



United States of America Deaf Soccer Association

National Team Sponsor Package





Dear USADSA Supporter,

Deafness is a hidden disability. In soccer, players face disadvantages like not being able to hear a coach or teammate's instructions during play, a referee's decision, or the roar of the crowd. As deaf soccer players compete against their hearing peers, these aspects of the game taken for granted can make a difference over the course of a match.

In order to compete for the Deaf National Teams, intentional criteria has been set and players must have an average hearing loss of 55 decibels or more in their best ear. Because many players use assistive devices, another equalizer is that everyone competing in deaf matches must remove their hearing aids or cochlear implants. This can affect balance, which creates yet another obstacle for deaf players to overcome.

In the upcoming competition season, both the Men's National Team and Women's National Team have qualified for the two hallmark international competitions: the Deaflympic Games, to be held in Brazil, and the Deaf Football World Championships, to be held in South Korea. Because of their skill and experience, we highly anticipate both teams coming back as champions!

Just as each of our players relies on his or her teammates for success, we as an organization greatly rely on our supporters' donations to enable all of this to happen. There are several sponsorship packages and while the financial contributions vary, we value every level of support immensely. Please consider supporting our efforts and these amazing athletes in their journey to bring home the gold.

Sincerely,

Suzanne Anderson
President, USADSA



About United States Deaf Soccer

USA Deaf Soccer Association is a non-profit, 501(c)(3) organization. The USDWNT & USDMNT compete in the Deaflympics; the oldest international sporting event besides the Olympics as well as the Deaf World Cup and Pan American Games.

The women are the reigning 2005, 2009, and 2013 Deaflympics Gold Medal winners. They are also the reigning 2012 and 2016 Deaf World Cup Champions. The men are the 2019 Deaf Pan American Champions.

There is no age minimum or maximum requirement, so the ages of players selected to the squad range from as young as 15 to as old as 38, with the average age being approximately 23 to 26.

About the 2022 Deaflympics

The first Deaflympics, known as the "International Silent Games", were held in the summer of 1924 in Paris, and later on these Deaf Games were held every four years with a break during the World War Two. The Winter Deaflympics were first held in Austria in 1949. From 1924 to the present day, the ICSD has organized 23 Summer and 18 Winter Deaflympics in a year following the year of the Olympic Games.

The Summer Deaflympics will take place May 1-15, 2022 in Caxias do Sul, Brazil.

About the 2022 Deaf World Football Championships

Korea Deaf Sport Federation (Korea) has been confirmed as the host of the 4th World Deaf Football Championships. The Football Championships will take place in Changwon / Gyeongsangnam-do, Korea during dates yet to be determined.



Sponsorship Options

Sponsorship supports both teams for the two upcoming international events.

USADSA Official Partner

Sponsors' Package

\$75,000

- Year round use of USADSA Logo
- Corporate logo placed on prominent location on WDNT and MDNT training gear
- Logo will be placed on USADSA website and WDNT website
- USADSA will include sponsor in press releases and digital marketing including Facebook, Twitter, and Instagram
- Sponsor may do six (6) USADSA website promotions
- Product endorsement by USDSA National Team Players
- USADSA will make a Sponsor Award Presentation at company function or meeting
- Sponsor will be mentioned with all National Team Training Camp communication
- Sponsor will be mentioned with all International Competition communication
- Sponsor will be invited to make welcoming remarks to MDNT and WDNT at both US Training Camps
- Sponsor may send 20 volunteers to Youth Clinics that take place in conjunction with National Team Training Camps
- Logo will be prominently placed on Youth Clinic participant t-shirts
- Sponsor will be invited to send volunteers to participate in the Summer Youth Soccer Camp
- Email blast to all membership with Sponsor logo and information

Gold Medal

Sponsors' Package

\$50,000

- Year round use of USADSA Logo
- Corporate logo placed on prominent location on WDNT and MDNT training gear
- Logo will be placed on USADSA website and WDNT website
- USADSA will include sponsor in press releases and digital marketing including Facebook, Twitter, and Instagram
- Sponsor may do four (4) USADSA website promotions
- Product endorsement by USDSA National Team Players
- USADSA will make a Sponsor Award Presentation at company function or meeting
- Sponsor will be mentioned with all National Team Training Camp communication
- Sponsor will be mentioned with all International Competition communication
- Sponsor will be invited to make welcoming remarks to MDNT and WDNT at both US Training Camps



Silver Medal

Sponsors' Package

\$30,000

- Year round use of USADSA Logo
- Corporate logo placed on prominent location on WDNT and MDNT training gear
- Logo will be placed on USADSA website and WDNT website
- USADSA will include sponsor in press releases and digital marketing including Facebook, Twitter, and Instagram
- Sponsor may do two (2) USADSA website promotions
- Product endorsement by USDSA National Team Players
- USADSA will make a Sponsor Award Presentation at company function or meeting
- Sponsor will be mentioned with all National Team Training Camp communication

Bronze Medal

Sponsors' Package

\$20,000

- Year round use of USADSA Logo
- Corporate logo placed on prominent location on WDNT and MDNT training gear
- Logo will be placed on USADSA website and WDNT website
- USADSA will include sponsor in press releases and digital marketing including Facebook, Twitter, and Instagram

Sponsor An Athlete

Sponsors' Package

**Two Events:
\$10,000**

**One Event:
\$5,000**

Sponsor an athlete for one or both of the Deaflympics and Deaf World Football Championships. Athletes incur personal costs for travel, lodging, training camp, food and uniform.

- Use of USADSA logo 2 weeks prior through 2 weeks after event(s)
- Corporate logo placed on prominent location on either WDNT and MDNT training gear for event(s)
- Logo will be placed on USADSA website and WDNT website
- USADSA will include sponsor in press releases and digital marketing including Facebook, Twitter, and Instagram for the international event(s)



Sponsorship Confirmation Form

Yes! I would like to support USADSA at the 2022 Deaflympics and/or World Deaf Football Championships!

PRIMARY CONTACT

NAME OF ORGANIZATION

ADDRESS

EMAIL ADDRESS

PHONE NUMBER

Sponsorship Commitment

- ☐ USADSA OFFICIAL PARTNER | \$75,000
- ☐ GOLD MEDAL SPONSOR | \$50,000
- ☐ SILVER MEDAL SPONSOR | \$30,000
- ☐ BRONZE MEDAL SPONSOR | \$20,000
- ☐ SPONSOR AN ATHLETE, TWO EVENTS | \$10,000
- ☐ SPONSOR AN ATHLETE, ONE EVENT | \$5,000

PLEASE RECOGNIZE MY SPONSORSHIP AS

Payment

- ☐ CHECK # _____
PLEASE MAKE CHECKS PAYABLE TO USADSA
- ☐ SEND INVOICE _____
- ☐ CREDIT CARD _____
VISA, MASTERCARD, AMEX, ETC

CARD NUMBER EXP. DATE CVV

NAME ON CARD SIGNATURE

EMAIL: SANDERSON@USDEAFSOCCER.COM

ADDRESS: 3575 FAR WEST BLVD, PO BOX 28235 AUSTIN, TX 78731