



CALEDON SOCCER CLUB

SPONSORSHIP 2026





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CONTACT US

For questions about sponsorship or more information about Caledon Soccer Club, don't hesitate to contact our staff or visit caledonsoccer.com!

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Caledon Soccer Club works with all partners on an individual basis to create a sponsorship or vendor experience that suits your brand! To get started on creating your own sponsorship package for 2026, reach out to our Sponsorship Manager!

CALEDON SOCCER CLUB



ABOUT CALEDON SOCCER CLUB

Caledon Soccer Club was established in 1973 to serve the Town of Caledon, with a growing membership of thousands of players and families. CSC encompasses both recreational and competitive programs for children, youth, and adults, as well as several exciting annual events!



OUR MISSION

Caledon Soccer Club helps individuals develop their character as resourceful and responsible members of their community by creating pathways for mental, physical, social and leadership development. CSC aims to provide every person in Caledon with the opportunity to play soccer in a safe and rewarding environment that emphasizes fun, teamwork, and skill development at all levels.

HOW SPONSORSHIP HELPS PLAYERS



As a not-for-profit organization run mainly by volunteers, Caledon Soccer Club relies on support from local sponsors and community partners to deliver a wide range of programs for our young players.

Sponsorship helps to keep our registration fees affordable by covering costs associated with running programs year-round, including uniforms, equipment, field rentals, and referee fees. Every one of our members benefits from your support!

WHY SPONSOR CSC?

Caledon Soccer Club offers a variety of ways to sponsor our teams, programs, and events, all with customizable options and benefits. Sponsorship elevates your business, as well as our young players, benefiting the Caledon community as a whole!

Community Involvement

Sponsors have the opportunity to help support youth sports in their local community!

Exposure to a Large Audience

Caledon Soccer Club hosts thousands of players and spectators across our programs and events!

Social Media Promotion

All sponsors are featured on CSC's social media, as well as our website caledonsoccer.com!

Personalized Printing

Sponsors benefit from custom printed materials featuring brand logos, including uniforms and banners!

Custom Sponsorship Packages

Caledon Soccer Club is happy to work with sponsors to create customized options that suit your business!

HOUSE LEAGUE



SPONSORSHIP OPPORTUNITIES

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ABOUT HOUSE LEAGUE

The house league program is a cornerstone of our club and keeps thousands of players and spectators coming back year after year! Each summer, our Caledon Cardinals enjoy a fun and inclusive season of recreational soccer for ages three to adult.

House league continues to thrive due to the involvement of our sponsors. Your generous support helps to keep registration affordable while covering necessary costs such as uniforms, equipment, and referees. Sponsorship benefits all of our players and helps keep kids in the game!



SPONSORSHIP OPPORTUNITIES

Team Sponsor – \$500+

Businesses can choose to sponsor one **(\$500)**, two **(\$800)**, or four **(\$1500)** house league team(s) for the 2026 outdoor season. Your brand's logo will be featured prominently on each player's uniform and all team sponsors are promoted on CSC's social media and website throughout the summer! Sponsors will receive a personalized plaque at the end of the outdoor season.

House league divisions aged U10 and older are available for team sponsorship. This type of sponsorship is the **most crucial for our players**, as it directly impacts our recreational programs!

Digital Sponsor – \$300

House league sponsors have the option to be promoted exclusively through our online platforms, including Instagram, X, and our website caledonsoccer.com!

Snack Bar Sponsor – \$1500

Exclusive to one business each season, the snack bar sponsor will be featured on a large banner at the Caledon East Soccer Complex snack bar throughout the summer! Your business will also be promoted throughout CSC's social media and website as a partner of the club.

