



Contact

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Executive Director

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A photograph of a youth soccer team on a field, overlaid with a red, textured filter. The children are wearing dark jerseys with a crest on the front. A soccer ball is visible on the ground in the lower right corner.

Sponsorship
Opportunities

What We Do



Our Mission: Heart of the City is committed to providing an accessible youth soccer program and access to high quality programs and experiences for our athletes.

With the help of our supporters and volunteers, we strive to level the playing field for youth in our undeveloped Lake County communities by providing a positive, inclusive outlet that allows them to develop as both soccer players and as people.

Students in underfunded communities are five times more likely to drop out of high school than students in fully funded schools. Our Lake County programs, which include over 600 youth in Waukegan, North Chicago, Zion, Round Lake, and Gurnee, provide support for student athletes from the time they enter the program to graduation.

Our holistic approach emphasizes healthy lifestyle choices, giving youth the tools and connecting them to the resources to achieve post-secondary success and gain the self-awareness to navigate the work force.

With the help of our generous partners, we have created a pathway that empowers student athletes on and off the field, giving them the resources, confidence, and guidance to help them navigate toward a brighter future.

How We Impact

84%

of our student athletes reported that their lifestyle habits improved, such as healthy eating and stress management.

86%

of our student athletes report that the program helped them stay on track in school.

100%

of our 2019 and 2020 seniors graduated high school and enrolled a post-secondary program.

1/3

of our graduates are playing soccer on scholarship at a college.



Help kids score goals on and off the field!



As a high school student, Desareih felt unmotivated and struggled with depression. She desperately wanted to play soccer, but her family had just moved to Waukegan, and they couldn't afford extra-curricular activities. She dreamed of being the first in her family to graduate high school and attend college but knew the costs would make it impossible.

Thanks to affordable registration costs subsidized by our donors, 16-year-old Desareih signed up to play soccer at Heart of the City. As she began to move through the program, she developed the skills and knowledge that slowly helped her envision an attainable future for herself.

With the guidance and training of our coaches, she excelled on the field and became team captain. She took the referee and coach certification courses, gaining leadership skills, work experience, and earning income. Academically, her mentors helped her participate in SAT prep courses and FAFSA application workshops. She joined our essay writing workshops and went on college tours with her team.

With her new Heart of the City support system, Desareih graduated from high school in 2019 and received a full-ride scholarship to play soccer for the College of Lake County (CLC). After playing two years at CLC, she was scouted at a Heart of the City college ID event and is now playing soccer and majoring in Sport Management at Wisconsin Lutheran College in Milwaukee.

“I don't know if I would be here if it wasn't for Heart of the City, it gave me the confidence I needed to grow. Playing sports made me a better person and helped me figure out what I wanted to do in life.”

Desareih, Heart of the City Graduate

How You Can Support

Each year, our soccer programming draws over 600 youth in after school, recreational Academy, and Elite Travel programs from our local communities, and hundreds more family and friends as spectators at games and events.

Sponsorship at any level not only demonstrates your support for our student athletes and Heart of the City but gets your logo in front of thousands of community members, in our materials, and online.

As a 501(c)(3) non-profit organization, your tax-deductible donation helps us subsidize the costs of our soccer and educational program so that it is accessible for all youth in Lake County.



Sponsorship Levels



Champion Sponsor \$10,000

Your sponsorship will provide over 400 boys and girls in our Academy and Travel soccer programs with quality facilities for practices and games.

- Logo or name on Academy program t-shirts every season for one full year
- Logo or name on banner at home field for one full year
- Logo or name on all season flyers for one full year
- Logo or name on website with link to business page for one full year
- Feature on one month's Facebook/Instagram sponsor appreciation post each season
- Feature on one month's email newsletter sponsor appreciation spotlight with link to business page
- Recognition in press releases and end of year donor lists
- 4 Heart of the City shirts
- Ability to speak briefly to the student athletes before one practice one time per season
- Ability to have a promo booth at family program events throughout the year
- Recognition at annual fundraising event

Showcase Sponsor \$5,000

Your sponsorship will provide one or two teams (20-40 student athletes) with transportation, hotels, registration, and meals at two out-of-state college showcase tournaments.

