

Missouri Reign Club Partnership Information



2025 SEASON



About Us

Founded: 2023

Club Nickname: The Reign

Crest Colors: Dark Navy, Gold, Maroon

Kit Colors: Light Purple/White, Dark Navy/Gold

Club Principles:

- Active and engaged in the community around us.
- Focus is on Mid-Missouri talent, who grew up in the area/play collegiately at a local college.
- Supportive of the local soccer community.
- Full transparency for players, families, partners, and community.

Board of Directors

President: Dakota Acock

Vice President: Mark Goodson

Sponsorship Liaison: Kurtis Boardsen

Senior Advisors: Zach Leary

Quinn Walker

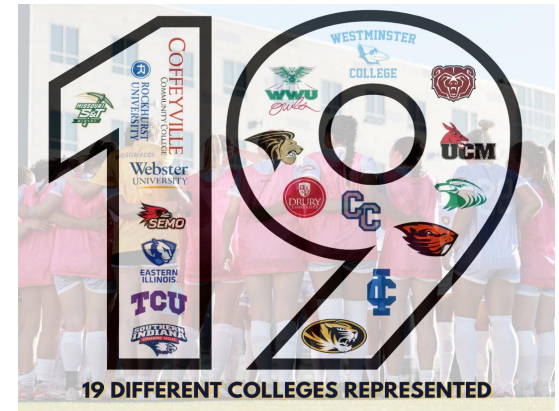
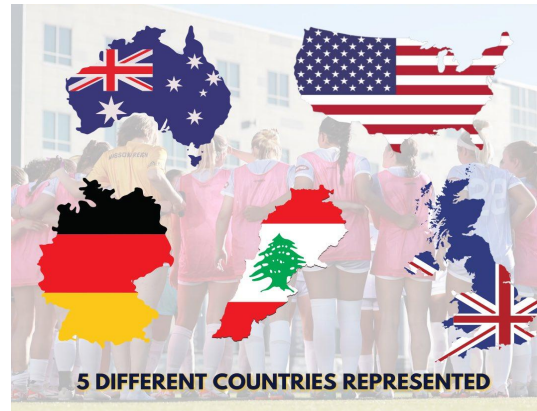
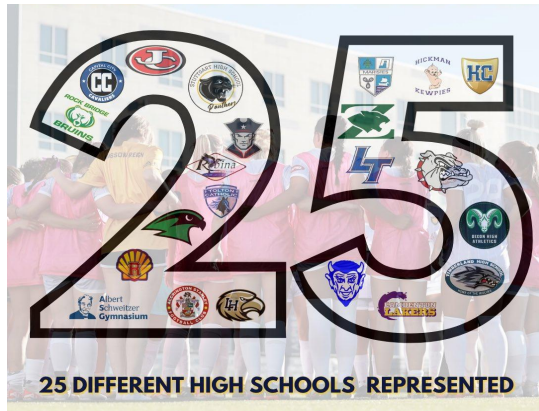
Zachary Fisher

Executive Manager of Operations: Colby Blatz

Director of Online Services: Matt Frappier

Inaugural Season Roster

During the inaugural season of the Missouri Reign the roster consisted of 42 girls. There were 25 different high schools represented, 19 different colleges, and players from 5 different countries.



