



**Northland FC
2024 Inaugural Season
Sponsorship Packet**

Northland FC Mission

Our mission is to positively impact the development of soccer in our community by providing life-enriching opportunities to all athletes to help raise the level of soccer in our city, our state and our nation. We strive to play an active role in the leadership, development and personal growth of our players and staff by being an active member of our community through service, partnerships and programs. Our ultimate goal as a club is to encourage, inspire and empower each player and coach to be able to reach the highest level possible within the game and in life, while helping create leaders and individuals that will inspire others to do the same.

Northland FC vision statement

Northland FC, players and staff, will set the standard for all soccer clubs in the select league by creating a culture that provides a foundation for all to reach their fullest potential on and off the field while having the ultimate soccer experience.

Build excitement for starting a new season and the mass potential for growth

East High School has just won their first state title in 94 years. With this monumental achievement, it is statistically probable that 90% of players from that title-winning-squad will not continue their sporting dreams beyond highschool. Being “The Soccer Capital of America,” Kansas City is already a hotbed for soccer enthusiasts. Sporting Kansas City has shown us the deep-rooted love for the game, and Northland FC is poised to continue fostering that passion within the community through this beautiful sport. Our club is driven by a strong sense of community, emphasizing development, volunteering, and the creation of a gathering place for the Northland.

Northland FC, in collaboration with the Select League, is not just another soccer club—it’s a driving force behind the exciting soccer-centric future of Kansas City. As we gear up for the kickoff of the Select League, envision the soccer landscape in Kansas City reaching new heights, mirroring the exhilarating events set to unfold, including: the 2024 Copa America, the 2026 FIFA World Cup, and potentially the 2027 FIFA Women’s World Cup.

Adding an additional layer to the exciting soccer culture in our city, the kick-off of the Select League is heightened in anticipation surrounding these global soccer extravaganzas. Imagine your business prominently featured across the Soccer Capital of America, as our club becomes a focal point for the stars of the world's game arriving from around the globe. This is not only an opportunity to be part of Northland FC; it's an invitation to align your brand with the rising tide of soccer fervor, making a lasting impact on the local and international stage.

The vision extends beyond the field—this is a collective effort to create a vibrant soccer culture within our community, where local businesses can thrive, athletes can excel, and supporters can revel in the excitement of the game. In crafting the trajectory of Northland FC and the burgeoning Select League, our inspiration comes from the success story across the pond—the English soccer system. Boasting an impressive 11 divisions and a staggering 1,857 individual teams, the English model serves as a beacon of achievement and potential.

The success of the English system isn't just about numbers; it's about unlocking opportunities for everyone involved. As we look to develop Northland FC and Select League, the blueprint is clear: foster an environment where sponsorships play an influential role in elevating the entire soccer experience. Your support isn't only an investment in a club; it's an investment in the community, in the dreams of athletes, and in the collective joy of soccer enthusiasts. We can provide opportunities for all enthusiasts to continue chasing their dreams on and off the pitch. Athletes will have the opportunity to showcase their skills to potentially hundreds in person and thousands online, as we stream our games live to our supporters.

Our emulation of the English soccer system isn't just about the sport; it's about fostering a community-centric approach where businesses like yours can thrive. Imagine your logo adorning our kits, banners, and digital platform. Your reach will go beyond the local audience, inclusive of Northland FC and the Select League as we continue expanding.

What is Northland FC

Northland FC is a newly formed adult soccer club kicking off in Spring 2024. Though there are many teams and leagues around the Kansas City metro, Northland FC stands out amongst the rest. We offer the best value an athlete can find. Paving the way for athletes will yield the true grassroots soccer experience.

Amidst the myriad of teams and leagues in Kansas City, Northland FC shines by offering unparalleled value to athletes. Our commitment to affordability, coupled with a high-quality soccer experience, makes Northland FC a standout choice for players seeking a combination of skill development, community engagement, and competitive play.

What makes Northland FC truly exceptional, is our dedication to providing athletes with the authentic grassroots soccer experience. Beyond the game itself, we focus on building a tight-knit community of players, supporters, and families who share a passion for the beautiful game. Our emphasis on inclusivity and camaraderie sets Northland FC apart as more than just a club; we're a soccer family.

Northland FC places the athlete at the center of our vision. We understand the dreams and aspirations of each player, and our programs are designed to support them on their journey. Whether it's honing skills on the field, fostering personal growth, or creating opportunities for aspiring soccer enthusiasts, Northland FC is committed to being the catalyst for every player's success.

Information on the club structure age groups and plans we have to expand

Select League is an adult, 18+, soccer league sanctioned through the Kansas State Soccer Association. As the league, and Northland FC, continue to grow, we have plans to expand offering our innovative offerings to Men, Women, and Youth from the Northland.

The beauty of soccer lies in its ability to unite people of all ages, backgrounds, and skill levels. Northland FC is committed to fostering an all-inclusive environment where individuals can experience the joy of soccer at every stage of their lives. Our expansion plans are not just about adding categories; they're about creating a soccer ecosystem that caters to the diverse passions and aspirations of our community.

As Northland FC expands its offerings, envision your sponsorship playing a pivotal role in empowering future soccer stars. Your support isn't just an investment in the current season; it's a commitment to shaping the future of soccer in our community. The impact of your partnership will reverberate not only on the field, but also in the lives and dreams of aspiring athletes who look to Northland FC as a beacon of opportunity.

Join us in becoming a cornerstone of the Soccer Capital of America, where your brand can be featured prominently and celebrated. Don't miss the chance to be part of this exhilarating journey with Northland FC.

Contact us today to discuss how your brand can play a pivotal role in the beautiful game's growth and success in Kansas City. Together, let's kick off a new era of soccer excellence and community impact!

Bryce Empey
Northland FC
Owner / Founder
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Main Kit Sponsorship

- Logo Prominently featured on the front of both Home and Away kits.
- Inclusion of your logo featured on all marketing materials related to Northland FC
- Privileged use of Northland FC players in your marketing efforts
- First choice on Banner placement
- Space available to promote business during Home Games
- 10 complimentary tickets per home game

Sleeve and Training Sponsor

- Logo featured on the Left sleeve of both Home and Away kits
- Use of your logo prominently dawned on training gear, when available
- Inclusion of your logo featured on all marketing materials related to Northland FC
- Second choice of banner placement
- Space available to promote business during Home Games
- 10 complimentary tickets per home game

Field Presence

- Banners placed across from spectators
- Recognition during online streams
- Goal sponsor
- 5 complimentary tickets per home game

Streaming Partner

- Designation as the official Northland FC streaming partner
- Recognized throughout entire stream on Scoreboard, intermission breaks, and before/after stream begins
- 5 complimentary tickets per home game

Player of the match sponsorship

- Sponsorship of the Northland FC Player of the Match for the entire season
- Recognition and appreciation during match presentations
- Logo/banner presence in the camera view during streamed home games
- 5 complimentary tickets per home game

Other Agreements: _____

