



**BRITANNIA**  
MICRO FOOTIE

# TEAM SPONSORSHIP PACKAGE

## MICRO FOOTIE BACKGROUND

In 1993, Jason Kyle, a young soccer enthusiast, approached Britannia Community Services Centre with the idea of offering a fun, co-ed recreational Spring soccer league. Only thirty players registered in the first year but news spread quickly. Over the past seventeen years the program has become wildly popular with over 800 players participating annually.

Britannia Micro Footie brings a World Cup feeling to games by assigning kids to team countries. The teams are dressed in World Cup team countries t-shirts and the kids proudly play for their given team country. The program introduces players to soccer and helps kids develop their skills and sportsmanship. The program has become a springtime ritual at Britannia as well as a weekly social and community gathering.

Every year the program has over 100 enthusiastic volunteer coaches and trained FIFA youth referees. Most of the staff are past graduates of the Britannia Micro Footie program, with many years of their old Footie t-shirts tucked away in their closets. Players love playing, and parents enjoy watching in the spring sun rather than in the driving rain of fall and winter.

Now is the perfect time for you or your business to sign up to become a sponsor of this fantastic East Side program. Join the Micro Footie volunteers and Britannia staff to help build good kids in our community.



*Founder Jason Kyle Coaching Chile team 2011.*





# BRITANNIA MICRO FOOTIE

## SPONSORSHIP OPPORTUNITIES

### SPONSOR A BRITANNIA MICRO FOOTIE TEAM

Everyone knows Commercial Drive is soccer central during the World Cup of Soccer. We are approaching businesses to sponsor their favourite World Cup country team. This means over 800 kids and youth will be physically active and playing soccer each spring!

#### Pick your Britannia World Cup Country:

 Australia	 Italia	 Slovakia
 Brasil	 Japan	 South Africa
 Chile	 Mexico	 Spain
 England	 Netherlands	 Uruguay
 Germany	 Portugal	
 Ghana	 Scotland	

*2011 Team List.  
Team Country's subject  
to change yearly.*



#### THESE BENEFITS LEAD TO

Increased awareness of your presence in the local community. Enhanced image by promoting to healthy lifestyle of kids in the community.

# BRITANNIA MICRO FOOTIE

## SPONSORSHIP BENEFITS

### SPONSOR A BRITANNIA MICRO FOOTIE TEAM

#### YOUR BENEFITS

- ⊕ Name and logo on over 80 kids t-shirt sleeves. (For example, your business would sponsor all kids playing for Italy!)
- ⊕ Name and logo featured in Micro Footie write up in Britannia Centre's Seasonal Brochure distributed to over 22,500 east side neighbourhood homes.
- ⊕ Name and Logo featured on [www.britanniasoccer.org](http://www.britanniasoccer.org)
- ⊕ Name and Logo featured on promotional materials.
- ⊕ Community good will.
- ⊕ Framed Team Photo.
- ⊕ Britannia will issue a tax receipt upon request.

## MICRO FOOTIE SPONSORSHIP

### CONTACTS



## BRITANNIA MICRO FOOTIE

#### MAWUENA MALLET

Micro Footie Sponsorship Director

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#### LORI MORETTO

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[www.britanniasoccer.org](http://www.britanniasoccer.org)

# BRITANNIA MICRO FOOTIE

## APPLICATION FORM

If you would like to participate into the Britannia Micro Footie Program and would like to sponsor a team, please fill out the application from below and send back to us via email, fax or post:

Company

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Address

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Contact Person

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Telephone

Email

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**Choose a Team to Sponsor:** *(2011 Team List. Team Country's subject to change yearly.)*

- |   |   |   |  |
|---|---|---|--|
| <input type="checkbox"/>  <b>Australia</b> | <input type="checkbox"/>  <b>Germany</b> | <input type="checkbox"/>  <b>Mexico</b>      | <input type="checkbox"/>  <b>Slovakia</b>     |
| <input type="checkbox"/>  <b>Brasil</b>    | <input type="checkbox"/>  <b>Ghana</b>   | <input type="checkbox"/>  <b>Netherlands</b> | <input type="checkbox"/>  <b>South Africa</b> |
| <input type="checkbox"/>  <b>Chile</b>     | <input type="checkbox"/>  <b>Italia</b>  | <input type="checkbox"/>  <b>Portugal</b>    | <input type="checkbox"/>  <b>Spain</b>        |
| <input type="checkbox"/>  <b>England</b>   | <input type="checkbox"/>  <b>Japan</b>   | <input type="checkbox"/>  <b>Scotland</b>    | <input type="checkbox"/>  <b>Uruguay</b>      |

**Please fill out & send back to:**



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