

# BE THE DIFFERENCE IN YOUR COMMUNITY.



**Help us Level the Playing Field for Youth in Lake County!**

Your support can change the trajectory of a young person's life.

Join us in creating opportunities, breaking barriers, and inspiring success—on the field and far beyond it.

Together, we can build a brighter future for Lake County youth!

# WHAT WE DO.

Founded by community members in 2014, Heart of the City was formed to address the lack of access to quality youth soccer programs for families underserved communities. It was formed to break down the socioeconomic challenges families face and so that student athletes have the opportunity to play soccer, while accessing support in physical/mental wellness, post-secondary readiness opportunities, workforce development opportunities, and earning stackable credentials for postsecondary education and employment success. Our Lake County programs, which include over 1400 youth in Waukegan, North Chicago, Zion, Round Lake, Gurnee, and more provide support for student athletes from the time they enter the program to graduation.

**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 engaged 2024 seniors graduated high school and pursued a post-secondary program.

**1/3**

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



# WORDS FROM OUR **ATHLETES.**



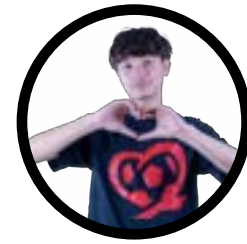
**DESAREIH**

"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."



**MARIO**

"Being a goalie, it is a tough position. You learn how to work under pressure, how to communicate, and it all falls into real life. I was playing with a different club and when I came to Heart of the City, I felt so comfortable, everybody was so welcoming."




**JAIR**

"I was lost with what I was doing. Without Heart of the City, I think I would have been in the streets. They help kids like us keep playing soccer."


# WHERE **YOU** MAKE AN IMPACT.

## ACCESS TO RESOURCES



Heart of the City provides under-resourced youth with access to sports equipment, facilities, and educational resources, helping to bridge the gap for children who may otherwise lack opportunities to participate in physical activities.

## POST-SECONDARY READINESS



Through mentorship, academic support, and leadership development, the organization empowers youth to prepare for post-secondary education and careers, offering guidance and resources to help them succeed in life beyond high school.

## COMMUNITY BUILDING



By offering inclusive sports programs and fostering a sense of belonging, Heart of the City creates a positive and supportive community, helping youth build relationships, teamwork skills, and resilience while connecting with peers, mentors, and the broader community.



— \$1,000

— \$2,500

— \$5,000

— \$10,000

— \$20,000

— \$35,000

# COMMUNITY SPONSORSHIP PACKAGES.

Sponsorship at any level not only demonstrates your commitment to supporting our student athletes and Heart of the City's mission but also provides exceptional visibility for your brand. Your logo will be featured in front of thousands of community members at events, in program materials, and across our online platforms.



## **PREMIERE JERSEY SPONSOR**

**\$60,000 - OVER TWO YEARS**

**(2-year commitment, with opportunity  
for renewal after the two years)**

- Logo or name prominently displayed on the front of the HOTC jersey for two years.
- 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 four Facebook/Instagram sponsor appreciation posts throughout the year.
- Feature on monthly email newsletters as sponsor appreciation spotlight with link to business page 3 times per year.
- Recognition in press releases and end of year donor lists.
- Ability to speak briefly to the student athletes before practice one time per season.
- Ability to host a promo booth at all practices and family events whenever available for one full year.



**ALL SPONSOR LEVELS RECEIVE A HEART OF THE CITY  
SUPPORTER WINDOW CLING TO DISPLAY PROUDLY IN  
YOUR BUSINESS.**



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YOUR BUSINESS.**

## **ALL STAR JERSEY SPONSOR**

**\$40,000 - OVER TWO YEARS**

**(2-year commitment, with opportunity  
for renewal after the two years)**

- Logo or name on the back of the HOTC jersey for two years.
- 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 four Facebook/Instagram sponsor appreciation posts throughout the year.
- Feature on monthly email newsletters as sponsor appreciation spotlight with link to business page 3 times per year.
- Recognition in press releases and end of year donor lists.
- Ability to speak briefly to the student athletes before practice one time per season.
- Ability to host a promo booth at all practices and family events whenever available for one full year.

