



2021 PARTNERSHIP PROPOSAL



Fresno Freeze Partnership Proposal



“Building communities through soccer”

Freeze welcomes corporate and community partners at all levels. We are excited to work with like-minded entities that share our vision of producing an Elite Women’s Soccer Team and positively impacting the communities of the Central Valley. This document describes some of the options available to entities interested in partnering with Fresno Freeze. Please know that we are happy to tailor any level to fit the specific needs of our future partners.



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Highest Level of Women's Soccer in
Central Valley

Member of WPSL since 2015

2018 PAC North "Franchise of the
Year"

2018 PAC North Champions

501(c)3

Strong Social Media Following



Players:

Elite Central Valley based women

Current players at local Universities

Standouts from across the Nation

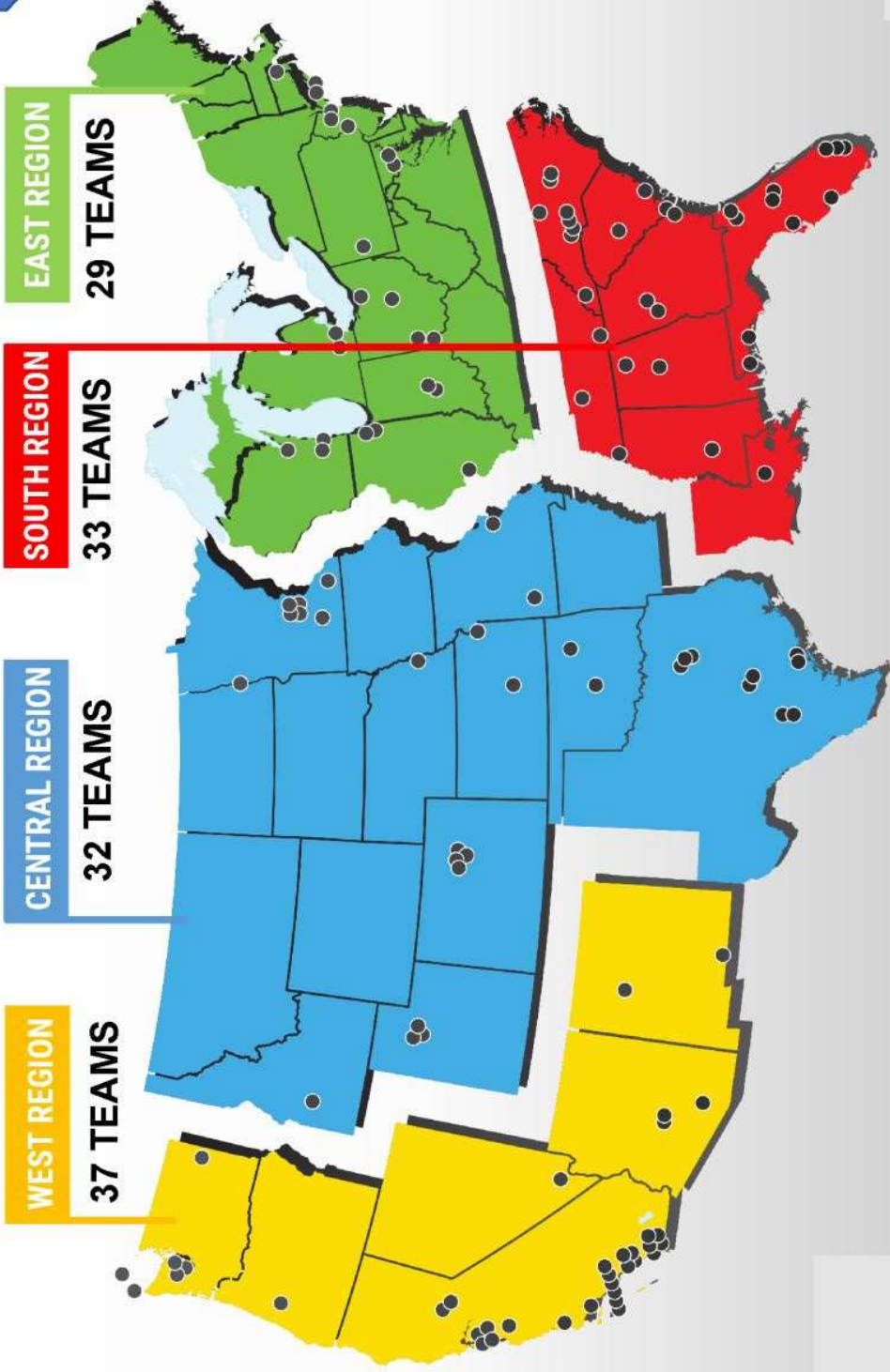


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2020
WPSL
ROSTER
OF TEAMS

131
TEAMS



BEST of the WPSL™

MARQUEE ALUMNAE

Entering its 23rd season, the Women's Premier Soccer League has provided thousands of elite female players with the opportunity to grow and continually develop their game to take them to the next level. As a result, the WPSL has produced an impressive resume of Marquee Alumnae who have gone on to play professionally both statewide and internationally, as well as earning National Team Honors on FIFA World Cup and Olympic stages.



THE TROPHY CASE
 15 MARQUEE ALUMNAE

- WORLD CUP CHAMPION
- WORLD CUP FINALIST
- OLYMPIC MEDALS (GOLD SILVER BRONZE)
- SILVER BALL
- SILVER BRONZE BOOT
- HALL OF FAME INDUCTEE
- LEFES CHAMPIONS LEAGUE WINNER
- FEMALE ARJANTE OF THE YEAR
- WETA 8
- USA SOCCER'S WORLD PLAYER OF THE YEAR
- WPSL CHAMPION
- BALLON D'OR WINNER
- SPORTSPERSON OF THE YEAR

