



**SOFTIVE**  
**LAKE NONA**

# Media Kit



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Www.xlnona.com



# SOFIVE LAKE NONA

For Sofive Lake Nona, passion among its directors, staff, players, and community has turned this small single business in to one of the fastest growing athletic organizations in the country.

Sofive Lake Nona is one of the 22 locations in the United States. Two of them are here in central Florida and boasting over 3.3 million visitors per year.





# Community

Our organization has built a reputation among community and business leaders for creating a family-friendly, community-centered sports facility providing every member of the family with activities and entertainment.

The impact of our business can be felt both on and off the field and increasingly around the world with our XL Travel company as part of the portfolio.



## **OUR FAMILY**

### **SOFIVE SOCCER CENTERS**



### **XL ACADEMY**



### **KICKING KIDS' CANCER**





# Products and programs

- 01** 18 months – 15 years old programs in soccer, volleyball and basketball
- 02** Adult leagues in soccer and volleyball
- 03** Year round youth camps
- 04** Full time soccer school
- 05** Special needs program
- 06** Birthday parties
- 07** Rentals, corporate events, festivals
- 08** Kicking Kids Cancer Charity foundation
- 09** Full time business tenants
- 10** Tournaments





# OUR FOOTPRINT LOCALLY



- Over **36,000** person membership and their families
- Over **60,000** active email subscribers in Orlando
- 50% open rate in database communications
- 2.0 average webpage views annually
- 18-44 average age group of engagements
- 4000 social media followers
- Community and local school engagement
- Average HH income of \$100,00

# Community Engagements Events



- Kicking Kids Cancer
- Special Olympics
- XLENT –Special needs through sports program
- Chamber of Commerce Socials
- Fall Family Festival
- Local School Graduations
- Winter Soccer League
- B2B After Hours
- Annual Food Drive
- Annual Toy Drive
- Easter Egg Hunt

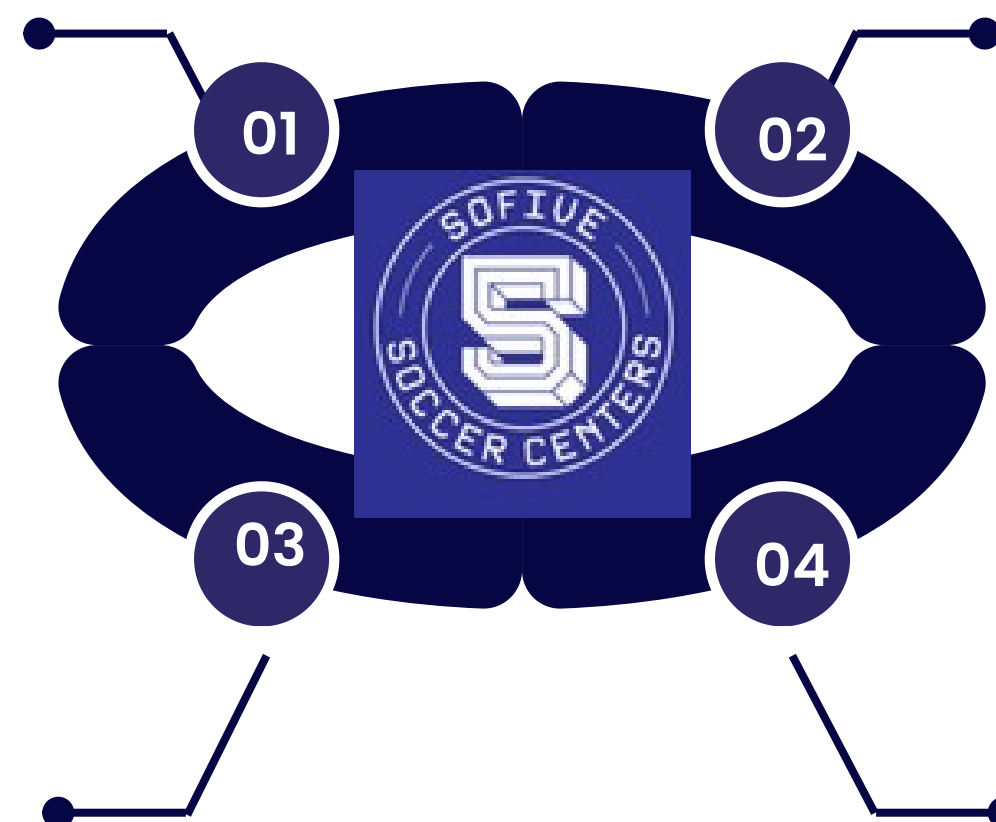




# Opportunities



Main Facility Sponsor  
 Fileds Sponsor  
 Outdoor Field Boards  
 XL Academy Sponsor



Flyer, Logo, Literature  
 Social Media Engagement  
 Database Engagement

Uniform & Shirts Sponsor  
 Rec Program & Camps  
 Table QR Code Sponsors  
 Field Wraps & Banners

Community Pop  
 Ups  
 OC Box Access  
 Calendar Sponsor



# Partnership Packages

Each Partnership is Unique

A horizontal line with three dark blue circular dots at regular intervals, serving as a visual separator between the package headers.

## World Cup Package Marquee Sponsor

- 2 Year Partnership Agreement.
- Goal Banner Wrap Indoor field & Large Banner.
- Outdoor Field Banner and Pitchside Banner.
- XL Academy Lake Nona Student Sponsor.
- Official Sponsor for Recreational program or special needs program.
- Official Summer Camp Sponsor.
- Official Sponsor at Bi-annual Festivals. Signane and database engagement specific mention.
- Table QR Code Addition
- Kicking Kids Cancer Platinum Sponsor
- Communication Package - Social, Distribution, Pop UPs, Website, Blasts

## Champions League Package

- Choose Outdoor Field Banner or Pitchside Banner
- Choose Indoor 4X6 all Banner or field based adhesive sign
- Summer Camp Sponsor - Logo Stamp on All Shirts and Promo
- Sponsor at one of the annual facility festivals - your choice signane and database engagement specific mention
- Kicking Kids Cancer Silver Sponsor
- Communication Package - Social, Distribution, Pop Ups, Website, Blasts

## Premier League Package

- Choose Indoor 4X6 Wall Banner or field based adhesive sign X2
- Summer Camp Sponsor - Logo Stamp on all shirts and promo
- Sponsor at one of the annual facility festivals - your choice signane and database engagement specific mention
- Kicking Kids cancer centurian club sponsor
- Communication package - Social, Distribution, Pop Ups, Website, Blasts



# Interested in Partnership With Us?



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