League Information

League Name: Women's Premier Soccer League

Region: Central

Conference: Heartland

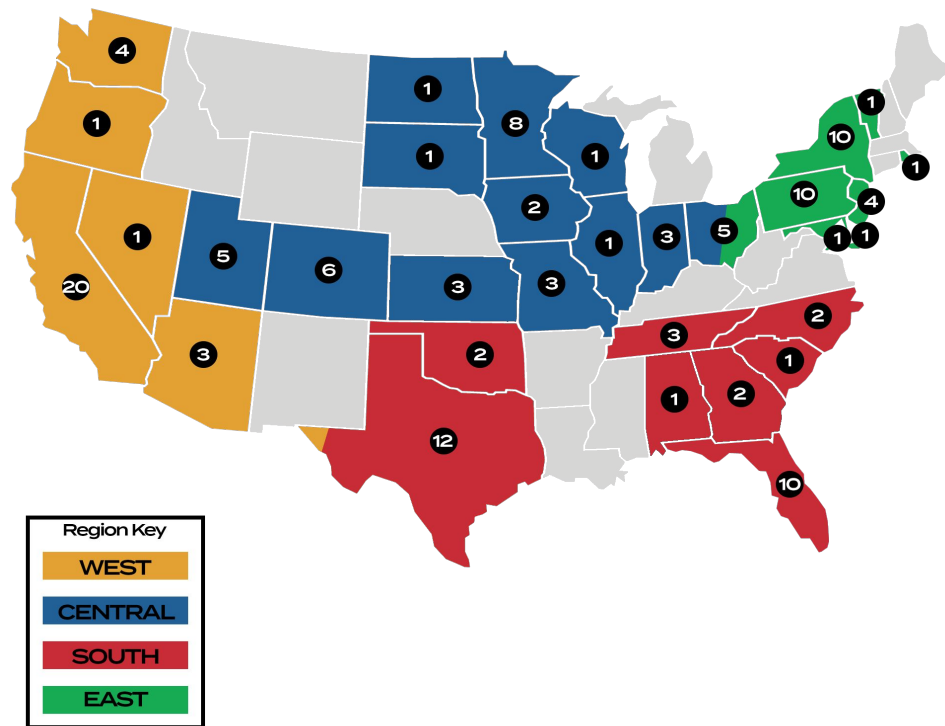
Heartland teams: KC Courage, Union KC, Sunflower State FC, Oklahoma City FC, FC Wichita, Side FC (Tulsa).

The WPSL was founded in 1998, and recently celebrated its 25th birthday. WPSL is still the longest-active women's soccer league in the United States, and also the largest women's soccer league in the world. In 2024, the league announced it will host 142 teams.

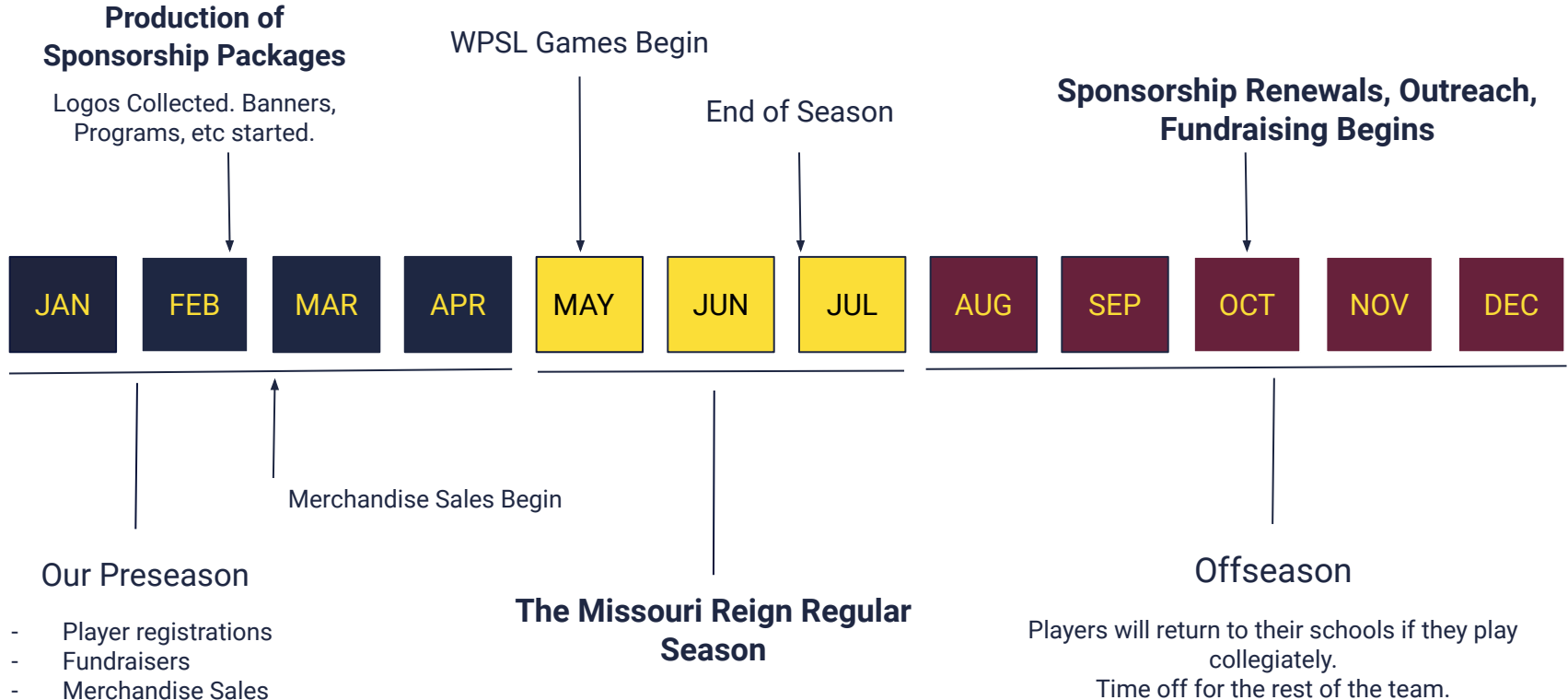
More of the WPSL history can be found here:
wpslsoccer.com/about-the-wpsl

