

IMPACT

FOOTBALL CLUB

2025 CORPORATE SPONSORSHIP ASSETS & PRICING



ONE CLUB, ONE COMMUNITY, ONE IMPACT

THE SPIRIT OF ST. ALBERT

UNITED WE STAND

#WeAreIMPACTFC





“I want to thank you for taking the time to consider partnering with Impact Football Club on this exciting journey. We have been working hard to put together a team and organization that the people of St. Albert can be proud of and that will showcase what this community is all about to the rest of Canada.

To continue down this path we need the support of the community and businesses like yours. Corporate Sponsorship makes up over half of our operating revenue and is essential as we push to be competitive on the pitch and sustainable off it. Your support will play an important role in the success of Impact FC and in providing a much needed rallying cry for the entire community.

Thank you again in advance for your interest in getting involved and know that you are playing a vital role in our success. I look forward to working with you!”

Chris Spaidal

Executive Director, Impact FC



Bringing Communities Together, One Goal at a Time

At Impact Football Club, we believe that soccer is more than just a game—it's a powerful force for unity, growth, and positive change. Founded with the vision of creating opportunities for young athletes to thrive both on and off the pitch, Impact FC has grown into a cornerstone of our community, inspiring passion, discipline, and teamwork in every player who wears our jersey and every fan who attends our matches.

Impact FC plays a pivotal role in the **League1 AB** ecosystem, guiding young athletes from grassroots to professional levels through high-impact soccer programs. We're creating clear pathways for **youth and amateur players** to transition into **professional and national team opportunities**, with top-tier coaching, mentorship, and competitive training that enhances their journey toward success on national and international stages.

As a sponsor, **your brand is directly linked** to these athletes' journeys. By supporting Impact FC, you'll gain **visibility at every match, through our community initiatives, and via the League1 AB platform**, all while contributing to a powerful social impact. Your partnership drives our shared mission of community growth, leadership, and excellence in sports.

By becoming a sponsor with Impact FC, you're investing directly in the future of our community. Together, we can continue to use soccer as a force for good—bringing people together, inspiring young leaders, and strengthening the bonds that make our community thrive.

Be Part of the Impact FC Story



AT **IMPACT FC** WE AREN'T LOOKING FOR JUST SPONSORS,
WE LOOKING FOR PARTNERS

ARE YOU LOOKING TO **MAKE AN IMPACT IN YOUR COMMUNITY**

ARE YOU LOOKING TO **SUPPORT SOMETHING SPECIAL IN ST. ALBERT**

ARE YOU LOOKING TO **INCREASE YOUR EXPOSURE TO
POTENTIAL NEW CUSTOMERS**

ARE YOU LOOKING TO **GENERATE MORE REVENUE**

IMPACT FC CAN HELP, LET US SHOW YOU HOW

ANNUAL PRIMARY BRAND EXPOSURE

200+
HOME
MATCHES

Minimum of 16 League1 AB Home matches between May – August (includes both Men's & Women's Teams) and Youth Matches throughout the summer

50,000+
IN-PERSON
IMPRESSIONS

Projected average attendance of 600 – 1,000 per match home and away and 180+ youth games averaging 60 – 80 spectators

The logo for the City of St. Albert, featuring the text "City of St. Albert" in a blue script font, with "Cultivate Life" in a smaller green font below it.
COMMUNITY
EXPOSURE

Extensive St. Albert exposure through our partners, fans, community owners, vendors, stakeholders, and supporters

150,000+
DIGITAL
IMPRESSIONS

Local,
Regional,
& National
Media and Social
Media Coverage



ADDITIONAL BRAND EXPOSURE

**300+
MATCHES
PLAYED**

Exposure at over
32 matches
throughout AB
and across
Canada

**30,000+
YOUTUBE
STREAMS**

All matches will
be posted on
YouTube with
the addition of
live streaming
in 2025

**35,000+
ANNUAL
VISITORS**

Access to Club
Website Traffic

**1,000+
EMAILS**

Access to
distribute to our
extensive club
email list

**4,500+
MEMBERS**

Access to our
Membership

**GLOBAL
REACH**

Global
Broadcasting
Featured on
League1 AB
YouTube



**OUR
FUTURE
TOGETHER**

**STARTS
NOW**

**YOUR
LOGO
HERE**



GAMEDAY ASSETS

SIGNAGE

On-Field Signage at all League1 AB Home Matches

- Double Sided A-Frame signs pitch side
- All signs are visible by fans and camera
- 10% discount for multiple signs
- Social media recognition
- Price includes cost of sign
- See value-added page for more benefits