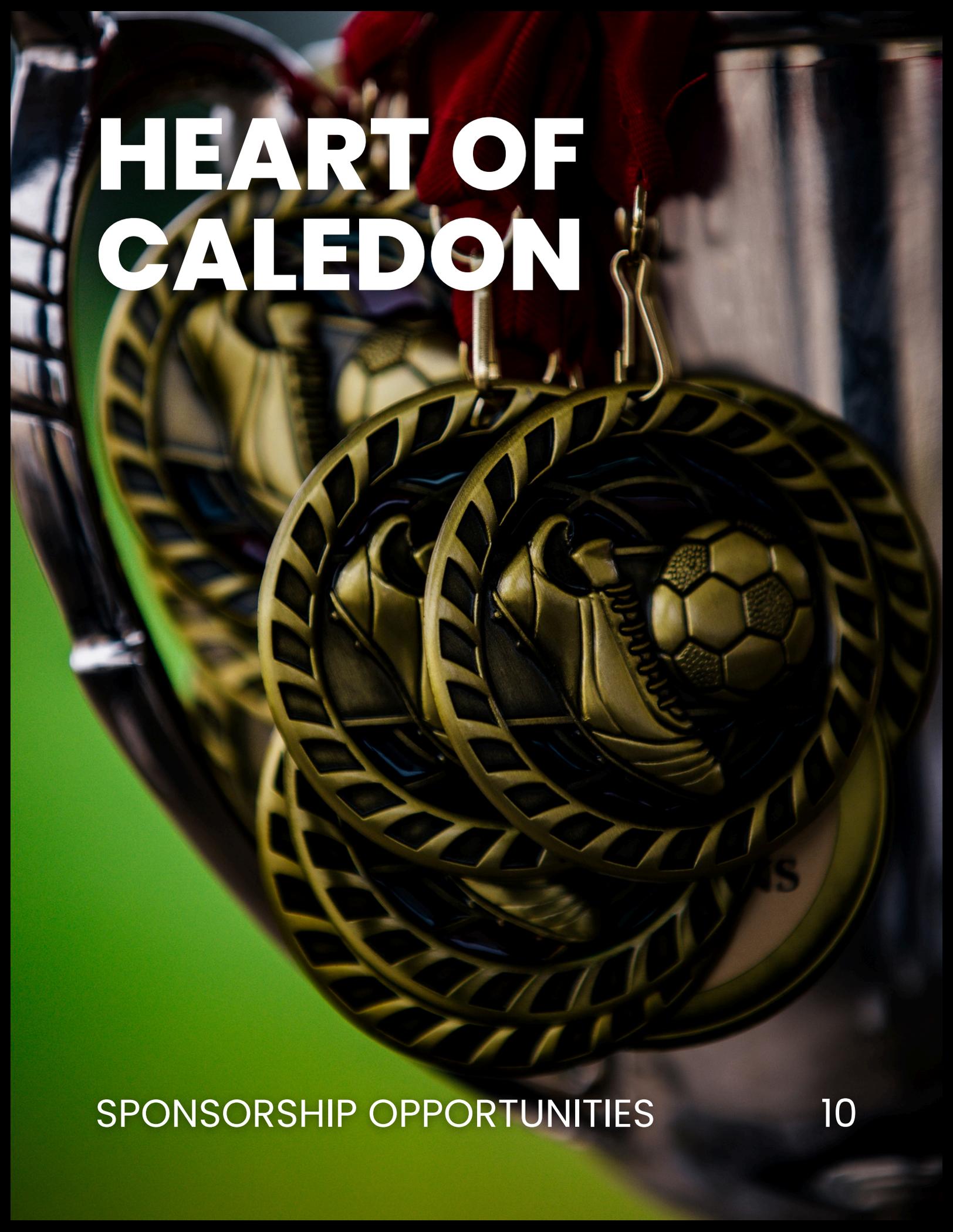
HOUSE LEAGUE EVENTS

Each summer, our Caledon Cardinals take part in two thrilling tournaments to open and close the house league season. Cardinal Day and Caledon Cup both feature hundreds of our members and families, trophy and medal ceremonies, professional photography, food and vendors, appearances from Callie the Cardinal, and more!



PRESENTING SPONSORSHIP

In 2026, businesses have the opportunity to partner with CSC and our house league program as the exclusive presenting sponsor of Cardinal Day or Caledon Cup! For more information about presenting sponsorship for these events, please reach out to sponsorship@caledonsoccer.com.



