

Fusion Tournament Sponsors



On May 29-31, 2009 the Colorado Fusion will be hosting the annual **Kelvin Norman Memorial Tournament** at the Aurora Sports Park at Colfax and Tower Road. This traditional tournament honors the late club coach, Kelvin Norman, and supports kids across the Denver and Aurora areas by providing scholarships and assistance. A portion of the proceeds go directly to the Kelvin Norman Memorial Fund and to the Scholarship Program for the Colorado Fusion. Our scholarship program allows those families in need the opportunity to participate in youth sports through soccer.

We are asking for your support in this event by becoming a sponsor. There are three levels of sponsorship, each of which will enable you to give back to your community, while advertising your business at the same time.

Last year over 160 teams participated in the Kelvin Norman Tournament. Each team brings family and friends who will enjoy up to three days of soccer and fun. Each team will bring twelve to eighteen players, with our goal this year to host over 200 teams. With over 200 teams participating, we should have over 3,000 soccer players in attendance. Most of these players will be bringing family and friends as well, bringing over 6,000 adults to the event.

Each team will be receiving a gift bag containing a tournament program for each player. These programs have space for advertisements and coupons which will be seen by each family. As a sponsor, you have the ability to add your fliers and informational brochures to the gift bags as well.

If you have a business, or you know of a business who is interested in supporting their community, please consider becoming a sponsor of the Kelvin Norman Tournament. From program and web site advertising to field banners and booths, your chosen level of sponsorship will highlight and benefit your business with exposure to thousands of participants.

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Gold Field Package - \$1,500 (Space is Limited)

Field Sponsor which includes
Two banners located as a sponsor of the field sponsored
Logo placed on the back of the tournament t-shirt
Logo placed on Tournament Website
Full page in Tournament Program
Any other flyer / coupon / gift in gift bag
Booth at field site or check-in registration if desired
Included in the Honored Sponsor List on the Website and Program
Cost to reach up to 6000 adults is \$0.25 each

Silver Package - \$750

Logo placed on Tournament Website
Half page in Tournament Program
Any other flyer / coupon in gift bag
Included in the Honored Sponsor List on the Website and Program
Cost to reach up to 6000 adults is \$0.12 each

Platinum Package - \$250

¼ page in Tournament Program
Any other flyer / coupon in gift bag
Included in the Honored Sponsor List on the Website and Program
Cost to reach up to 6000 adults is \$0.04 each

As you can see your exposure to many young soccer players and their families would be a great opportunity. Most teams will play multiple games in one day allow them free time to eat, shop and play in the area around the fields located at The Aurora Sports Park. Use our tournament to generate business for your company and help the Colorado Fusion Scholarship Program and the Kelvin Norman Memorial Fund.

Your company will need to provide camera ready artwork for the tournament program, banners and any flyer or coupon you would like to be included in the gift bags. The tournament staff would be responsible for putting banners up, distributing the flyers, coupons, or other gifts in the gift bags, and assembly of the program. Additionally if you choose to have a booth you would need to provide the equipment necessary such as tables, chairs, and a canopy.

Please contact Ron House, Tournament Director or Andy Olree, Tournament Committee Chairman to discuss opportunities. We look forward to building a partnership with your company for years to come. We can be reached at 303-399-5858 or tournaments@coloradofusion.org