



SPONSORSHIP DECK 2023

PARMA CALCIO ACADEMY NEW YORK



ABOUT



- Parma Calcio 1913 will expand its Calcio Community to the states in 2023 with summer camps in Manhattan July 24-August 4.

ABOUT

JUNE 12TH TO
SEPTEMBER
8TH 2023

TIMES

MONDAY TO
FRIDAYS

FULL-DAY: 9:00 AM TO 3:00 PM
HALF-DAY 9:00 AM TO 12:00 PM

COST

HALF-DAY: \$349
FULL-DAY: \$499

- Parma Calcio is a Northern Italian Football Club and home to world renowned goalkeeper Gigi Buffon.
- Parma Calcio offers clinics and camps around the world to teach the values and philosophies of the club to the future generation of soccer players and fans.
- With camps in Asia, Australia and Europe, it was time to expand to the US. We chose Manhattan because of the city's strong Italian American population.





WHY PARTNER WITH US

INVEST IN YOUR BRAND'S FUTURE!



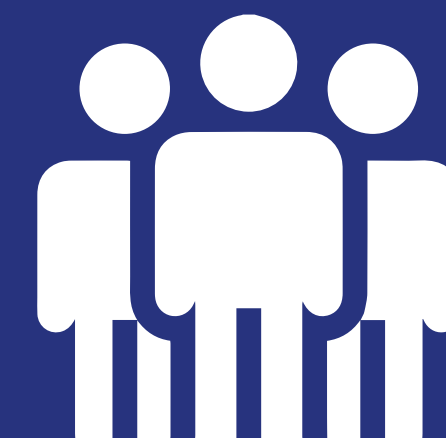
Plans to expand



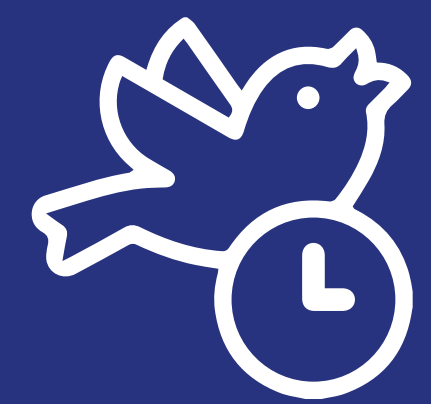
Year-round
partner activations



Capitalize on FIFA
World Cup 2026



Impact consumer
decisions for generations
to come



Get in early

EXPOSURE METRICS



350 CAMPERS



700 PARENTS/CARETAKERS



33,600 PEOPLE WITHIN SIX BLOCK RADIUS TO CAMP LOCATIONS



\$137,572: THE MEDIAN HOUSEHOLD INCOME IN LITTLE ITALY



2000: PARMA CALCIO'S NEWSLETTER REACH



799.2K Followers 9.9M:

Likes Parma Calcio's Tik Tok Followers



558K Followers:

Parma Calcio's Instagram Reach



29.9K Followers:

Parma Calcio's Twitter Reach



343,749K Followers 331,165K Likes:

Parma Calcio's Facebook Reach



35,000: PARMA CALCIO'S X WEBPAGE REACH (MONTHLY)



PARTNERSHIP LEVELS*



*For Full List of Activations [Click Here](#)

PRESENTING SPONSOR ACTIVATIONS*



- Title/Presenting sponsor recognition in association with camps wherever promoted (i.e. Parma Calcio Academy Summer Camps Presented by SPONSOR)
- Six dedicated social media posts from Parma Calcio's accounts
- Logo included on all relevant marketing materials i.e. Posters, website etc
- Sponsor to be included in future messaging to promote next year's camps on a quarterly basis with content relevant to the sponsor
- Can offer swag
- Sponsor to receive images/video content from camps to use for company campaigns for example:
Chaka2 for PUMA – <https://www.instagram.com/p/CiXxK0HjxQs/>
Chaka2 for AUDI – <https://www.instagram.com/p/Cn2CkuqLiUb/>
Chaka2 for REDBULL – <https://www.instagram.com/p/CjYJR4XD7t7/>
- Sponsorship rate locked in for three years if a multi-year contract is signed
- This Sponsorship is \$25K however, we are open to an exclusive Presenting Partner at \$30K.



Example

*For Full List of Activations [Click Here](#)

PLATINUM SPONSOR ACTIVATIONS*



- Four dedicated social media posts from Parma Calcio's accounts
- Logo included on relevant marketing materials ie Posters, website (excludes Step-N-Repeat)
- Can offer swag for kids
- Sponsor to be included in future messaging to promote next year's camps on a quarterly basis with content relevant to the sponsor
- Sponsorship fee locked in for two years if a two-year contract signed

TRAIN LIKE THE PROS

PARMA CALCIO ACADEMY

NEW YORK

PARMA CALCIO 1913 OFFICIAL CAMPS

JULY 24 - JULY 28 Columbus Park, Manhattan 9am-11am Cost: \$349	JULY 31 - AUGUST 4 East River Park, Manhattan 9am-12pm Cost: \$349	JULY 31 - AUGUST 4 East River Park, Manhattan 9am-3pm Cost: \$499
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Dedicated to girls and boys aged 5 to 14.
Trainings will be held by Parma Calcio 1913 coaches.

