



SPONSORSHIP PACKAGE



@waterloounited1971
www.waterloounited.com



Founded in 1971, Waterloo Minor Soccer Club (Waterloo United) has grown from a handful of community teams into one of the largest and most respected soccer organizations in the region. What began as a small grassroots initiative to give local children the chance to play soccer has evolved into a comprehensive club offering programs for players of all ages, abilities, and aspirations.

Throughout its history, Waterloo United has remained deeply rooted in its community values — accessibility, sportsmanship, and development. The club expanded its programming in the 1980s to include girls' teams, and today proudly provides equal opportunities for everyone to experience the game, from our youngest grassroots players to our elite competitive athletes.

Over the years, Waterloo United has developed countless players who have gone on to compete at the collegiate, national, and professional levels. The club is consistently recognized for its commitment to player development, coaching excellence, and community leadership within Ontario Soccer and beyond.

Today, Waterloo United continues to grow as a community-driven organization supported by a dedicated team of coaches, volunteers, and administrators who share one mission — to provide high-quality soccer experiences that help players reach their full potential both on and off the field.

PURPOSE

Build community
through soccer

VISION

The leaders in sports 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

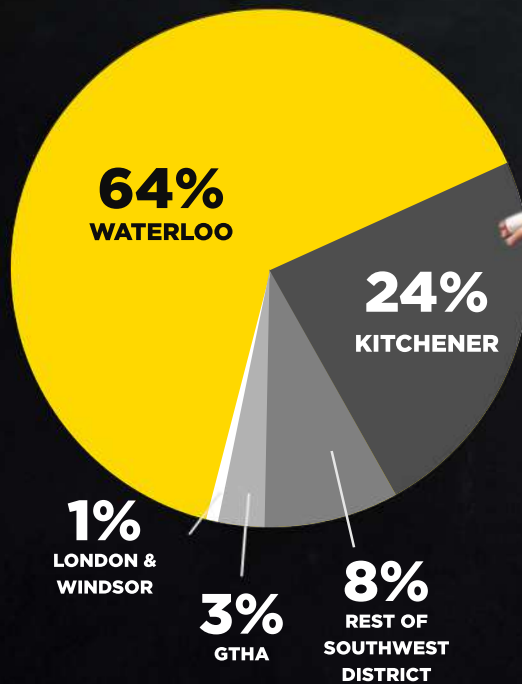
Creating exceptional soccer
experiences for all



JOIN OVER 3,300 ANNUAL PLAYERS

and share your brand experience

PLAYER DEMOGRAPHICS



SPONSORSHIP OPPORTUNITIES

Available for various programs:

- Indoor and Outdoor Recreational Program
- Senior League 1 Ontario Teams (Mens and Womens)
- Competitive Teams (Grassroots, Regional Rep Teams and OPDL)
- Scholarship Programs (Fee Assistance)
- Summer Holiday Camps
- Abilities United

NON-PROFIT ORGANIZATION

- One of only two clubs in the Southwest District to offer the complete player pathway 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



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

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 includes 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
- 6 teams in 2026
(U20, U23 and First Team - total of approx. 100 semi-professional players)
- Players aged 17 and up
- 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 or the company to give to clients. Mention on the 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 of Waterloo
- 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



BECOME PART OF IT



For more information please contact:

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