



**International  
Academy**  
Waterloo



# **SPONSORSHIP** PACKAGE

**W**aterloo Minor Soccer Club (WMSC/ Waterloo United) was founded in 1971 in Waterloo, Ontario, with the goal of providing organized soccer programs for children in the community. The club started with just a few teams, but over the years it has grown to become one of the largest soccer clubs in the region.

In the early years, the club was focused on providing opportunities for boys to play soccer, but in the 1980s, the club started to expand its programs to include girls as well. Today, the club offers programs for players of all ages and skill levels, from grassroots programs for young children to competitive programs for elite players.

Over the years, the WMSC has produced many talented players who have gone on to play at the collegiate and professional levels. The club has also been recognized for its commitment to player development and sportsmanship, and has received numerous awards and accolades from various soccer organizations.

**In 2021, The competitive program at Waterloo Minor Soccer Club (WMSC/ Waterloo United) became BVB International Academy Waterloo.** It is affiliated with the German soccer club Borussia Dortmund and aims to provide high-quality soccer training to young players in the region. The academy offers various programs for players of all ages and skill levels, including competitive leagues, high performance as well as camps and clinics. The curriculum is designed to develop the technical, tactical, physical, and psychological aspects of the game, with a focus on individual player development. The academy also provides opportunities for players to compete in local, national, and international tournaments and showcases.

Today, the WMSC continues to be a thriving organization, with a dedicated team of coaches, volunteers, and administrators who are committed to providing high-quality soccer programs for children and youth in the community.

## Purpose

Build community through soccer

## Vision

The leaders in sport excellence in the community/region

## Values

**FOCUSED ON COMMITMENT**  
Striving for improvement and success

**DRIVEN BY INTEGRITY**  
Being accountable to our community

**UNITED BY TEAMWORK**  
Achieving more together

## Mission

Creating exceptional soccer experiences for all

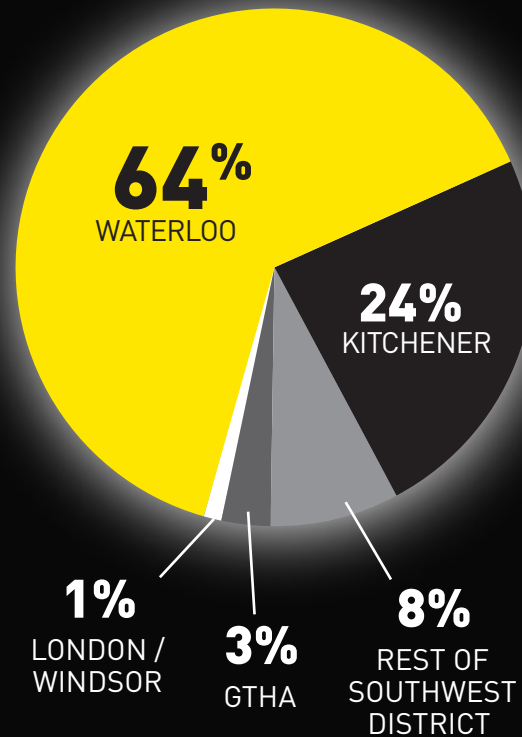
# JOIN OVER 3,300 ANNUAL PLAYERS

and share your brand experience



REACH YOUR TARGET AUDIENCE THROUGH OUR BVB FEATURE PARTNERSHIP PROGRAM!

## PLAYER DEMOGRAPHICS



- **Non-profit** organization.
- Only Club in the **Southwest District** to offer the full Player Pathway for both male and female players.
- Only Southwest Region soccer club to offer **Canada Soccer** player pathway.
- Only soccer group affiliated with the **City of Waterloo**.
- **Over 50 years** in the Waterloo community.

