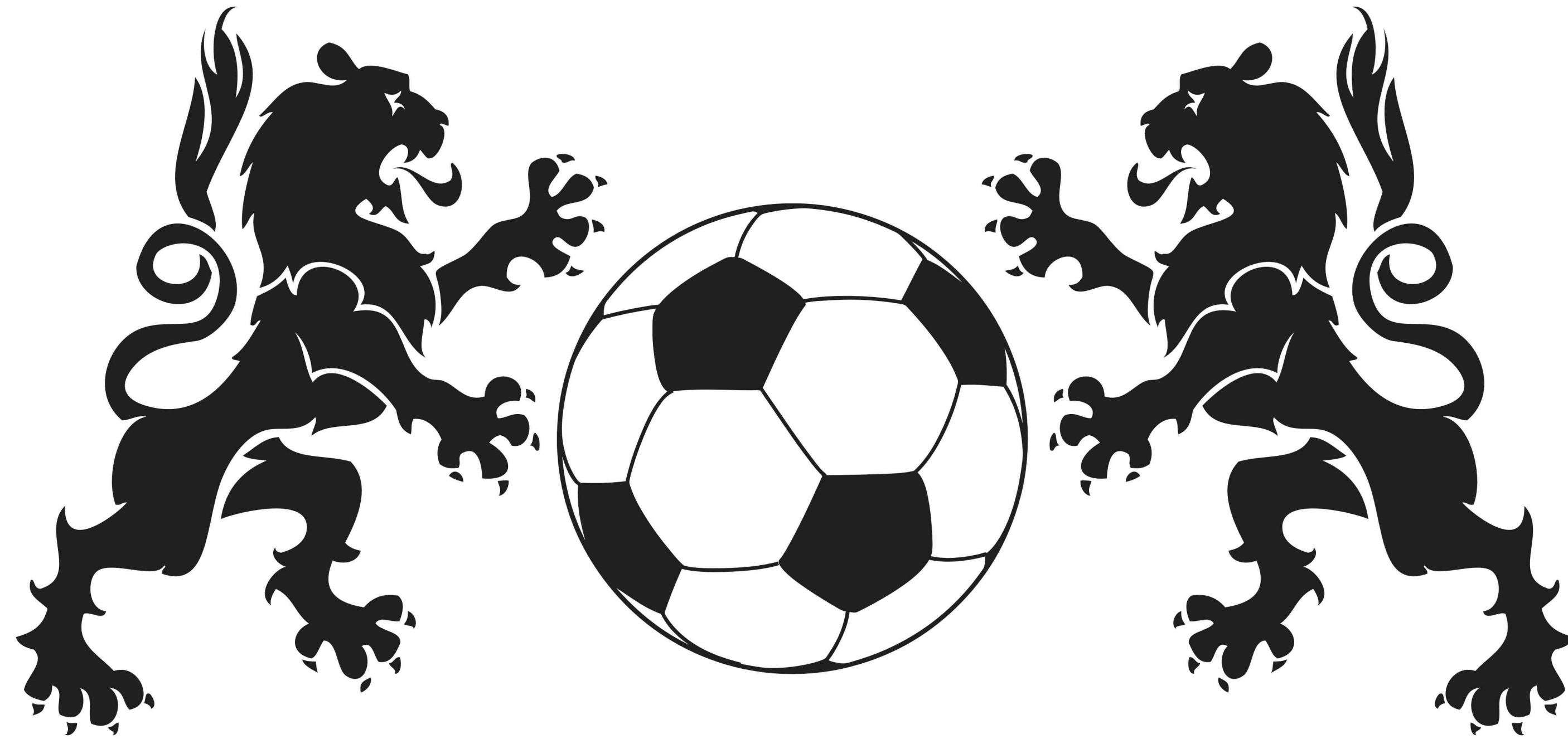


Saugeen Shores United F.C

Helliwell Park Fundraising

Committee Chair & Past President Jeff Virgo and Club President Brian Binning

SAUGEEEN SHORES



UNITED FOOTBALL CLUB

Programming

Minor Soccer Offers

- **Timbit Soccer U4/U6**
- **Youth Recreational U8-U10**
- **House league Traveling U12-U18**
- **Adult Soccer Rec Traveling Teams**
- **Rep Teams**
- **All Abilities Adaptive Soccer Program**
- **Soccer Camps**
- ***Indoor Programming (fall-winter months)**



