

The logo for Waco TX Sports & Social Club is located in the top left corner. It consists of the word "WACO" in a large, bold, white, sans-serif font. Below it, the words "TX SPORTS & SOCIAL CLUB" are written in a smaller, white, sans-serif font. The entire logo is enclosed in a black square with a vibrant cyan border.

WACO

**TX SPORTS &
SOCIAL CLUB**

The background of the entire page is a black and white photograph of a flag football game in progress. Several players are visible on a grassy field, some in motion. In the background, there are trees and a few parked cars. The overall scene is active and captures the spirit of the sport.

SPONSORSHIP PACKAGES

Waco Sports and Social Club is Waco's leading adult sports and entertainment company. We host hundreds of Waco young professionals on a weekly basis.

Let us help you tap into the Waco community in a fun and unique way!

admin@txsportswaco.com
txsportswaco.com



OUR STORY

Making friends as an adult is hard. For a lot of us, we look back at our childhood and have realized that a lot of our new friends came from school or on our sports teams. Waco Sports & Social Club was created out of a love for sports and a need for connection.

When Josh & Arianna Dulany moved back to Waco in 2018, they knew they needed to plug into the community beyond church and work. After playing in 9 different leagues over a year and a half, they offered to buy the club from the founder and officially began running the company in July 2021.

The Dulany's were blessed with a great foundation and have huge plans for the future of Waco Sports & Social Club and the community it has created.

OUR PLAYERS

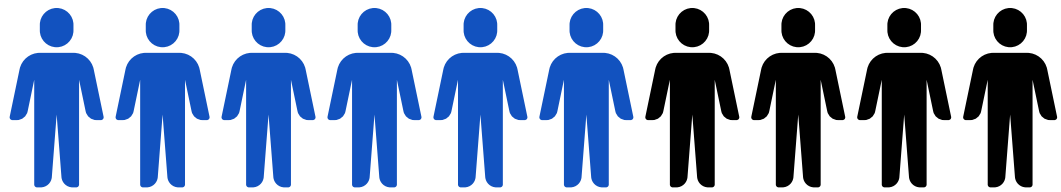
Here is a brief rundown on our player demographics from 2022.

900

Individual Players
(does not count players who play multiple leagues more than once)

Player Retention
Individual Players who played in 3 or more leagues with us in 2022.

202



57% Male, 43% Female

29

average age

80% 21-40 years old

OUR REACH

We are active on multiple social media platforms and are constantly evaluating our social plan in order to adapt to changing platforms.

19,500

Accounts reached from
November 2022-
February 2023 on
Instagram alone

Number of Followers
across Instagram,
Facebook, TikTok and
LinkedIn

4.5k

160,000

Views on our Instagram
reels in 2022



1,600

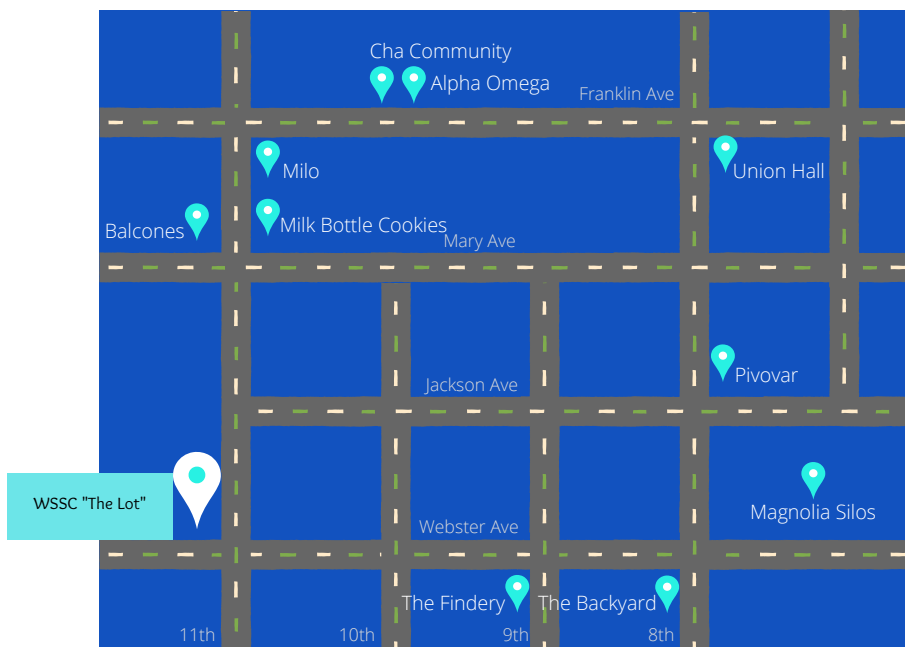
email subscribers

THE FUTURE OF WACO SPORTS & SOCIAL CLUB

Since July of 2021, we have grown from having just 3 leagues to running 9 leagues, spanning nearly every night of the week with over 400 players a season.



The rest of 2023 is projecting to show continued growth. We have expanded our use of our downtown field and event space at 421 S 11th street that has given us the flexibility to offer more sports and events and the visibility to bring in more Wacoans to our community. Check out the map below to see our location in comparison to other local businesses.



We have also expanded our tournament and one-day event offerings to engage even more Wacoans and give more opportunities to our partners for customer contact. With a huge amount of drive-by audience at Webster & 11th we look to this visibility to continue to help us grow in 2023.

OUR SPONSORSHIP OFFERINGS

With hundreds of Waco adults hanging out with us every week, we have lots of opportunities for businesses to create touchpoints and gain recognition with our players.

Signage at our weekly league nights



Your Logo on the back of our league shirts



Spot on our Champions Banner for the season, used across all leagues



Thank you to our Sponsors!



Silver Sponsor: Di Campli's

Boost post



Banner Placement at Permanent Field Space

Sponsored posts or reels

INVESTMENT

All our sponsorship options are individually priced. If you are interested in multiple avenues of promoting your business, please contact us and we can put together a package for you at a discount to the individual prices.

All our non-digital sponsorships will be the price plus any printing costs required. We can create artwork if needed for an additional \$25.

Banner at "The Lot" - Our Permanent Field Space Price

| | |
|----------------|----------|
| 2.5x6ft Banner | \$225/mo |
|----------------|----------|

Lot Banners available for 3-12 month commitments

Season Sponsorship Opportunity (~6 weeks) Price

| | |
|--|-------|
| Logo on our League T-Shirts for 1 league (i.e. Spring Soccer, 40-60 players) | \$300 |
|--|-------|

| | |
|---------------------------|-------|
| Signage at Weekly Leagues | \$200 |
|---------------------------|-------|

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|-------------------------------|-------|
| Championship Banner Placement | \$125 |
|-------------------------------|-------|

Digital Sponsorship Opportunities Price

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|---|------|
| Newsletter & Website Placement (2 Months) | \$50 |
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|----------------|-------|
| Sponsored Reel | \$150 |
|----------------|-------|

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|----------------|------|
| Sponsored Post | \$75 |
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