Subscribe at parmaacademyny.com

✉ info@parmaacademyny.com

SPONSOR LOGO SPONSOR LOGO SPONSOR LOGO SPONSOR LOGO SPONSOR LOGO SPONSOR LOGO

*For Full List of Activations [Click Here](#)

GOLD SPONSOR ACTIVATIONS*

- Two dedicated social media posts from Parma Calcio's accounts
- Logo included on posters, postcard and certain web pages
- Can offer swag
- Sponsor to be included in one future messaging aspect



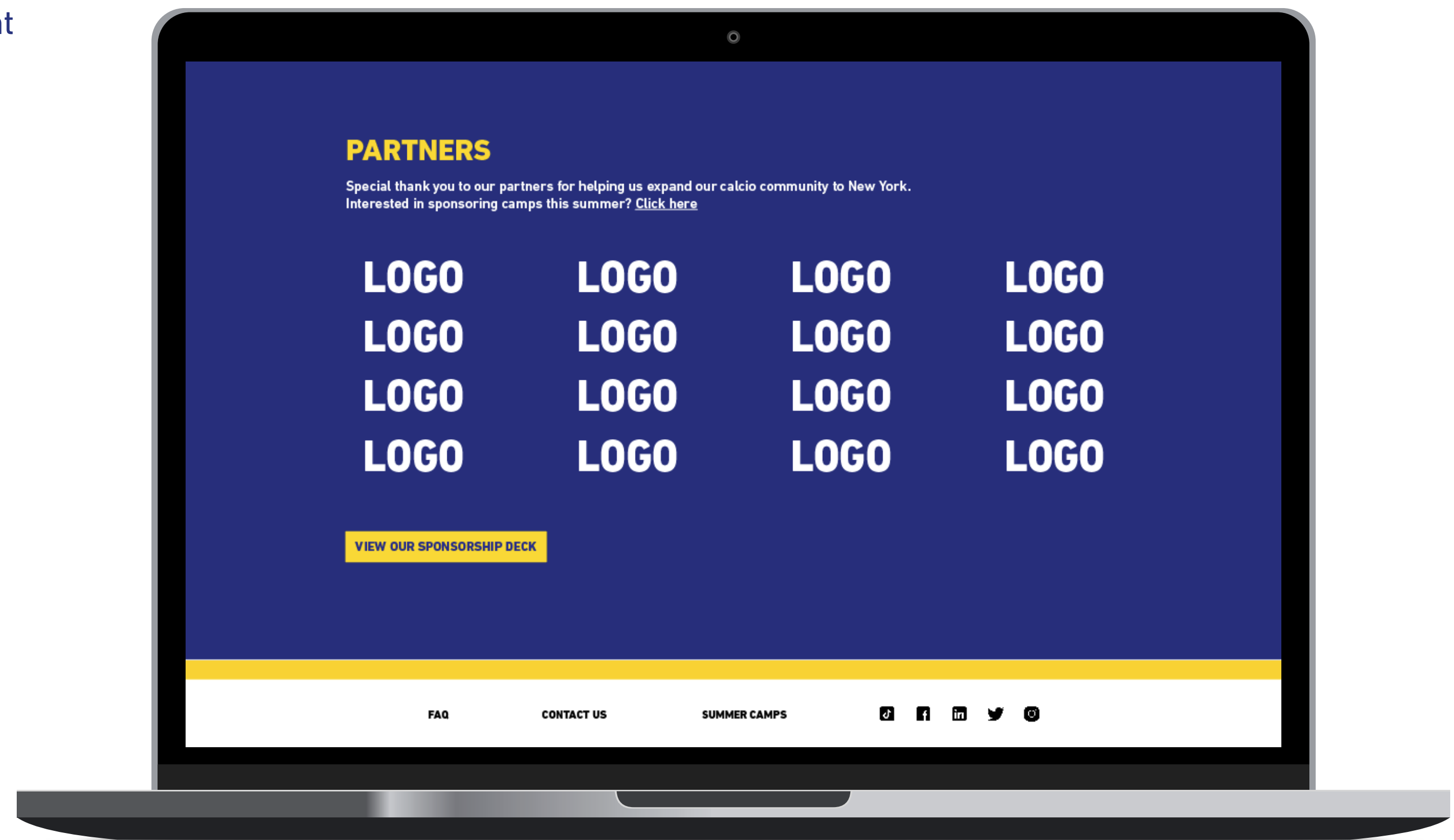
Example

*For Full List of Activations [Click Here](#)

SILVER SPONSOR ACTIVATIONS*



- One dedicated social media post from a Parma Calcio account
- Logo included on posters, postcards and some web pages
- Can offer swag



*For Full List of Activations [Click Here](#)



BRONZE SPONSORSHIP ACTIVATIONS*



- Logo included on posters, postcards and some web pages
- Can offer swag



*For Full List of Activations [Click Here](#)



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GRAZIE!