



LAKE NONA

MEDIA KIT



XL SOCCER WORLD

For XL Soccer World, passion among its directors, staff, players, and community has turned this small single facility business into one of the fastest growing athletic organizations in the country

One location has evolved into 10 locations up and down the east coast, including 2 here in Central Florida and boasting over 3.3 million visitors per year. The latest addition to the XL family being XL Soccer World - Lake Nona.

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 XL Soccer World 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



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XL **ACADEMY**

XL **Kicking Kids**

DATE 12/23/19

Pay to the order Cannonball Kids \$ 45,000

Forty Five Thousand Dollars 00 / 100

MEMO XL Soccer World Grant SIGNATURE KICKING KIDS' CANCER



XL SOCCER WORLD **LAKE NONA, FL**

18 MONTHS - 15 YEAR OLD PROGRAMS IN SOCCER, VOLLEYBALL

ADULT LEAGUES IN SOCCER AND VOLLEYBALL

YEAR ROUND YOUTH CAMPS

FULL TIME SOCCER SCHOOL

SPECIAL NEEDS PROGRAMS

BIRTHDAY PARTIES

RENTALS, CORPORATE EVENTS, FESTIVALS

KICKING KIDS CANCER CHARITY FOUNDATION

FULL TIME BUSINESS TENNANTS

TOURNAMENTS



XL SOCCER WORLD - LAKE NONA **OUR FOOTPRINT LOCALLY**

OVER 36,000 PERSON MEMBERSHIP AND THEIR FAMILIES

OVER 60,000 ACTIVE EMAIL SUBSCRIBERS IN ORLANDO

40% OPEN RATE IN DATABASE COMMUNICATIONS

1.5,000 AVERAGE WEBPAGE VIEWS ANNUALLY

18-44 AVERAGE AGE GROUP OF ENGAGEMENTS

3000 SOCIAL MEDIA FOLLOWERS

COMMUNITY AND LOCAL SCHOOL ENGAGEMENT

AVERAGE HH INCOME OF \$100,000



COMMUNITY ENGAGEMENTS EVENTS

LAKE NONA

- KICKING KIDS CANCER**
- SPECIAL OLYMPICS**
- XLENT - SPECIAL NEEDS THROUGH SPORTS PROGRAM (XL SOCCER)**
- 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**



LAKE NONA

OPPORTUNITIES

EACH PARTNERSHIP IS UNIQUE

WORLD CUP PACKAGE

CHAMPIONS LEAGUE PACKAGE

PREMIER LEAGUE PACKAGE

A LA CARTE OPTIONS

MAIN FACILITY SPONSOR
FIELDS SPONSOR
OUTDOOR FIELD BOARDS
XL ACADEMY SPONSOR
FIELD WRAPS & BANNERS
UNIFORM & SHIRTS SPONSOR
REC PROGRAM & CAMPS
TABLE QR CODE SPONSORS
FLYER, LOGO, LITERATURE
SOCIAL MEDIA ENGAGEMENT
DATABASE ENGAGEMENT
COMMUNITY POP UPS
OC BOX ACCESS
CALENDAR SPONSOR



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WORLD CUP PACKAGE 2 YEAR PARTNERSHIP AGREEMENT

MARQUEE SPONSOR

- 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
- SIGNAGE AND DATABASE ENGAGEMENT SPECIFIC MENTION
- TABLE QR CODE ADDITION
- KICKING KIDS CANCER PLATINUM SPONSOR
- COMMUNICATION PACKAGE - SOCIAL, DISTRIBUTION, POP UPS, WEBSITE, BLASTS



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EUROS PACKAGE

- **OUTDOOR FIELD BANNER AND PITCHSIDE BANNER**
- **INDOOR FIELD BANNER OR WALL BANNER - HEAVY TRAFFIC LOCATION**
- **TABLE QR CODE**
- **OFFICIAL SPONSOR FOR ADULT LEAGUE OR KIDS LEAGUE OR PROGRAM**
- **SUMMER CAMP SPONSOR - LOGO STAMP ON ALL SHIRTS AND PROMO**
- **CO-MAIN SPONSOR AT BI-ANNUAL FESTIVALS
SIGNAGE AND DATABASE ENGAGEMENT SPECIFIC MENTION**
- **KICKING KIDS CANCER GOLD SPONSOR
DATABASE BLASTS - COMPANY SPECIFIC ENGAGEMENT & PRODUCT TARGETING X 4**
- **COMMUNICATION PACKAGE - SOCIAL, DISTRIBUTION, POP UPS, WEBSITE, BLASTS**



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CHAMPIONS LEAGUE PACKAGE

- **CHOOSE OUTDOOR FIELD BANNER OR PITCHSIDE BANNER**
- **CHOOSE INDOOR 4X6 WALL 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 SIGNAGE AND DATABASE ENGAGEMENT SPECIFIC MENTION**
- **KICKING KIDS CANCER SILVER SPONSOR**
- **COMMUNICATION PACKAGE - SOCIAL, DISTRIBUTION, POP UPS, WEBSITE, BLASTS**

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League Champions
#NeverStopPlaying



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PREMIER LEAGUE PACKAGE

- **CHOOSE INDOOR 4X6 WALL BANNER OR FIELD BASED ADHESIVE SIGN X 2**
- **SUMMER CAMP SPONSOR - LOGO STAMP ON ALL SHIRTS AND PROMO**
- **SPONSOR AT ONE OF THE ANNUAL FACILITY FESTIVALS - YOUR CHOICE SIGNAGE AND DATABASE ENGAGEMENT SPECIFIC MENTION**
- **KICKING KIDS CANCER CENTURIAN CLUB SPONSOR**
- **COMMUNICATION PACKAGE - SOCIAL, DISTRIBUTION, POP UPS, WEBSITE, BLASTS**

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INTERESTED IN PARTNERING WITH US?

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