WPSL TEAMS BY STATE

*As of March 1, 2023



Our Calendar – A Year View



Reign Special/Community Event Nights

Special Olympics Night: we have a post with Special Olympics coming out soon announcing our partnership. Once our schedule is finalized, we have a Special Olympics night where their athletes will come out to play a small game during the halftime of our Men's and Women's games.

Boys and Girls Club Night: We will have the boys and girls club kids come out to our games to promote all the great work boys and girls club does. The Boys and Girls Club kids will walk out with the teams.

First Responder / Military Appreciation Night: it is our plan to bring out Jefferson City and Columbia Fire and Police departments to our games. We are planning a Penalty Kick shootout during those games between the groups, and they will have promotional stuff for them too. We will have a moment to honor our military, and have out a color guard for our national anthem.

High School / Club Recognition Nights: we will have nights where local high schools / clubs come out to our game. The players/coaches will get in free by wearing a school / club shirt, and will have an opportunity to take a picture in-front of our banners with our team logos. Also important due to a significant amount of our players are alumni from these schools.

Former Coaches Night: the opportunity for players to invite their former coaches to come watch them play, as they played a huge role in the development of our players to get where they are. This will not be a huge event, but important to our team.

Missouri High School Soccer Coaches Convention: we also are proud to host and have the Missouri High School Soccer Coaches Convention. This is an event where presenters come out to help the professional development of high school coaches from around the state. Last summer was the first one, and we had a great turnout with around 70 coaches from around the entire state in attendance.

Club Media

Club Social Media Handles:

Twitter/X: @MissouriReign

Instagram: @missouri.reign

Facebook: Missouri Reign

TikTok: @missourireign (coming in 2025)

Website: missourireign.com

Club Media Highlights:

Grew Instagram to 425+ Followers in inaugural year

2,500 unique visitors to our webpage

Over 100,000 impressions across all accounts

Missouri Reign or AFC Columbia have been covered by:



Partnership Opportunities



Kit Sponsorship Packages

The most prominent form of sponsorship will be the logos we have on our game worn kits.

The Missouri Reign will have three kits: a home kit, an away kit, and an alternate kit. These will be worn over the course of 10 conference games in the WPSL, and 6-8 non-conference games.

