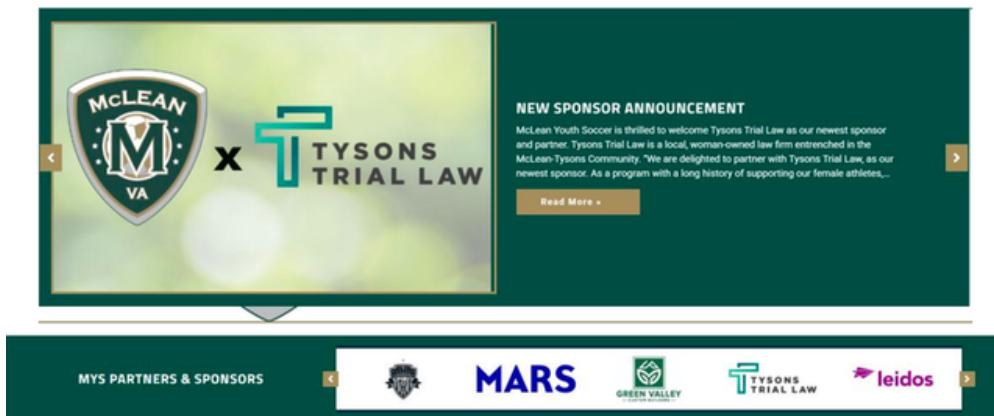
**500+**  
**TEAMS**

**35,000**  
**TOURNAMENT VISITORS**

# YOUR BRAND THROUGHOUT THE MYS EXPERIENCE



Game & Training Jersey



Website Logo Placement



Social Media Sponsor Feature

# PARTNERSHIP OPPORTUNITIES

## PRESENTING PARTNER

**\$20,000+**

- Tournament naming rights
- Premium digital visibility
- Website recognition
- Social media integration
- Event activation opportunities
- Multi-state audience reach

**BEST FOR:**

Major regional businesses seeking maximum visibility.

## PREMIER PARTNER

**\$7,500+**

- Training shirt branding
- Website recognition
- Social media promotion
- Year-round exposure

**BEST FOR:**

Businesses seeking continuous visibility within the MYS community.

## COMMUNITY PARTNER

**\$5,000+**

- Digital sponsorship
- Website placement
- Social media recognition
- Quarterly sponsor features

**BEST FOR:**

Local businesses looking to connect with MYS families.

## ADDITIONAL CUSTOM OPPORTUNITIES

- Front Jersey Sponsorship
- Back Jersey Sponsorship
- Training Kit Sponsorship
- Tournament Naming Rights
- Scholarship Fund Sponsorship
- Website Sponsorship
- Social Media Campaigns
- Email Campaigns
- Event Sponsorship
- Community Programs

**Every partnership can be customized to align with your business goals, audience, and budget.**

# WHY PARTNER WITH MYS?

- ✓ Reach 4,000+ Northern Virginia families
- ✓ Connect with affluent households
- ✓ Build goodwill through youth development
- ✓ Gain year-round visibility
- ✓ Support a trusted community institution

## TRUSTED BY LOCAL BUSINESSES

**MARS**



**leidos**



**TYSONS  
TRIAL LAW**



**WorldStrides**





McLEAN YOUTH SOCCER

# LET'S BUILD A PARTNERSHIP TOGETHER

**Contact:**

**Louise Waxler**

Executive Director

703-635-4147

[louise.waxler@mcleansoccer.org](mailto:louise.waxler@mcleansoccer.org)

[mcleansoccer.org](http://mcleansoccer.org)