HEART OF CALEDON

SPONSORSHIP OPPORTUNITIES

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ABOUT HEART OF CALEDON



Heart of Caledon, Caledon Soccer Club's annual tournament for competitive teams, brings together players and spectators from across multiple provinces each summer. Over 75 teams registered to compete in 2025 with the tournament growing in size every year!

Last year's Heart of Caledon, the biggest event of the outdoor season, featured a full weekend of thrilling gameplay, local and visiting spectators, on-site food and vendors, professional photography, visits from town officials, and live scores updated throughout the tournament!

This year's highly-anticipated event, taking place on August 14th - 16th 2026, promises to be the biggest tournament yet for Caledon Soccer Club. Don't miss your opportunity to be a part of one of Caledon's fastest-growing annual events! For more information about Heart of Caledon, check out caledonsoccer.com/heart-of-caledon-2026/.

PRESENTING SPONSORSHIP

Each year, one brand has the exclusive opportunity to partner with CSC as the presenting sponsor of Heart of Caledon! Our HoC presenting sponsor plays a huge role in the tournament weekend, supporting hundreds of players in the Caledon community and beyond.

Leading up to the tournament weekend in August 2026, our presenting sponsor enjoys months of heavy online promotion. Heart of Caledon weekend itself also offers endless possibilities for brand promotion, including printed game balls, team photos featuring the sponsor logo, and professionally captured live updates via social media.

Our HoC presenting sponsor can choose from our Bronze, Silver, Gold, and Platinum packages. But act fast, there is only one presenting sponsor spot available each year!



SPONSORSHIP OPPORTUNITIES

The Heart of Caledon Presenting Sponsor appears front and centre in CSC's biggest event of the year! Presenting Sponsor is an **exclusive role** only available to one brand each year. Our HoC 2026 sponsor can choose from Gold, Silver, and Bronze level packages.

For 2026, Caledon Soccer Club is offering the NEW role of Scoreboard Sponsor, which can also be incorporated into the Presenting Sponsor role with our Gold package!

For information about becoming a vendor at Heart of Caledon 2026, please see the Tournament Vendors section. For more information about customization, please reach out to sponsorship@caledonsoccer.com!

Gold Presenting Sponsor – \$20,000

- Exclusive 2026 Presenting Sponsor title
- All **Silver Presenting Sponsor** benefits
- Exclusive **Scoreboard Sponsor** role for a reduced fee
- Logo features across all pages of our live scoreboard, which receives thousands of views

Silver Presenting Sponsor – \$18,000

- Exclusive 2026 Presenting Sponsor title
- All **Bronze Presenting Sponsor** benefits
- Custom printed corner flags for main tournament fields (Caledon East Soccer Complex)
- Optional vendor booth or custom on-site activities

Bronze Presenting Sponsor – \$15,000

- Incorporation of sponsor logo into main HoC logo for 2026, featured across club communications, social media, and caledonsoccer.com
- Features in dozens of social media posts
- Website features on caledonsoccer.com, including appearance on front page
- Personalized sponsorship announcement in collaboration with your brand's social accounts
- Custom printed game balls for tournament weekend
- Custom printed signs, banners, and staff t-shirts
- Logo feature in photos with all winning teams
- Brand shout-outs in live updates and professional photos throughout tournament weekend

Scoreboard Sponsor – \$2,500

One exclusive sponsor will have the chance in 2026 to be featured on every page of Heart of Caledon's custom live scoreboard! Throughout Heart of Caledon weekend, our live results receive thousands of views, making our scoreboard the perfect place to get eyes on your brand!

Don't miss the opportunity to have your logo featured on **10+ high traffic scoreboards**, CSC's social media and website, and on-site screens displaying real time match updates all tournament weekend long!