Note: The kits will be collected back by the club, so the sponsorship will be for the lifetime of the kit. Future year sponsorship price can be discussed and set before agreement is made.

Kit Designs Descriptions:

Home Jersey - Dark Navy Kit, with gold bordering/accents. Digital, floral navy pattern woven into the background.

Away Jersey - Lilac Kit with white and white bordering, with a pinstripe pattern across it.

Alternate Jersey* - Maroon kit with White and Navy bordering. Potential coming in 2025.

Reign Jersey Sponsorship Options

~~1. Main Logo Sponsorship:~~ **Sponsor - Arris' Pizza**

- Customizable to fit your marketing needs
- Logo placement on all kits
- Signed Jersey at the end of the year with business name on the back
- PA announcements before the start of every game
- Game Day ticket ad placement
- Halftime presentation at one of the home games

2. Back Logo Sponsorship: \$2,000

- Customizable to fit your marketing needs
- Logo placement on all three kits
- Signed Jersey at the end of the year
- PA announcements during every game

~~3. Sleeve Secondary Logo:~~ **PFS Brands**

- Customizable to fit your marketing needs
- Logo placement on all three kits
- Signed ceremonial ball at the end of the year
- PA announcements during every game

Jersey Sponsorship Examples



Example Kit (not actual kit)



- ~~1. Main Sponsorship Logo~~
2. Back of kit Sponsorship logo
- ~~3. Sleeve Secondary Logo~~
4. Benben Apparel Logo
5. WPSL logo

These logos are already on the kit:

4. Benben Apparel Logo
5. WPSL logo



Missouri Reign Kits



Warm-up Sponsorship Packages

The next most prominent form of sponsorship will be the logos we have on our warm-up tops.

These warm up tops will be worn during our training sessions, for travel on game days, and worn while we warm up before out games.

These dri-fit warm up tops will be kept by the players at the completion of the season, so the chances that they will be seen around the community will be pretty high. We will have new warm-ups next year. Sponsors will have first right of refusal for the following years.

Warm-up Top Designs Descriptions: (pictures will be provided once the final production design is completed).

Short Sleeve Warm-up Top - A rich gold short sleeve dri-fit t-shirt, that has the Missouri Reign Crest over the heart. The logos will be sublimated in the design, so they won't peel or fade off.

Long Sleeve Warm-up Top - A deep maroon dri-fit long sleeve shirt, that has the Missouri Reign Crest over the heart. The logos will be sublimated in the design, so they won't peel or fade off.

Reign Warm-up Top Sponsorship Options

1. ~~Main Warm-Up Top Sponsorship~~ **Sponsor: EquipmentShare**
 - Logo placement on both warm up tops.
 - A signed ball
 - PA announcements during warmups.
2. **Back of Warm-up Sponsorship - \$2,000**
 - Logo placement on both warm up tops.
 - PA announcements during warmups.
3. ~~Secondary Sleeve Sponsorship~~ **Sponsor: 988 Mental Health**
 - Logo placement on warm up tops.
 - PA Announcements during games
4. **Tertiary Sleeve Sponsorship - \$1000**
 - Logo placement on both warm up tops.
 - Bronze tier sponsorship benefits.
 - Signed Cerimonial Ball at end of year



Warm Up Top Sponsorship

1. Main Warm-up Top Sponsorship Logo
2. Main Back of Warm-up Sponsor
3. Secondary Sleeve Sponsor Logo
4. Tertiary Sleeve Sponsor Logo
5. Brand Logo

Warm Up and Practice Top Sponsorship Example Kits

Options for 2025 Season Include: White, Maroon, Gold, or Navy Blue training tops. Designs of the Tops will be shared when finished.



Other Sponsorship Opportunities

Media Day Sponsor

Our program will have a media day with some local photographers. This will be a single day event, providing a quality team bonding experience and getting some professional photos for our website. Will also be providing a dinner to the team, so this helps fund that.