Additional notable individual honors include Brandi Chastain's 2017 Hall of Fame induction and 2019 Ballon d'Or winner, Megan Rapinoe - only the second female to win the award.

NOTABLE WPSL ALUMNAE

ALEX MORGAN	MEGAN RAPINOE	BRANDI CHASTAIN
JULIE FLOUJETS	KRISTINE LILLY	LESLIE OSBORNE
JENNIFER MOLINA	MONICA GONZALEZ	ANGIE SANCHEZ
	BISSI	NOZOMI YAMAGI

*The 2019 USWNT World Cup roster featured 12 players with WPSL ties (see list on Page 8)

NWSL COLLEGE DRAFT BALTIMORE 2020

The 2020 NWSL College Draft featured 17 WPSL players among the 36 draft selections, including three WPSL standouts among the first 10 selections. Forward Morgan Weaver of the Seattle Sounders Women was the No. 2 pick by Portland Thorns FC, and was followed by two selections from the Orlando Pride, both Motor City FC products - No. 3 pick, midfielder Taylor Kornetick, and with the No. 7 selection, Orlando selected defender Courtney Petersen. Eleven different WPSL clubs had players selected in the '19 Draft, as Motor City FC, the Seattle Sounders and Washington Spirit Reserves led the way with three former players' picked, respectively.



#2 OVERALL
MORGAN WEAVER
 Seattle Sounders Women

#3 OVERALL
TAYLOR KORNETICK
 Motor City FC

#7 OVERALL
COURTNEY PETERSEN
 Motor City FC

1st ROUND

- Morgan Weaver
- Taylor Kornetick
- Courtney Petersen

2nd ROUND

- Kristy Plummer
- Katlynn Bass
- Christine Lilly
- Amy Cullins
- Belgacem Achourzak

3rd ROUND

- Zoe Howe
- Christine Booth
- Christine Lilly
- Abi Em

4th ROUND

- Chelsea Washington
- Heidi East
- Hegh East
- Abi Em
- Amy Chavakis

Portland Thorns FC
 Orlando Pride
 Orlando Pride

Seattle Sounders Women
 Motor City FC
 Motor City FC

Orlando Pride
 Washington Spirit Reserves
 Washington Spirit Reserves
 Washington Spirit Reserves

Motor City FC
 Colorado Rapids
 Washington Spirit Reserves
 Seattle Sounders Women

FC Dallas
 Elmer Girls Academy
 San Ramon FC

Chi. Red Stars
 Elmer Girls Academy
 Chi. Red Stars

- 40 WPSL Players Selected in past two NWSL College Drafts in 2019 & 2020.