- Logo or name on the travel uniform that student athletes wear to showcase tournaments
- Logo or name on banner at home field for one full year
- Logo or name on website with link to business page for one full year
- Feature on one month's Facebook/Instagram sponsor appreciation post
- Feature on one month's email newsletter sponsor appreciation spotlight with link to business page
- Recognition in press releases and end of year donor lists
- 2 Heart of the City shirts

Sponsorship Levels



MVP Sponsor \$2,500

Your sponsorship will provide over 400 boys and girls in our Academy and Travel soccer programs with quality facilities for practices and games.

- Logo or name on Academy program t-shirts every season for one full year
- Logo or name on banner at home field for one full year
- Logo or name on website with link to business page for one full year
- Feature on one month's Facebook/Instagram sponsor appreciation post
- Feature on one month's email newsletter sponsor appreciation spotlight with link to business page
- Recognition in press releases and end of year donor lists

Academic Sponsor \$1,500

Your sponsorship will provide 75 high school athletes with college-readiness programming, college visits, and academic support.

- Logo or name on Academy program t-shirts every season for one full year
- Logo or name on academic/college prep program flyers for one full year
- Logo or name on website with link to business page for one full year
- Feature on one month's Facebook/Instagram sponsor appreciation post
- Feature on one month's email newsletter sponsor appreciation spotlight with link to business page
- Recognition in press releases and end of year donor lists

Sponsorship Levels



College Recruiting Sponsor \$1,000

Your sponsorship will provide transportation and meals for college recruiting visits for up to 20 student athletes.

- Logo or name on Academy program t-shirts every season for one full year
- Logo or name on website with link to business page for one full year
- Feature on one month's Facebook/Instagram sponsor appreciation post
- Feature on one month's email newsletter sponsor appreciation spotlight with link to business page
- Recognition in press releases and end of year donor lists

Student Athlete Sponsor \$500

Your sponsorship will cover a family's costs to register one child in our program for one year.

- Logo or name on Academy program t-shirts for one selected season of your choice
- Recognition on social media and email newsletter
- Recognition in end of year donor lists

Academy Program Sponsor \$500

Your sponsorship will provide over 250 boys and girls ages 5-14 with access to recreational soccer through the Soccer Academy.

- Logo or name on Academy program t-shirts for one selected season of your choice
- Recognition on social media and email newsletter
- Recognition in end of year donor lists

Equipment Sponsor \$250

Your sponsorship will support two student athletes by outfitting them with uniforms and training apparel for one year.

- Recognition on social media and email newsletter
- Recognition in end of year donor lists

Yes! I would like to be a sponsor!

- Champion Sponsor** \$10,000
- Showcase Sponsor** \$5,000
- MVP Sponsor** \$2,500
- Academic Sponsor** \$1,500
- College Recruiting Sponsor** \$1,000
- Student Athlete Sponsor** \$500
- Academy Program Sponsor** \$500
- Equipment Sponsor** \$250

Please email logo as high-res PNG, Vector EPS or high-res JPG to Rena Lee at rena@heartofthecitysports.org.

Thank you!

Company _____
Contact _____
Address _____
City _____
State Zip _____
Phone _____ Email _____

- Check Enclosed*
 Visa *Mastercard* *Discover*

Name On Card _____
Card Number _____
Expiration _____
CVV _____
Please Charge Sponsorship Amount Of _____

Please mail this form with payment to:
Heart of the City, PO Box 356, Waukegan, IL 60079

Or you may pay online on our donate page at
www.heartofthecitysports.org and email form to:
rena@heartofthecitysports.org

Volunteer Opportunities

We believe in creating opportunities for our communities to come together. Through our programs, you can volunteer at events, assist our coaches, tutor students, create parent/student workshops, and much more.

Opportunities

- Provide company related workshops for parents/student-athletes
- Provide opportunities for student athletes to learn about your business through field trips or presentations
- Educational tutoring
- Volunteer coaching
- Help with setting up soccer activities at local events
- Serve on our fundraising event committee
- Serve on our Board of Directors



Thank you for your
support.



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