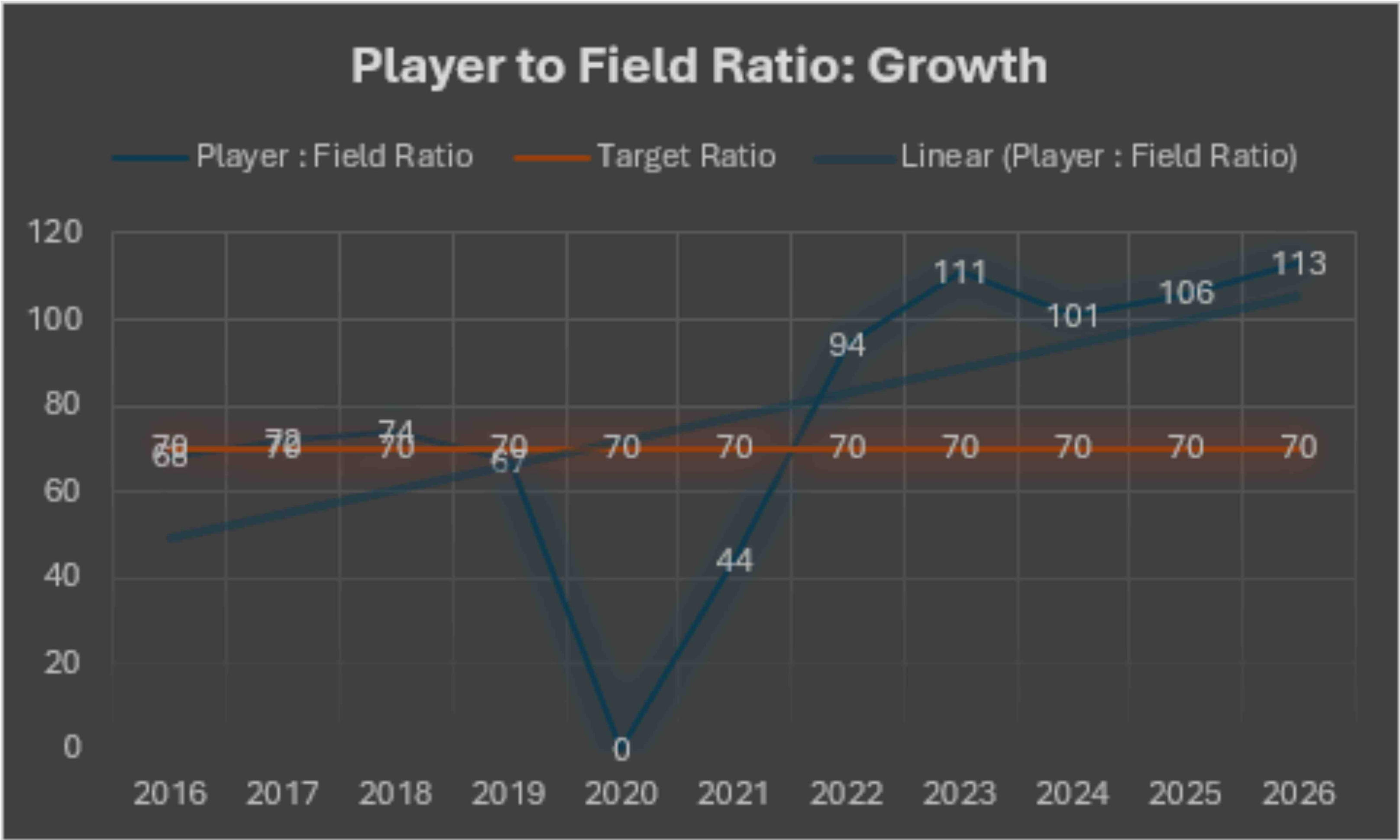
OUTDOOR NUMBERS



2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
415	476	506	518	538	C O V I D	350	750	886	805	890 * <i>As of April 3rd</i>
					NO SOCCER	SEASON CAP RTP	ADULT Numbers	87	74	90

Soccer by the Numbers

14,000 hrs of soccer this season.



As per Saugeen Shores Recreation Master Plan, The recommended Fields/Player ratio: 1 Field /70 Participants.

The 2016 Master Plan Projected 538 in 2031. As of 2024 Registration, this projection was exceeded by 37% in 2024 or 261 players.

