

# Mount Hamilton United Soccer Club



## 2025/2026 Sponsorship Package

### About Mount Hamilton United Soccer Club (MHUSC)

Mount Hamilton United Soccer Club (MHUSC) is Hamilton District's exclusive Long Term Player Development (LTPD) Pathway provider. MHUSC proudly holds the city's only Ontario Provincial Development League (OPDL) and League1 Ontario licenses. We offer a complete soccer journey - from Timbits Soccer to the semi-professional level - built on player development, community connection, and youth excellence.

#### Mount Hamilton United Soccer Club Programs

- **Recreational** – inclusive and community-based programs through inter-park play
- **Hamilton Grassroots Program (ArcelorMittal Dofasco)** – free community-access soccer for wards 2, 3, and 4 in the City of Hamilton
- **Academy** – Partnered with Toronto Football Club (TFC) U8-U13 competing against teams within Hamilton Soccer and greater area
- **Competitive Division** – OPDL and Imodel/Regional teams in Partnership with Toronto Football Club (TFC) competing against other regions top clubs and province-wide competition
- **League 1/League2 Semi Professional** – 6 (3 Men & 3 Women) Semi-Professional teams under Hamilton United brand

### 2025 Club Highlights

- Only **OPDL & League1 Ontario License Holder** in the Hamilton Soccer District
- **U15 Regional Girls** – Ontario Cup Winners and Canada Soccer Nationals (PEI)
- **U17 OPDL Girls** – PDP National Finalist & Gary Miller OPDL Cup Champions
- **League1 Men's & Women's Programs** gaining provincial visibility
- **Over 4,000 players**, coaches, and families engaged year-round
- **7,700+ Social Media Followers** across platforms

### Girls & Women's Program / Female Empowerment

Mount Hamilton United is committed to growing the girls' and women's game and creating pathways for them to thrive on and off the field. Through programs like Canada Soccer's TELUS SheCAN Coach (SheCAN) Program, girls and women are supported as players, coaches, and leaders within the community.

- **SheCAN Initiative** – empowers girls and women to coach, lead, and stay in the game through mentorship, education, and visibility
- **Head of Soccer Development – Joey Lombardi** has been a key driver for the growth in our Women's team in Canada both at the youth and women's level. Lombardi was the Director of NDC Ontario for several years and has helped developed some of Canada's top Women's prospects

# Mount Hamilton United Soccer Club



## Strong Dedicated Staff and Coaches

### Joey Lombardi - Head of Soccer Development

Joey oversees all technical programming and player development across the club, ensuring alignment with Canada Soccer's player pathway. With extensive coaching experience at the provincial and national levels, Joey is responsible for leading the club's long-term soccer vision, mentoring coaches, and maintaining the highest standards in player performance and curriculum design.

### Lucas Birnstingl - Director of Goalkeeping

A former professional goalkeeper with international experience, Lucas leads the club's goalkeeping program. He designs and implements specialized training sessions for all age groups, focusing on technical excellence, tactical understanding, and mental resilience. Lucas also works closely with team coaches to integrate goalkeeping development into the overall training structure.

### Hung Tran - Business Operations Specialist

Hung manages the club's business operations, sponsorships, scheduling, and strategic growth initiatives. With a background in commerce and strong experience in operational management, Hung ensures that all club activities run efficiently.

### Stephanie Sutton - Administrative Coordinator

Stephanie serves as the primary point of contact for member communication, registration, and club administration. She ensures seamless coordination across all programs, supports event logistics, and helps maintain compliance and documentation for both players and staff. Her organization and attention to detail keep day-to-day operations running smoothly.

### Pedro Pessoa - Grassroots Manager

Pedro oversees the foundational development of players in the club's grassroots programs, ensuring young athletes receive high-quality instruction in a fun, inclusive, and educational environment. He trains and mentors grassroots coaches, emphasizing player enjoyment, skill development, and a love for the game at the earliest stages.

### Licensed Coaches Throughout Program

The club is supported by a strong team of over 60 National Coaching Certification Program (NCCP) certified coaches who deliver programming across all levels - recreational, competitive, regional, OPDL, and League1. Each coach follows the club's technical framework, ensuring consistency in player development and a commitment to fostering excellence on and off the field.

# Mount Hamilton United Soccer Club



## Several National A & National B Licensed Coaches

Our coaching team includes multiple Canada Soccer National A and B Licensed coaches, representing the highest standards of coaching education in the country and continent. Their experience and expertise ensure that players receive elite-level instruction and that our programs remain among the best in Ontario.

## Your Audience & Reach

Partnering with Mount Hamilton United Soccer Club (MHUSC) connects your brand to a large, engaged, and family-oriented audience in the City of Hamilton.