## SPONSORSHIP OPPORTUNITIES

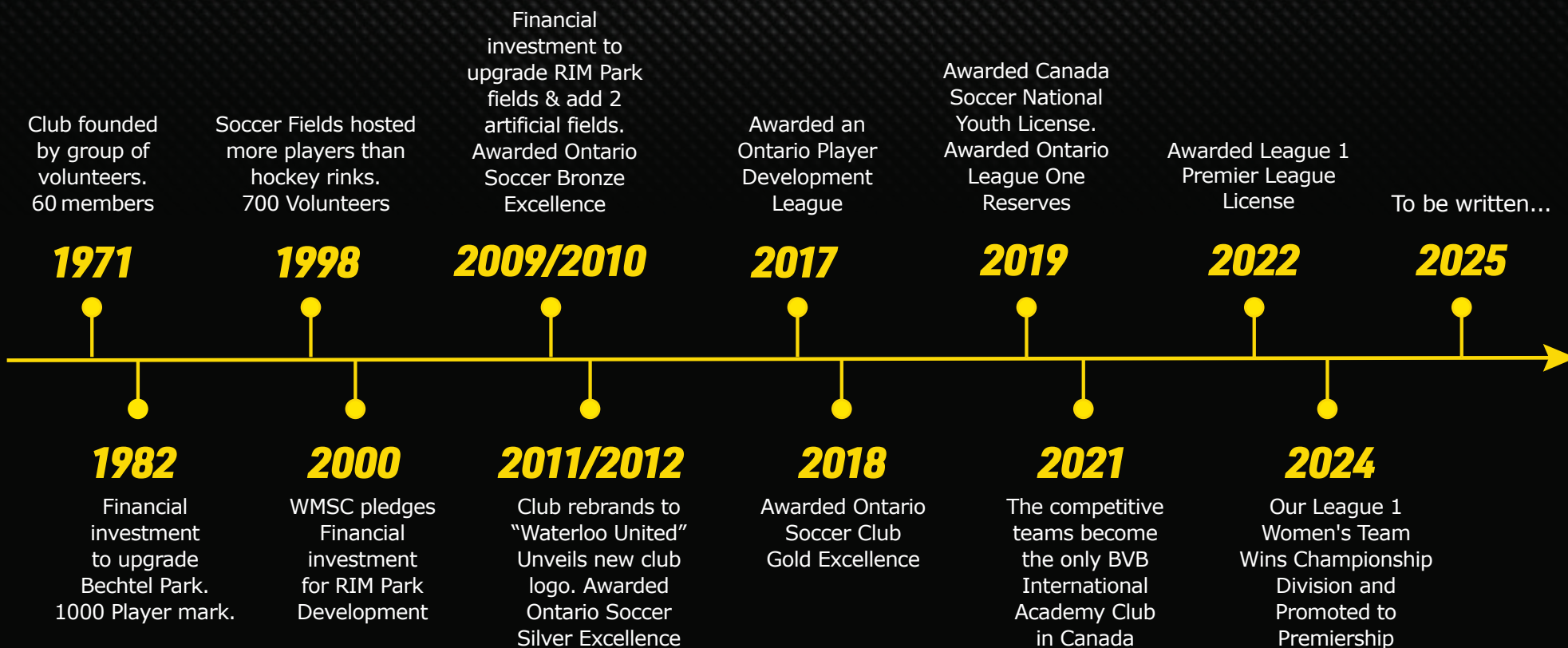
Available for various programs:

- Indoor and Outdoor Recreational Program
- Senior League 1 Ontario Teams (Mens and Womens)
- Scholarship Programs (fee assistance)
- Summer Holiday Camps
- Abilities United



FOCUSED.DRIVEN.*UNITED*

# OUR HISTORY



# SPONSORSHIP OPPORTUNITIES

## **SCHOLARSHIP PROGRAMS**

- Financial assistance programs designed to help make competitive and recreational soccer more accessible to youth and families who need help.
- Focus on players from the Black, Indigenous, and people of Colour communities, along with Newcomers to Canada

## **SUMMER CAMPS**

- 600 attendees
- July and August weekly camps (8 weeks)
- Boys and girls aged 7 to 13
- Open to all skill and experience levels
- Location: RIM Park, Waterloo

The company logo would be on all summer camp jerseys (approx. 600). The company would also receive naming rights to the camp. This information would be on our website with a link to the business, a news release and we would also mention the business in every email and social media post regarding the camp this include marketing prior to the start of camps but also during the camps.





## LEAGUE 1 ONTARIO

- Highest level of Semi-professional soccer in Canada
- Men's and Women's teams
- 5 teams in 2025  
(2 first teams and 3 reserve teams - total of approx. 100 semi-professional players)
- Players aged 17 to 30
- Home Field RIM Park
- Season: April to September
- Play across the province and now opportunity for inter-provincial play

This includes signage at the games, mention over the PA system at all home games, season tickets for the company to give to clients. Mention on the BVB website with link, news release and a predetermined number of social media posts.

Our vision for this program is that it can be a mechanism that brings our community together through the beautiful game. We are working toward attracting consistent crowds of over 400 people to all home games, which are expected to be Friday nights throughout the summer. The presence of partner logos at these events will help show community-based synergies of trying to improve our local events and provide great opportunities for young athletes.



# ***OUTDOOR HOUSE LEAGUE***

- Over 1000 players
- Games are played across the City
- Over 100 volunteers
- Players aged 3 to 17
- 10 week program
- May to August

Get your logo on a house league jersey. This is where you can promote your business within the largest program within the Club. It is only \$500 per team and you get to pick the age group, gender and colour of jersey. Availability on a first come, first serve basis.



# CORPORATE AND COMMUNITY PARTNERS

Outside of just financial sponsorship, we are also keen to work with businesses in our region to help build awareness of your business and foster community through shared passion for local sports.

## These types of partnerships can include:

Service Providers

Insurance Companies

Real Estate Teams

Automotive Dealerships

And more ...

These can be flexible partnerships that fit your business and the exclusive offers or benefits you would like to extend to our members. In exchange, we would be happy to:

Include your company's logo on our website

Logos present at all home games of senior soccer where we are building toward consistently attracting over 400 people per game

Invitation to all major club events

Exclusive offers/benefits to be regularly shared with all members





# THE PULSE OF DORTMUND



**International Academy**  
Waterloo



become a part of it!



**WATERLOO**  
MINOR SOCCER CLUB



GREATER KITCHENER WATERLOO  
CHAMBER OF COMMERCE  
BUSINESS BUILDING COMMUNITY



For more information please contact:

**Ryan McCord**

General Manager

[ryan.mccord@waterloounited.com](mailto:ryan.mccord@waterloounited.com)

[bvbinternationalacademy-waterloo.com](http://bvbinternationalacademy-waterloo.com)

@BVBIAWATERLOO

[waterloounited.com](http://waterloounited.com)

@WMSC1971