2020 = COVID Season - No Soccer and 2021 all outdoor sports where capped per RTP

Field Demand

Field Demand:

Due to Field Size Limitations and prescribed Game Nights Schedule from Leagues & Districts. SSUFC has registration caps turning away players, and a minimum 66% away game rate for U15. SSUFC based on need also hosts programs through the Municipality of Kincardine, BWDSB, Southport Church, and Saugeen First Nation.

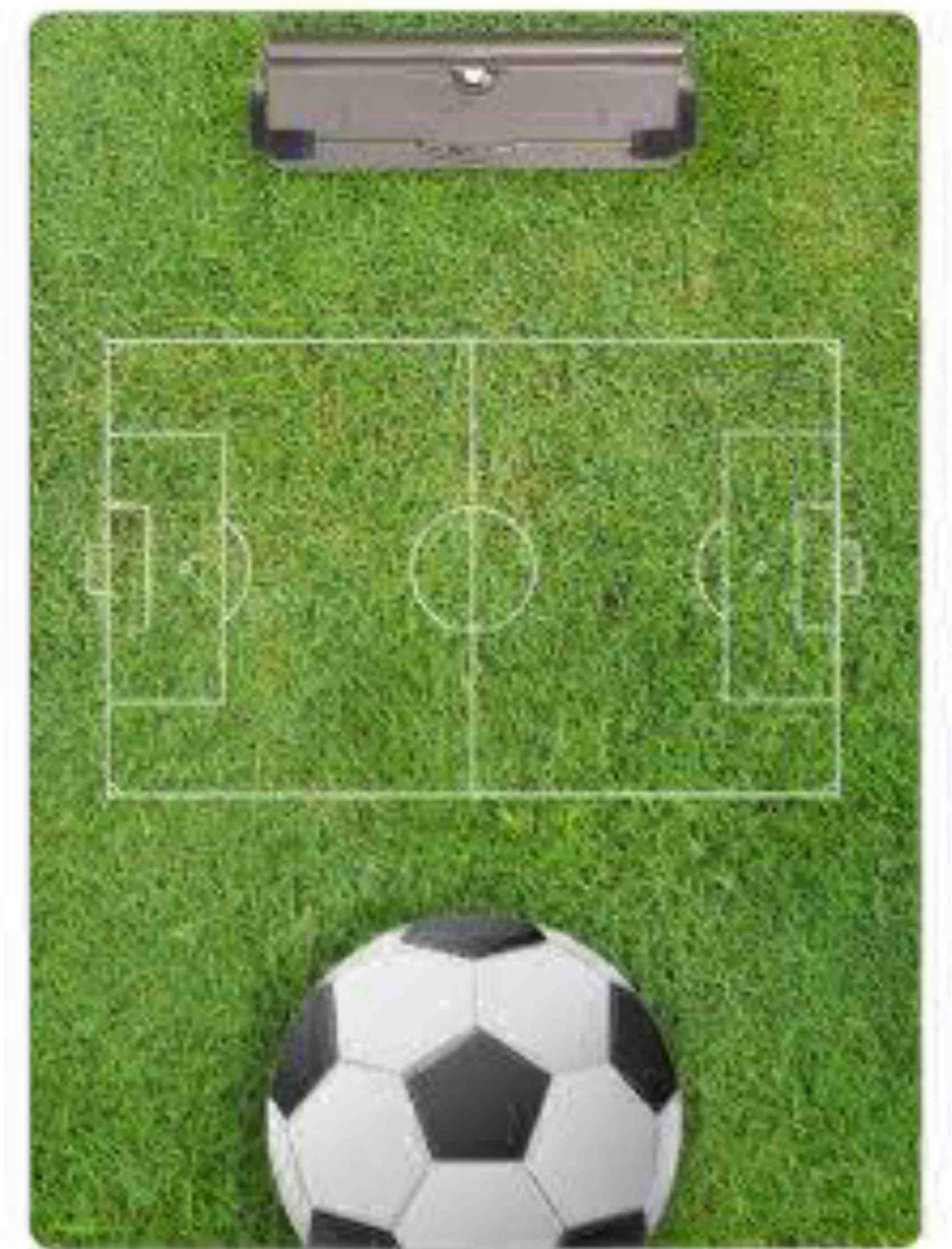
Example:

Main Field Game Night 7 Teams on 2 Fields JH & Helliwell

Medium Field Game Night 7 Teams on 3 Fields JH & Helliwell

Affordable Program:

Soccer Registration cost have been able to remain low based on operating cost and field usage rates. Increasing charge rates for field usage would result in a need for increased Registration cost and likely drive registration # lower and make the sport less accessible to all community families.



