



**Birmingham United Soccer Association
Banner Fundraising Program 2016/2017**

Empower, Enrich, Excel

The BUSA Banner Fundraising Program is intended to raise funds for the Club and the Club's recreational teams for the 2016/2017 Season. The Banner Fundraising Program will support new soccer equipment for coaches and provide contributors with a \$50 deduction of their fall registration fee and a t-shirt. The target for banners purchased is 200. This program will also allow banner purchases to help with team fees which should be a tremendous opportunity for our teams. Each banner purchased will also include social media promotions and a logo direct link, for the purchasing company, on the BUSA website. BUSA is a 501-C-3 tax deductible organization.

The program will request that each of the 70 Competitive BUSA teams sell a MINIMUM of Two Banners. Teams are incentivized to sell additional banners and in doing so will participate in revenues generated for additional banners sold in accordance with the following schedule:

- 3rd Banner Sold – Team Receives \$100
- 4th Banner Sold – Team Receives additional \$100
- 5th Banner Sold – Team Receives additional \$300

Teams selling 5 Banners or More will compete to receive the following additional awards:

- Most Banners Sold – Team Receives additional \$1000
- 2nd Most Banners Sold – Team Receives additional \$500
- 3rd Most Banners Sold – Team Receives additional \$250

Renewal Banners for the 2016/2017 season will be handled by the BUSA Director's Staff.

The banners will be full-color banners designed to carry a company logo or personal message and will be co-branded with the BUSA logo and colors to provide consistency. The banners will measure 45" x 95." Banners will be designed to attach to the fences at either complex (as determined by sponsor). Banners will also be used in all digital marketing for our events and tournaments for extra advertising and acknowledgements. Banner pricing will be as follows:

- New Banners – \$600
- Renewal Banners – \$350

For any questions please contact Ivy Duggan ivy@birminghamunited.com or call the BUSA Office 205-977-9038.