MAPLE LEAF
CAVAN FC

SPONSORSHIP PROPOSAL PACKAGE

January, 2026

CLUB MISSION & MANDATE

Mission

Our mission is to help individuals to develop their character as resourceful and responsible members of their community by providing opportunities, through the game of soccer, for their mental, physical, social and leadership development.

Mandate

The Club will achieve its mission by providing the opportunity for players of all ages to play regardless of skill level and/or financial ability. To hold year-end celebrations which highlight team successes and celebrate volunteers. To encourage fair play through the use of the parent/play and coach's creed.

CLUB PROFILE

SIZE

1,900 Registered Players

Age Groups: Under 3–Under 18
+
Men's & Women's Adult programming

REACH

3,000–4,000 parents and spectators

Strong presence across Peterborough and the Township of Cavan Monaghan area

COMMUNITY IMPACT

Prioritizes affordability and equity by keeping fees low, supporting families facing financial barriers, and investing in volunteer coaches to ensure quality soccer experiences for all players.

WHY SPONSOR OUR CLUB?

Soccer is already the largest participatory sport in Canada, with close to one million registered players nationwide and clubs in every province and territory.

At **Maple Leaf – Cavan FC**, we have 1,900 registered players and reach 3,000-4,000 families in the Peterborough and Cavan Monaghan area through leagues, events, school and community programs.

We also have the largest social media following of any local sports organization – second only to the Peterborough Petes OHL team. Supported by strong engagement through our website, email communications, and digital channels..

WHY SPONSOR OUR CLUB?

Partnering with Maple Leaf – Cavan FC means more than putting a logo on a jersey.

Community sport is proven to support physical health, mental well-being, confidence, and leadership skills for young people – benefits that matter to families and employers alike. By investing now, you'll help more kids across Peterborough County access safe, positive soccer experiences while aligning your brand with a sport that is growing fast and about to take centre stage.

SPONSORSHIP TIERS & PRICING

TIER	DESCRIPTION	BENEFITS	PRICING
House League Team Sponsor	Entry-level sponsorship ideal for small local businesses supporting grassroots soccer.	• Logo on House League team shirts • Recognition on the club website • Logo displayed on sponsorship banner at Maple Leaf Park • Thank you plaque	$250
2026 World Cup HL Promo	Same as above but providing benefits to sponsoring 3 house league teams for the price of 2!	• Logo on THREE House League team shirts • Recognition on the club website • Logo displayed on sponsorship banner at Maple Leaf Park • Three thank you plaques	$500
Representative Team Sponsor	Supports a specific representative team and benefits from increased exposure through regional travel and competition.	• Logo on team shirts • Recognition on the club website • Acknowledgement in team communications • Increased visibility through league play, tournaments, and travel	$750–$2000
Community Champion	Top-level partner supporting affordability, player subsidies, and volunteer coach education.	• Recognition as Community Champion of Cavan FC • Logo on club website and digital communications • Recognition at major club events • Social media acknowledgement	$5,000–$25,000

REP TEAM SPONSOR BENEFITS

BENEFIT	BRONZE ($350)	SILVER ($750)	GOLD ($1,250)	PLATINUM ($2,000+)
Player Fee Reduction	$150	$350	$500	Up to $1,000
Direct Team Development Support	$200	$400	$750	Remainder after fees
Logo on Jersey/Bag/Jacket	No	No	1 Item	2 Items
Website Logo + Link	Yes!	Yes!	Yes!	Yes – PRIME Placement!
Featured Social Media Post	Yes!	Yes!	Yes!	Yes!
Logo on Banner at Maple Leaf Park	Yes!	Yes!	Yes!	Yes!
Automatic Inclusion in Club Tenders	Yes!	Yes!	Yes!	Yes!
Team / Club Appreciation Plaque	Yes!	Yes!	Yes!	Yes!
Invitation to Year-End Events	Yes!	Yes!	Yes!	Yes!

EVENTS & COMMUNITY ENGAGEMENT

Annual House League Festival

A club-wide celebration that brings players, families, and volunteers together for a full day of fun, small-sided games, and community connection. The festival highlights the spirit of house league soccer, creating a welcoming environment that emphasizes participation, enjoyment, and belonging for players of all ages.

Snow Soccer Festival

A fun, pickup-style soccer event hosted at Kawartha Downs near Peterborough, turning winter conditions into a unique community experience. Designed to be informal and inclusive, Snow Soccer encourages players to stay active, connect with teammates, and enjoy the game in a relaxed, festive setting—no standings, just soccer and smiles.

Community Engagement

Beyond annual soccer events, Cavan FC is an active and engaged member of the local community. As a volunteer-run organization, the club is deeply committed to giving back—participating in community celebrations like the Santa Claus Parade, supporting local fundraising initiatives, and partnering with organizations across sport and beyond.

HOW FUNDS WILL BE USED

Keeping soccer affordable: Funds will help keep registration fees as low as possible, so cost is not a barrier and all children in the community have the opportunity to play.

Player subsidies: Funds will be used to subsidize registration for players and families who are unable to afford the full cost of participation, ensuring equitable access to soccer programs.

Supporting volunteer coaches: Funding will support the education and certification of volunteer coaches, removing the need for them to pay out of pocket and helping build a strong, qualified coaching base.

CONTACT INFORMATION

EMAIL

info@cavanfc.com

PHONE

(705) 400-7350

WEBSITE

www.cavanfc.com

THANK YOU