- Year Round Permanent Sign at St. Albert Impact Outdoor Facility

- Signage viewable at all Club home matches and training sessions at the outdoor facility
- Signage viewable by street traffic

- Year Round Permanent Sign at St. Albert Impact Indoor Facility

- Signage viewable at all Club matches and training sessions at the indoor facility



GAMEDAY SPONSOR

(Doubleheaders include a Men's and Women's match)

- Custom activation at match
- 1 On-field sign for the year
- Bring own signage subject to approval
- Recognition on media channels
- Includes 20 VIP tickets for the match
- Involvement in pre-match ceremony
- Involvement in halftime activities
- Only 8 games available for sale
- Choice of date given by order of purchase
- See value-added page for more benefits



KIDS ZONE



- **Naming rights of the Kids Zone**
- **1 On-field sign for the year**
- **Bring own signage subject to approval**
- **Recognition on social media channels**
- **Recognition by the gameday announcer 3 times per match minimum**
- **Access to youth club partners**
- **Branded Activities within the Kids Zone**
- **Only 1 available for sale**
- **See value-added page for more benefits**

GAMEDAY ASSETS CUSTOMIZED

**WE OFFER CUSTOM SPONSORSHIP TO SUIT
YOUR BUSINESSES NEEDS**

- Official _____ of the Club
- Best Seat in the House
- Beer Gardens Sponsor
- VIP Area Sponsor

**DISCUSS THESE OR ANY OTHER IDEAS
WITH OUR SPONSORSHIP TEAM**



TEAM GEAR ASSETS



FRONT OF JERSEY – League1 AB (only 1 available)



- The Jerseys are custom designed and made by ADIDAS
- Logo placed on front, center chest of home and away jerseys
- Jersey used by both League1 AB Men's and Women's teams at all matches for 2025
- Only 1 of these sponsorships available
- Jerseys to be sold to the public year-round
- Receive a framed signed jersey
- 1 On-field sign is included in sponsorship
- Cost of production included
- Matchday activations available for all home matches
- See value-added page for more benefits
- Ability to extend for another 2 year term for 2026 & 2027



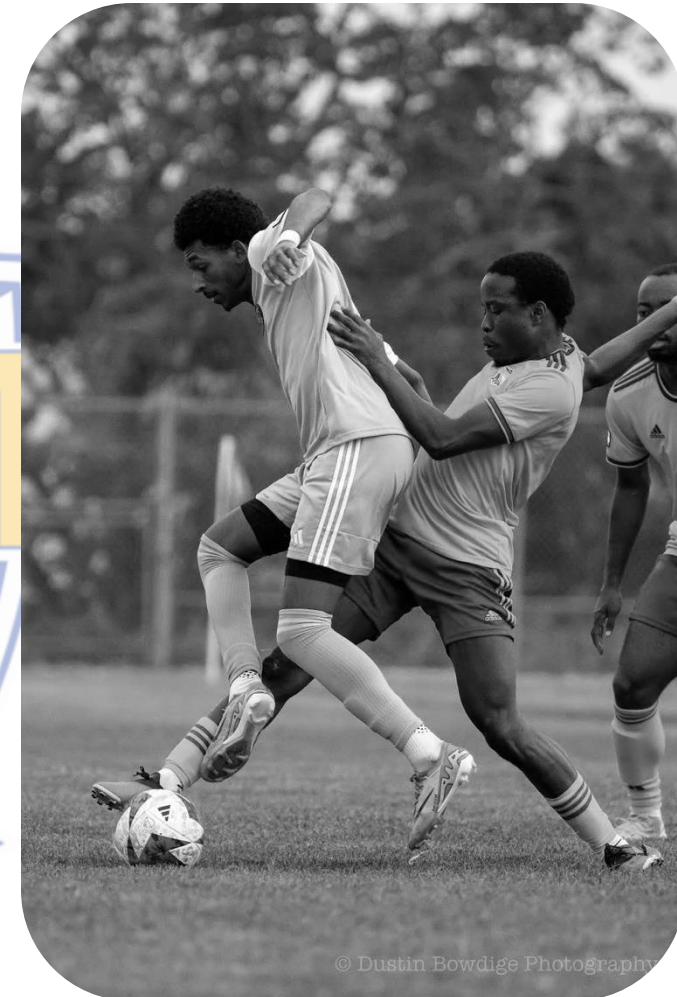
BACK OF JERSEY – League1 AB (only 2 available)