This is a great opportunity to promote your business during our media day event.

In this package:

- *A team photo with the sponsor's flag/banner. Coaches/Board with Reps.*
- *All media day posts will mention/tag sponsor, a special thank you media post stating our media day is sponsored by you.*
- *Special P/A thank you during our first game.*

Rusty Drawing Automotive

COST: \$750

Website Sponsor

Our team will need and has a website that will operate as one of the main forms of promotion of our athletes that we have.

Our webpage will host our schedule, the league table, all of our sponsors, our staff and their biographies, all our sponsors, and most importantly our roster and player biographies.

This offer is available for one business only, and will fund and power our webpage for 3 full years.

This is a great opportunity to promote your business to all those who visit our website. .

This package will include:

- *"Powered by your company" at the footer of our website.*
- *Season tickets*
- *P/A announcements any time our website is mentioned*

COST: \$1000

Program Sponsor

Our program will have a digital option that will be available during all games. A scannable QR code will take fans to it, where they can see the rosters, staff bios, board member bios.

This is a great opportunity to promote your business and any promotion or service you are providing during the year. We can design the space with you, or insert whatever you design in that space.

At the end of the season, we will have a commemorative season physical copy.

Options

Full-page – \$500

Half-page – \$250

1/4-page – \$150

Partnership with AFC Columbia

In the fall of 2023, the Missouri Reign and AFC Columbia entered a partnership to help unite the Central Missouri soccer community. The groups will operate with their separate identities, yet work together in a brother/sister relationship under a parent organization.

Missouri Reign

Established in 2023

Competes in the WPSL

AFC Columbia

Established in 2020.

Competes in the MPSL

There are multiple opportunities for a joint sponsorship venture with both programs. While they are 'separate', they are combining efforts to Unite the Mid-Missouri soccer community. The teams will play multiple games back to back, supporting each other in their respective leagues, to create an enjoyable game day experience for the community around them.



Joint Banner Sponsorships

The Missouri Reign and AFC Columbia will have the opportunity to host multiple games back to back throughout the year.

We will have banners along the fans sideline for both the men's and women's doubleheader, as well as the individual home games.

Funds will be split evenly between the two clubs.

Sideline Banners are 6" x 3"
Located directly in front of fans and
visible on the video streams.
Includes 2 season ticket passes.

Can be purchase with QR code to the right

COST:

Two Year - \$750

One Year - \$450



GO TO WEBSITE PAGE

Joint Game Day Sponsorship Opportunities

Match Sponsor (Joint or Individual)

The opportunity to be a match sponsor for the Missouri Reign and AFC Columbia Game Day Event.

Allows you or your company to entertain your guests at the highest level AFCC and the Missouri Reign can offer. An ideal way for you to entertain clients and friends in a relaxed atmosphere. This package creates an excellent opportunity to promote your business and at the same time support the club.

Included in the package:

- 25 match tickets that also includes a 20x10 private tent space
- 2 PA Announcements (“this match is brought to you by...”)
- Announcement on Social Media and logo inclusion on all associated posts
- Signed Jersey presented at the end of match.
- Sponsor the Player of the Match (picture with the player, tagged in the Player of the match post)

COST: \$600 / \$350 for just 1 team

Match Ball Sponsor (Joint or Individual)

The opportunity to be a match ball sponsor for a Missouri Reign or AFC Columbia match.

Allows your company to promote themselves at a slightly smaller scale for one home game.

***As a match ball sponsor, you will receive:
A ceremonial ball signed by the entire Missouri Reign and AFC Columbia team on that matchday presented after the game.***

Also included:

- 10 match tickets
- 2 PA Announcements
- Announcement on Social Media

COST: \$250 / \$125 for just 1 team

Pregame Meal Sponsor

One of the areas Missouri Reign and AFC Columbia could use help in is pre game day meals for the players.