- **Over 4,000 members and families** involved year-round
- **Tens of thousands of impressions** through games, tournaments, and digital media
- **5,000+** monthly website visits and **8,000+** social followers
- **Livestream Exposure** from League1 and OPDL matches
- **Strong community alignment** with local business values and youth engagement

## Why Partner with Mount Hamilton United Soccer Club

As Hamilton's exclusive elite soccer organization, your brand gains unparalleled visibility across the city and province. Every partnership supports youth development, facility enhancement, and grassroots inclusion while delivering high-value marketing ROI.

- Category exclusivity and field/event exposure
- Digital and livestream media integrations
- Positive Community Alignment with Youth, Inclusion, and Leadership
- Provincial-level reach through OPDL and League1 Ontario

## Community & Grassroots Impact

Through the Hamilton Grassroots Program in partnership with ArcelorMittal Dofasco, Mount Hamilton United Soccer Club provides hundreds of local children each year with free access to soccer programming. Sponsorships directly fund player access, facility upgrades, equipment, and community outreach initiatives.

## Add-On & Custom Opportunities

- **Tournament and camp sponsorships**
- **Player scholarship fund partnerships**
- **Equipment and apparel collaborations**
- **Multi-year partner discounts**
- **In-kind service or product partnerships**

# Mount Hamilton United Soccer Club



## Mount Hamilton United Soccer Club Sponsorship Pricing & Benefits

### Club-Level Partnerships

Level	Investment	Key Benefits
<b>Premier Partner</b>	\$50,000+	Exclusive 'Official Partner' status, front-of-jersey logo on League1 Men & Women, naming rights to event, 6 social campaigns, VIP recognition, Season Tickets for League 1 category exclusivity
<b>Gold Partner</b>	\$25,000	Back-of-jersey logo, banner signage, 3 social features, newsletter inclusion, recognition at events
<b>Silver Partner</b>	\$10,000	Banner signage at one facility, website logo, 2 social posts, newsletter feature
<b>Bronze Partner</b>	\$5,000	Website logo, printed material inclusion, recognition at end-of-season event
<b>Community Supporter</b>	\$2,500	Website logo, social thank-you post, end-of-season recognition

### Team-Specific Sponsorships

Division	Investment	Benefits
<b>League1/League2/U20 Ontario (Men and/or Women)</b>	\$20,000	Front-of-jersey logo, livestream branding, 4 social posts, website logo, game-day recognition
<b>OPDL (Provincial)</b>	\$5,000	Front-of-jersey logo (one team), social campaign, website logo, newsletter feature
<b>Academy / Imodel</b>	\$3,000	Front-of-jersey logo, website logo, annual social post, printed materials
<b>House League</b>	\$1,500	Front-of-jersey logo, website logo, end-of-season acknowledgment

# Mount Hamilton United Soccer Club



## Team-Specific Sponsorship Allocation

Please note that all team-specific sponsorships will retain 100% allocation towards the team for the 2025/2026 Soccer Season ending on September 30<sup>th</sup>, 2026, the club will not be taking any percentage from “**Team Specific Sponsorship**” - In effect October 1<sup>st</sup>, 2026, MHUSC will keep 15% from team-specific sponsorships in order to contribute to the “**MHUSC Financial Assistance Program**”

For teams that secure sponsorship **below** the specific recommended amounts, Mount Hamilton United Soccer Club offers flexibility in how those funds are used. When a team receives partial sponsorship, the team’s staff (coaches and managers) may determine how to best allocate the funds to support their season, **excluding** putting the name on front of home and away jerseys which will have follow the minimum amount from the “Team-Specific” Sponsorship

Mount Hamilton United Soccer Club reserves the right if a team does not have the necessary sponsorship requirement for a logo to be put on the jersey to give priority to Gold and Premier Partners of the club.

### Eligible uses may include:

- Team-specific equipment Training aids and resources
- Tournament fees or festival entries
- Team apparel or spirit wear
- Additional development opportunities (e.g., guest sessions, facility rentals)

All spending decisions must align with MHUSC club policies and provide equal benefit to all players on the team. The final allocation plan should be submitted to the club for approval before funds are used.

## How Sponsorship Cheques Will Be Allocated Towards Team

Sponsors are to make a cheque out to “Mount Hamilton United Soccer Club” or E-Transfer ([info@mhusc.org](mailto:info@mhusc.org) with the Password Sponosr26) the club will then provide a cheque back to the team so they can allocate the funds into their team bank account.

## Add-On & Custom Opportunities

- **Tournament Naming Rights** – from \$8,000
- **Seasonal Festival Presenting Partner** – from \$3,500
- **Livestream or YouTube Highlight Sponsor** – \$5,000 / season
- **Community Program Support** – \$2,000
- **Equipment / Apparel Partnership** – Custom Quote
- *15% discount for 3-year+ partnerships*

## Who to Contact

If you have any questions about sponsorship opportunities with Mount Hamilton United Soccer Club, please either email [info@mhusc.org](mailto:info@mhusc.org) or **Hung Tran** (Business Operations Specialist [htran@mhusc.org](mailto:htran@mhusc.org))