- The Jerseys are custom designed and made by Adidas
- Logo placed on back, top and bottom of home and away jerseys
- Jersey used by both League1 AB Men's and Women's teams at all matches for 2025
- Only 2 of these sponsorships available
- Jerseys to be sold to the public year-round
- Receive a signed jersey
- 1 On-field sign is included in sponsorship
- Cost of production included
- Matchday activations available for 2 home matches
- See value-added page for more benefits
- Ability to extend for another 2 year term for 2026 & 2027



SHOULDER BADGE – League1 AB (1 available)

- The Jerseys are custom designed and made by Adidas
- Logo placed on side of available sleeve of home and away jerseys
- Jersey used by both League1 AB Men's and Women's teams at all matches for 2025
- Only 1 of these sponsorships available
- Jerseys to be sold to the public year-round
- Cost of production included
- Receive a team jersey of your choice (home or away)
- Matchday activations available for 1 home match
- See value-added page for more benefits
- Ability to extend for another 2 year term for 2026 & 2027



SHORTS – League1 AB (3 available)



- The shorts are custom designed and made by Adidas
- Logo placed on front and back of home and away shorts
- Shorts used by both League1 AB Men's and Women's teams at all matches for 2025
- Only 3 of these sponsorships available
- Jerseys to be sold to the public year-round
- Receive a signed season-opener jersey
- 1 On-field sign is included in sponsorship
- Matchday activations available for 1 home match
- Cost of production included
- See value-added page for more benefits
- Ability to extend for another 2 year term for 2026 & 2027

FRONT OF JERSEY – Youth Club (only 1 available)



- The Jerseys are custom designed and made by ADIDAS
- Logo placed on front, center chest of home and away jerseys
- Jersey used by all youth teams at all matches for 3 full seasons (25/26, 26/27, & 27/28)
- Only 1 of these sponsorships available
- Receive a framed signed jersey
- 1 On-field facility sign is included in sponsorship for duration of the agreement
- Cost of production included
- See value-added page for more benefits



SPONSORSHIP DETAILS

ADDITIONAL SPONSORSHIP DETAILS

These details are conditions that apply to all the applicable sponsorship offerings.

Schedule

The League1 AB Schedule runs from April to August every year.

Production Deadline

Some of the items contain production deadlines that must be met to activate the 2025 season.

Designs

Signs, Tents or Kit design will utilize the logo provided by the sponsors and design will be sent for approval.

Availability

All sponsorships are limited and are sold on a first come, first serve basis.

Ineligible for Donation

Sponsorships are not considered a donation for tax purposes, but it is eligible as a marketing or advertising expense

Taxes

All Sponsorship prices are subject to applicable taxes.

Conditions Beyond Control

Tents and signs may not be displayed at every match or session due to circumstances beyond our control including weather, but every effort will be made to maximize exposure.



VALUE ADDED FOR SPONSORS

Our value-added program includes additional customizable benefits that can be added to your sponsorship package based on the needs of your business

- Logo in program
- In-game announcements
- Logo on website
- Player visits to Business
- Activation at Matches
- Giveaways at matches
- Access to VIP Area for matches
- Access to our Email List
- Social media posts
- Customized value added

FINANCIAL OPTIONS

Payment Methods

We accept the following payment methods:

- E-Transfer
- Cheque
- Credit card (additional cc fee is added)

Payment Deadlines

We offer flexible options for payment to ensure that cashflow is not a barrier for our partners.

The deadline for funds being received is:

- Aug 1st, 2025 for Year 1
- April 1st, 2026, for year 2

Payment Options

- Pay in full within 30 days of invoicing
- Pay ½ now and ½ by Aug 1, 2025 for year 1, and year 2 will be due April 1, 2026
- Automated monthly payments split evenly between now and Aug 1, 2025
- We are open to discussing other arrangements

LET'S BUILD SOMETHING SPECIAL IN ST. ALBERT



TOGETHER

YOUR LOGO
HERE

IMPACT

FOOTBALL CLUB

CONTACT US TODAY AT ImpactFCPartnership@ronic.ca