Soccer by The Numbers

Continue Growth in S.S.U.F.C coming years

- World Cup 2026 offers significant benefits for our organization, including increased participation in youth leagues & inspiring a new generation of fans
- Creation of Adult League within Saugeen Shores
- More Field Access = more players & carrying on with affordable programming



Master Strategic Planning

The total cost estimate for lighting both fields is at \$350,000

The Club will offer \$104,000 immediately to the lighting project for Helliwell Fields

We would be seeking a loan from the Town at \$250,000 to be paid back in 5 years

Additional funding towards Light Up The Pitch

5 yrs /\$5 per registrant Light Up The Pitch Funding Project

low estimates 15k at the end of the 2028 Season

Benefits

Helliwell Park Master Plan (2 Main Pitches)



- Creating more opportunities for minor soccer to provide to the community and soccer membership. While providing a safe & fun place to play soccer day and night.
- Hitting higher target for Adult Recreational League
- Green Space / Recreational purposes for other user groups
- School Soccer Tournament Host
- Sports Tourism

FUNDRAISING



FUNDRAISING GOAL
500K
**350K towards Lights*

SPONSOR BENEFITS

- Sponsor named on social media and be named in the Project Thank You communications.
- Sponsor's name on SSUFC Helliwell Park recognition donation board (located at the field/complex).
- Listed in the Opening Ceremonies booklet & receive an invitation to the Opening Ceremonies.
- Sponsor's name on SSUFC Lifetime recognition donation board (located at the field/complex).
- Feature on the Virtual Donor wall on Club website



LIGHT UP THE PITCH

OPPORTUNITY

Sponsorship Opportunity	Amount
Soccer Field 25yrs Naming Rights Sponsor is recognized with the name of their organization, location and logo/website on Park identification sign.Sponsor's name, logo will be featured on the SSUFC website for 5 years."Your Name" Field will be part of all soccer game/practice schedules and maps and other print materials	\$100,000/field 2 Available Goal: \$200,000
Primary Light Standard Recognition Sign Sponsor is recognized with their name, logo and web link on the Field Light standards that will line the perimeter of Soccer FieldsSponsor's name will be listed on the SSUFC website for 3 years	\$25,000/ Light 8 Available Goal: \$200,000
Champion SSUFC Partner – Full Size Field Goal & Net Sponsor. Sponsor's individual or company name will be featured on the Soccer Goals. Sponsor's name will be listed on the SSUFC website for 2 years	\$7,000/net 4 Available Goal: \$28,000
Premier SSUFC Partner – Medium Size Field Goal & Net Sponsor or Player Benches Sponsor's individual or company name will be featured on the Soccer GoalsSponsor name plate 9"x6" with logo and or name. Sponsor's name will be listed on the SSUFC website for 1 year	\$3,000/nets or player bench 4 Available Goal: \$12,000
Friend of SSUFC - Sponsor's individual or company name will be featured on the Soccer Park Donation board.	\$500- \$2,499
Saugeen United Supporter make a donation (donor wall first and last name/ family name / in memory or in honour to soccer community) these funds will go towards projects at Helliwell. Some of these items (classified as 1b or later phases) will be of the betterment of the community using the park not just for soccer. Examples may include water/refill station, bike racks and other equipment items.	\$25-\$499



SPONSORSHIP OPPORTUNITIES



Soccer Field 25 years Naming Rights

Primary Light Standard Sponsor Recognition Sign

Champion SSUFC Partner Full Size Field Goal & Net Sponsor

Premier SSUFC Partner Medium Size Field Goal & Net Sponsor or Player Benches

Friend of SSUFC

Saugeen United Supporter

Current Key Priorities at Helliwell Park

Having a Key partnership with the Council, Town Staff and the community.

- Both fields being lit in Phase One
- Washroom Facilities

Future Recommendations & Priorities

- Pavilion and Storage Building all in one structure
- Redeveloped parking lot to be bigger to accommodate influx of games & tournaments.
- Location for a 3rd field will be explored





Future Outlook

Meeting the demand of Canada Soccer Grassroots Standards updating in 2026

- **Continue to look at field expansion/reconfigurations opportunities in Saugeen Shores to providing the best experience for all our players young & old**
- **On-going winter training and indoor soccer**
- **Key partnerships with community groups**
- **Once field construction is completed at Helliwell, we are projecting seeing numbers closer to 950**

THANK YOU

