



Guam Football Association Sponsorship Brochure

Guam Football Association at a glance

Established in 1975, Guam Football Association is the official governing body for the sport of soccer in Guam.

Affiliations

GFA is a proud member of FIFA, AFC, and EAFF

People

Executive Board: President, two Vice-Presidents, and six board members. Approximately 5,000 registered players, coaches, and officials
20 full and part-time staff including a General Secretary, Executive Director, Chief Financial Officer, Technical Director, various Administrators, and a Media & Marketing Officer

Facility

Harmon: Multi-million dollar facility with routine maintenance and planned upgrades. Upcoming venues: Agat, Ordot-Chalan Pago, and Talofofo

Member Clubs

Over 150 youth teams from over a dozen member clubs and over 60 men's and women's teams

Youth Soccer Clubs / Voting Members of GFA

- Crushers FC
- Dededo Soccer Club
 - ISA Islanders
- Quality Distributors
 - Rovers
 - Sidekick SC
- Southern Cobras
- Southern Heat
 - Strykers
 - Tigers
- Tumon FC
- Wings FC
- Wolverines



Worldwide Recognition

Participation in regional and global football committees and other roles within FIFA, AFC and EAFF; competition national teams (Matao, Masakāda, Youth National teams: U20, U17, and U15 boys and girls)

Activities

Organized annual men's and women's leagues, futsal leagues and beach soccer leagues; venue for interscholastic championship matches, and various friendly matches with visiting teams

Programs & Events

Elite Selection Team training for U13 and U14 elite athletes, educational courses for coaches and referees with regional opportunities for top tier players, coaches, and officials

Women's Program

Dedicated Women's Football Development Officer with annual programs for women and girls, venue for interscholastic pre-season tournaments and festivals

Sustainability

Turf pitch to reduce consumption of our island's water resources, solar panels to conserve electricity resources

Social Responsibility

Collaboration with other non-profits and government agencies, support for local soccer clubs and schools, participation in community events, various donations of equipment and other items; venue for community activities

Local sponsorship is good for business

Hundreds of teams. Thousands of players.

One Goal.

Each year, rain or shine, thousands play soccer in Guam. With approximately 5,000 registered players, coaches, and officials, Guam Football Association is the largest sports organization on island. GFA is a non-profit and educational organization whose mission includes the promotion of the physical, mental, and emotional growth and development of Guam's youth through the sport of soccer at all levels. Our goal for young players is to instill a lifelong passion for the sport, while making it fun.

We would like to take this opportunity to invite you to become a sponsor of our organization.



Why sponsor?

The success of GFA is based tremendously on the donations and sponsorships from partners like you. Your assistance will help our efforts in keeping our youth's energy channeled in a positive direction and promoting a healthy lifestyle through sports competition.

For corporate sponsors and youth teams you support, this relations can truly be a winner.

Please review the different levels of sponsorship we offer and the benefits associated with them.

If you have any questions or would like more information about our organization, please feel free to contact us directly by phone at 637 4321 or through E-mail at info@theguamfa.com

An array of information also is available online at <https://guamfa.com>

**Thank you for your consideration and support of
Guam Football Association.**





Diamond Sponsor | \$80,000 per year

- Industry Exclusivity
- Naming rights for GFA competition field
- Naming rights for league & GFA program
- Competition Fields signage
 - Up to ten (10) 20' x 3.5' vinyl banners
 - Up to ten (10) 20' x 2' vinyl banners
- GFA Facility signage
 - Up to fifteen (15) 8' x 4' sheet metal signage

Platinum Sponsor | \$45,000 per year

- Industry Exclusivity
- Naming rights for league
- Competition Fields signage
 - Up to eight (8) 20' x 3.5' vinyl banners
 - Up to eight (8) 20' x 2' vinyl banners
- GFA Facility signage
 - Up to ten (10) 8' x 4' sheet metal signage