To view Heart of Caledon 2025 scores and standings, check out caledonsoccer.com/heart-of-caledon-2025/schedules-standings/

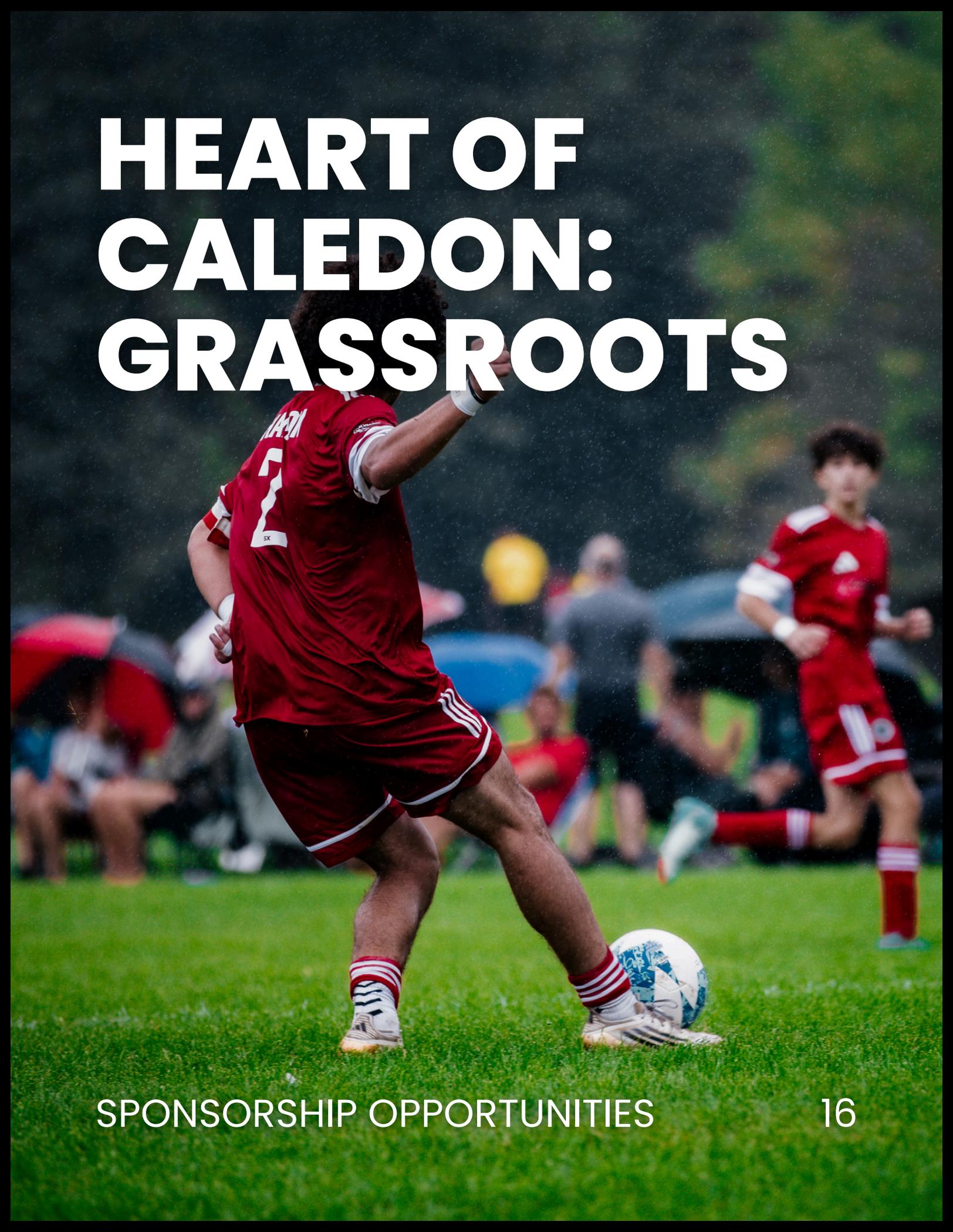
PLATINUM PRESENTING SPONSORSHIP

In 2026, one business has the opportunity to join us as the exclusive presenting sponsor for both Heart of Caledon and our NEW Heart of Caledon: Grassroots festival! As Platinum Presenting Sponsor, you will receive **Gold Sponsor benefits** for both events at a **reduced cost!**