## **BREAKING BARRIERS SPONSOR**

**\$35,000**

- Logo or name on the HOTC van for one full year to be seen by hundreds of people at colleges/ universities, businesses, and other public institutions.
- 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 four Facebook/Instagram sponsor appreciation posts throughout the year.
- Feature on monthly email newsletters as sponsor appreciation spotlight with link to business page 3 times per year.
- Recognition in press releases and end of year donor lists.
- Ability to speak briefly to the student athletes before practice one time per season.
- Ability to host a promo booth at all practices and family events whenever available for one full year.

## **POST-SECONDARY SUCCESS SPONSOR**

**\$20,000**

- Naming rights to our annual Senior Cohort Post-Secondary readiness program.
- Logo or name on Academy program t-shirts every season for one full year.
- Logo or name on all flyers related to post-secondary readiness events and workshops.
- Logo or name on banner at home field for one full year.
- Logo or name on our Youth Development website page with link to business page for one full year.
- Feature on two month's Facebook/Instagram sponsor appreciation posts.
- Feature on two month's email newsletter sponsor appreciation spotlight with link to business page.
- Recognition in press releases and end of year donor lists.
- Ability to speak briefly to the student athletes before one practice once per season.
- Ability to host a promo booth at all practices and family events whenever available for one full year.

## **FIELD SPONSOR**

**\$10,000**

- 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 end of year donor lists.
- Ability to speak briefly to the student athletes before one practice once per season.
- Ability to host a promo booth at all practices and family events whenever available for one full year.

**ALL SPONSOR LEVELS RECEIVE A HEART OF THE CITY SUPPORTER WINDOW CLING TO DISPLAY PROUDLY IN YOUR BUSINESS.**





**TEAMMATE  
SPONSOR**  
**\$5,000**

- 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 CSID flyers for each event.
- Logo or name on website with link to business page for one full year.
- Feature on Facebook/Instagram sponsor appreciation post for each event.
- Feature on email newsletter sponsor appreciation spotlight with link to business page for each event.
- Ability to have booth one time per year to connect with families.
- Recognition in the end of year donor lists.

**BREAKING BARRIERS  
SPONSOR**  
**\$2,500**

- 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.
- Ability to host a booth at the field one time throughout the year.
- Recognition in end of year donor lists.

**POST-SECONDARY  
SUCCESS SPONSOR**  
**\$1,000**

- 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 end of year donor lists.

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# ADDITIONAL OPPORTUNITIES



- Provide company related workshops for parents/ student athletes.
- Provide opportunities for student athletes to learn about your business through field trips or presentations.
- Provide in-kind donations for programs or events.
- 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.
- Promote us on your Social Media.
- Host events at your location.

# SPONSORSHIP SIGN-UP FORM

☐ **BREAKING BARRIERS SPONSOR**  
**\$35,000**

☐ **POST-SECONDARY SPONSOR**  
**\$20,000**

☐ **FIELD SPONSOR**  
**\$10,000**

☐ **MVP SPONSOR**  
**\$5,000**

☐ **TEAMMATE SPONSOR**  
**\$2,500**

☐ **EARLY DEVELOPMENT SPONSOR**  
**\$1,000**

## BECOME OUR JERSEY SPONSOR!

☐ **PREMIERE JERSEY  
SPONSOR**  
**\$60,000**

☐ **ALL STAR JERSEY  
SPONSOR**  
**\$40,000**



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 invoice me

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

Please email logo as high-res PNG, Vector EPS or high-res JPG to  
[marketing@heartofthecitysports.org](mailto:marketing@heartofthecitysports.org).

**THANK YOU  
FOR ALL  
YOUR SUPPORT!**