Gold Sponsor | \$35,000 per year

- Industry exclusivity
- Naming rights for league
- Competition Fields signage
 - Up to six (6) 20' x 3.5' vinyl banners
 - Up to six (6) 20' x 2' vinyl banners
- GFA Facility signage
 - Up to eight (8) 8' x 4' sheet metal signage

Silver Sponsor | \$25,000 per year

- Competition Fields signage
 - Up to four (4) 20' x 3.5' vinyl banners
 - Up to four (4) 20' x 2' vinyl banners
- GFA Facility signage
 - Up to six (6) 8' x 4' sheet metal signage

Bronze Sponsor | \$15,000 per year

- Competition Fields signage
 - Up to two (2) 20' x 3.5' vinyl banners
 - Up to two (2) 20' x 2' vinyl banners
- GFA Facility signage
 - Up to four (4) 8' x 4' sheet metal signage

Common Benefits for Corporate Sponsors

- Logo & Web site link on GFA Web site
- Use of GFA logo
- Logo on all event banners, event T-shirts, and other advertising not limited to print
- Merchandise promotion on site

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- Overall value: \$10,000
- \$5,000 cash + in-kind
- Limited slots available

BENEFITS

- Company logo on camp training kit tops
- Opportunity to push announcement / product via Guam Football Association social media twice a year
- Four banner spaces at Guam Football Association facility or camp venue (20 ft wide x 2 ft tall space)

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- Overall value: \$6,000
- \$3,000 cash + in-kind

BENEFITS

- Opportunity to push announcement / product via Guam Football Association social media once during camp duration
- Two banner spaces at Guam Football Association facility or camp venue (20 ft wide x 2 ft tall space)





SIGN SPECIFICATIONS

- **Dimensions:**

Signage sponsor: 8 feet wide x 4 feet tall

Corporate sponsor: Varies, refer to next page

- **Material:**

16 gauge sheet metal with 6 center & 4 corner holes

Corporate sponsor: Vinyl banner

- **Production:**

Signs are provided by and must be maintained by signage sponsors. Any damaged or vandalized signs must be immediately replaced by respective sponsor

- **Location:**

Location of signs in designated areas will be determined by GFA

- **Provisions:**

Clean Stadium Act: International event which requires that non-related sponsors advertising must be removed for the event. Also includes FIFA, AFC, or EAFF event that has given advertising signage selling rights to GFA

Signs are one of the most efficient and effective communication media available. Promote your business 24 hours a day, 7 days a week throughout the year!

Call now for a tour of the GFA National Training Center and start advertising your business today!

GFA Main Office
637 4321

GFA Marketing
687 5530



SIGNAGE SPONSOR
8 FT WIDE x 4 FT TALL

1 YEAR

2 YEARS

3 YEARS

GFA PERIMETER / PARKING LOT

\$2,000

\$3,600

\$4,800

CORPORATE SPONSOR COMPETITION FIELD SIGNAGE / SPECIFICATIONS

Technical / Benches side: 20 feet wide x 3.5 feet tall

Front fence: 20 feet wide x 2 feet tall

Material: Vinyl Banner

Double Diamond Level: Central location

Diamond Level: Mirrored on two sides, next to Double Diamond signage

Platinum Level: Mirrored on two sides, next to Diamond signage

Gold Level: Mirrored on two sides, next to Platinum signage

Silver Level: Mirrored on two sides, next to Gold signage

Bronze Level: Mirrored on two sides, next to Silver signage

Goal sides

Size: 20 feet wide x 3.5 feet tall

Material: Vinyl Banner

Double Diamond Level: Feather flags, other type of signage

Diamond Level: Central (if field naming rights sponsor)

or mirrored next to field naming rights sponsor

Platinum Level: Mirrored on two sides, next to Diamond signage

Gold Level: Mirrored on two sides, next to Platinum signage

Silver Level: Mirrored on two sides, next to Gold signage

Bronze Level: Mirrored on two sides, next to Silver signage



Guam Football Association

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For inquiries on making a difference in the future of Guam's youth through

GFA sponsorship, contact: Jill Espiritu | GFA Media & Marketing Officer

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 @GuamFootball



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