It is a goal of ours to have a sense of community for our players, and no better way than to have that come together over a meal.

We will be looking for sponsors to help get meals together for our team over the course of the season. These can be donated meals from a restaurant, or a sponsor for a meal on behalf of a business.

Included in the package:

- social media post thanking the sponsor, with pictures.
- Announcement on Social Media and logo inclusion on all associated posts
- inclusion in our game day program
- match tickets

COST: \$250 for ~30 players

How are funds allocated?

What We Spent in 2024:

Required Cost

Equipment / Extra Costs

Miscellaneous

| Expense Detail | Cost | Expense Detail | Cost | Expense Detail | Cost |
|------------------------------------|---------------------------|-----------------------------------|---------------------------|--------------------------------|--------------------------|
| WPSL Annual Fee | \$4,350.00 | Jerseys/Warm Ups | \$7,548.29 | Van Rental | \$1061.52 |
| WPSL New Team Fee | \$1,000.00 | Soccer Balls | \$1,387.47 | Gas, Print, etc. Reimbursement | \$1206.75 |
| Field Training Fee | \$691.50 | Media Day | \$630.00 | Player Food | \$500.00 |
| Game Supervisor Fee | \$900.00 | Website | \$250.00 | Food for Opposing team | \$185.00 |
| Game Field Usage | \$4,425.00 | Photography/Graphics | \$150.00 | Logo Purchase | \$99.00 |
| Athletic Training Fee | \$946.36 | Annual Meeting Trip Reimbursement | \$256.75 | Misc. | \$143.85 |
| Referee Cost (<i>home games</i>) | \$1,825.00 | | | | |
| <u>TOTAL</u> | <u>\$14,065.86</u> | <u>TOTAL</u> | <u>\$10,222.51</u> | <u>TOTAL</u> | <u>\$3,196.12</u> |

Total: \$27,484

How are funds allocated?

What we Expect for 2025

Needs: *these are essential items that we have to raise money for to have the team. Covering these will be priority and will not move to other needs until these are covered.*

Needs, but not critical to operation: *aren't a necessity to function, would increase productivity and quality of our program*

Wants: *items we would like to have, but just as an extra add on after things are taken care of.*

| Expense Detail | Cost | Expense Detail | Cost | Expense Detail | Cost |
|---|---------------------------|---------------------------|--------------------------|-------------------------|--------------------------|
| WPSL Annual Fee | \$4,350.00 | Van Costs | \$1,500.00 | After Game Meals (away) | \$1,000.00 |
| WPSL New Team Fee | \$1,000.00 | Gas - Travel | \$1250.00 | After Game Meals (home) | \$1,500.00 |
| Warm Up Tops | \$2,200.00 | Media Day | \$750.00 | Staff Stipends | \$2,500.00 |
| Field Training Fee | \$1,000.00 | Website (1 year) | \$250.00 | Staff Travel/PD | \$1,000.00 |
| Game Field Usage <i>(\$500/game X 7 games)</i> | \$5,000.00 | Water (event / players) | \$200.00 | Event Staff Shirts | \$250.00 |
| Streaming | \$1,500.00 | Game Day Gatorade | \$300.00 | | |
| Referee Cost <i>(home games)</i> | \$1,825.00 | Misc (printing, ice, etc) | \$200.00 | | |
| <u>TOTAL</u> | <u>\$21,375.00</u> | <u>TOTAL</u> | <u>\$4,450.00</u> | <u>TOTAL</u> | <u>\$6,250.00</u> |

Total: \$32,075

Thank You

Club Contact Information

General Info:
the.missouri.reign@gmail.com

Club President: dakota.acock@gmail.com

Website: missourireign.com

Social Media:

Twitter/X: [@MissouriReign](https://twitter.com/MissouriReign)

Instagram: [@missouri.reign](https://www.instagram.com/missouri.reign)

Facebook: [Missouri Reign](https://www.facebook.com/MissouriReign)