- 56% of Players Selected in 2019 & 2020 NWSL College Drafts honed their skills in the WPSL.

WOMEN'S WORLD CUP FRANCE 2019

The 2019 FIFA Women's World Cup in France featured 28 players with WPSL ties on nine different National Teams, including 12 on the United States's gold medal winning team.



Adrianna Franch | GK
 Connecticut, 2011

Rose Lavelle | MF
 Dartmouth, 2014

Emily Sommers | D
 Chicago, 2015

Jessica McDonald | F
 Phoenix, 2012

Mallory Pugh | F
 Washington Spirit Reserves, 2018

Megan Rapinoe | F
 EA, Chi. Pride, 2012-2018

Samantha Mewis | MF
 Boston Breakers Academy, 2014

Tobin Heath | F
 Long Island City, 2012

Morgan Brian | MF
 Florida Sol FC, 2011-2014

Allie Long | MF
 Long Island City, 2013

Alyssa Naeher | GK
 Boston Breakers, 2010

Alex Morgan | F
 California Storm, 2010

NUMBER OF WPSL ALUMNAE ON WORLD CUP ROSTERS

JAMAICA	7	CANADA	1
SOUTH AFRICA	3	SCOTLAND	1
ITALY	2	SPAIN	1
NIGERIA	1	THAILAND	1

WOMEN'S PREMIER SOCCER LEAGUE

Fresno Freeze Partnership Levels

Exclusive Jersey Front Sponsor

\$30,000

Company Logo on Front Chest of Game Uniforms

Company Logo on all team apparel (practice uniforms/warm ups etc.)

Company tagged in all media/social media

Company Logo on Website Home Page

2 x Banners on Bench side for all home games

“Presented by” tag at Community Events

4 x 30 second ad read at all home games

Company Logo prominently placed on all printed materials

Game MVP presented by Company and shared on all media



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Fresno Freeze Partnership Levels

Primary Jersey Back Sponsor

\$15,000

Company Logo on upper back of Game Uniforms

Company Logo on all Practice Jerseys

Company tagged in all media/social media

Company Logo on Website Home Page

2 x Banners on Bench side for all home games

2 x 30 second ad read at all home games

Company Logo placed on all printed materials



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Fresno Freeze Partnership Levels

Sleeve Sponsor

\$7,500

Company Logo on sleeve of Game Uniforms

Company tagged in all media/social media

Company Logo on Website Home Page

Banner for all home games

2 x 15 second ad read at all home games

Company Logo placed on all printed materials



Fresno Freeze
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Fresno Freeze Partnership Levels

Secondary Back Sponsor

\$5,000

Company Logo on lower back of Game Uniforms

Company tagged in all media/social media

Company Logo on Website Home Page

Banner for all home games

2 x 15 second ad read at all home games

Company Logo placed on all printed materials



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Fresno Freeze Partnership Levels



Community Partner

\$2500 and below

- Company Logo on selected printed/online media
- Association with selected community events
- Banners/signs by negotiation
- Active Participation of Freeze players/staff with events
- Involvement with in-game events and promotions
- Anything else by negotiation

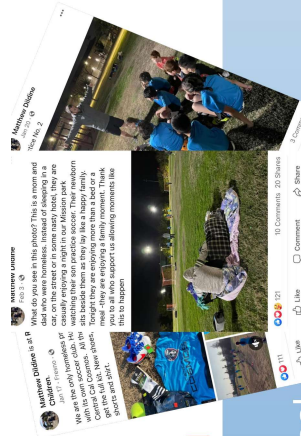


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Fresno Freeze Community Involvement?

Fresno Freeze is committed to growing the game and making a difference in our community. Look out for Freeze players and staff running clinics and making event appearances in your community. Freeze is specifically committed to working with traditionally underserved and outlying communities.

Please reach out to us to schedule an appearance at your event!!



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Fresno Freeze Contacts



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