Platinum Presenting Sponsor – \$30,000

- Recognition as presenting sponsor for both Heart of Caledon and Heart of Caledon: Grassroots
- Incorporation of sponsor logo into both event logos for 2026, featured across club communications, social media, and caledonsoccer.com
- Features in dozens of social media posts
- Website features on caledonsoccer.com, including appearance on front page
- Personalized sponsorship announcement in collaboration with your brand's social accounts
- Custom printed game balls for both tournaments
- Custom printed corner flags for main tournament fields (Caledon East Soccer Complex)
- Custom printed signs, banners, and staff t-shirts
- Logo feature in photos with all winning teams
- Brand shout-outs in live updates and professional photos throughout both event weekends
- Optional vendor booth or custom on-site activities
- Logo features across all pages of our live scoreboard (Heart of Caledon main tournament only)

HEART OF CALEDON: GRASSROOTS



SPONSORSHIP OPPORTUNITIES

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ABOUT HEART OF CALEDON: GRASSROOTS

In September 2026, Caledon Soccer Club will be hosting a brand new festival for grassroots players. Building off of the success of the original Heart of Caledon tournament, Heart of Caledon: Grassroots presents an opportunity for ages U8 – U13 to get in on the action!

HoC: Grassroots will feature vendors, food, live social media updates, professional photography, and the same competitive spirit as all CSC events. Don't miss your opportunity to celebrate the festival's inaugural year as a CSC sponsor or event vendor!



SPONSORSHIP OPPORTUNITIES

The Heart of Caledon: Grassroots Presenting Sponsor has the exclusive opportunity to get in on the ground floor in the first year of our NEW event! As Presenting Sponsor, your brand will take centre stage in online and on-site promotion leading up to and throughout the festival weekend!

Presenting Sponsor for HoC: Grassroots is an **exclusive role** only available to one brand each year. Our 2026 sponsor can choose from Gold or Silver level packages.

For information about combined sponsorship for both Heart of Caledon and Heart of Caledon: Grassroots, please refer to the Heart of Caledon section. For information about becoming a vendor at Heart of Caledon, please see the Tournament Vendors section.

Gold Presenting Sponsor – \$15,000

- All **Silver Presenting Sponsor** benefits
- Custom printed corner flags for main tournament fields (Caledon East Soccer Complex)

Silver Presenting Sponsor – \$13,000

- Incorporation of sponsor logo into HoC: Grassroots logo for 2026, featured across club communications, social media, and caledonsoccer.com
- Features in dozens of social media posts
- Website features on caledonsoccer.com, including appearance on front page
- Personalized sponsorship announcement in collaboration with your brand's social accounts
- Custom printed game balls for festival weekend
- Custom printed signs, banners, and staff t-shirts
- Logo feature in photos with all winning teams
- Brand shout-outs in live updates and professional photos throughout tournament weekend
- Optional vendor booth or custom on-site activities

TOURNAMENT VENDORS



VENDOR OPPORTUNITIES

Caledon Soccer Club is now inviting local businesses to join us at our annual events for a chance to connect with players, families, and community members! Event vendors can reach a wide audience to sell products, host games, offer services, and more!

CSC is offering vendors a NEW low fee for 2026! Don't miss your chance to join us on-site at the Caledon East Soccer Complex at any or all of our events this summer:

Cardinal Day

House League Season Opener

May 30, 2026

Heart of Caledon

U14 - Adult Competitive Tournament

August 14 - 16, 2026

Caledon Cup

House League Season Closer

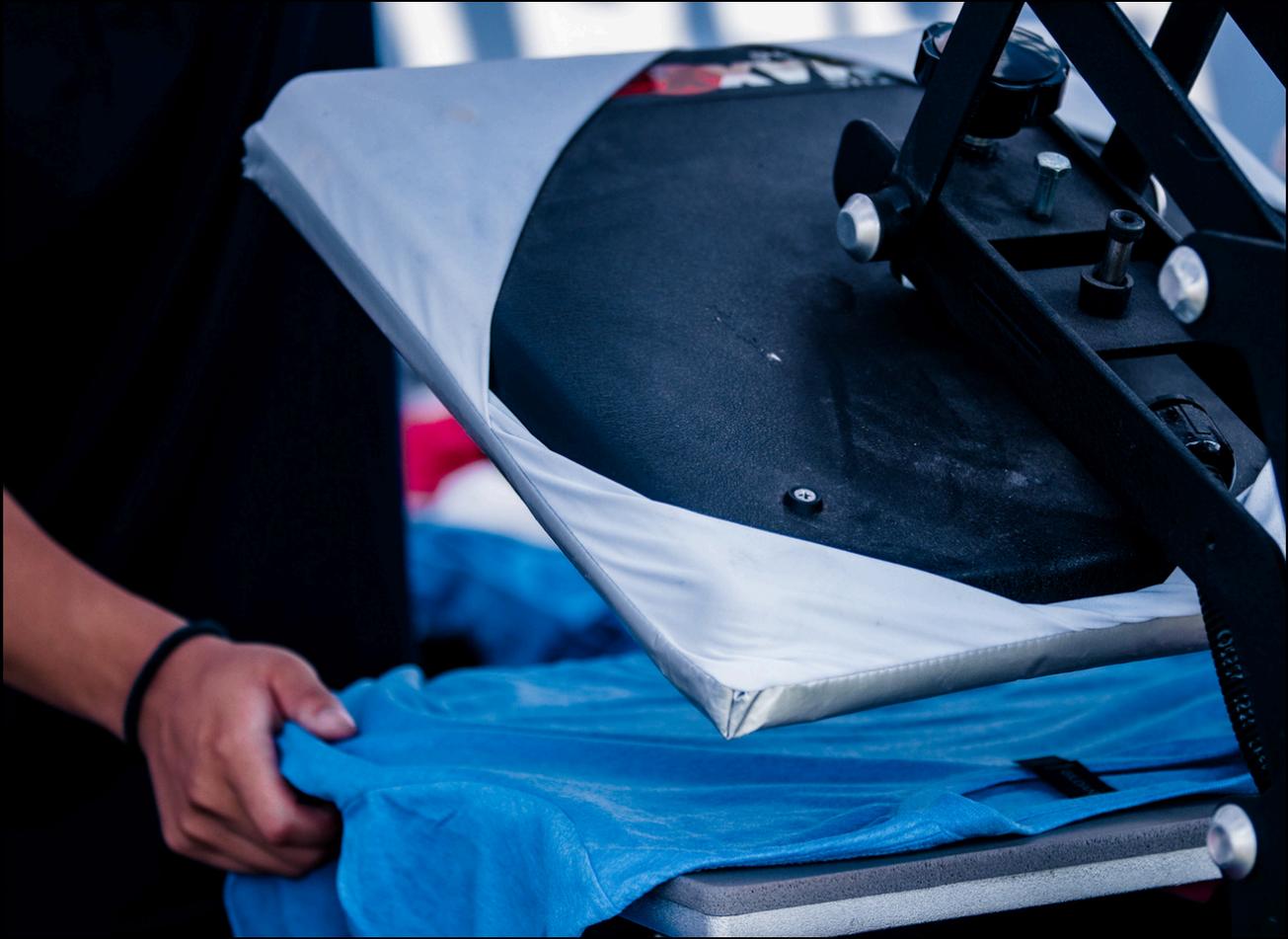
August 22, 2026

NEW Heart of Caledon: Grassroots

U8 - U13 Festival

September 19 - 20, 2026

VENDOR BENEFITS



CSC's main facility, the Caledon East Soccer Complex, is ideally situated in the community complex surrounding Town Hall. Vendors benefit from large tournament attendance, as well as local foot traffic as community members enjoy the Caledon Trailway in the summer months.

Each vendor is provided with a tent and optional connection to a power source by the club, as well as ample promotion through CSC's social media and website ahead of event weekends!

For more information about vendor options or to join us at one of our 2026 events, please contact our staff at sponsorship@caledonsoccer.com!

**THANK YOU TO OUR
SPONSORS & PARTNERS!**

