



## **NLSM Competitive Sponsor Program**

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### **FOOTBALL PARTICIPATION IS INCREASING AMONGST YOUTH**

Football is the largest participatory sport in the world and is considered the fastest growing sport in Bangladesh. NLSM's primary focus lies on sports development, pushing both men and female athletes.

### **PARENTS REMEMBER BRANDS SPONSORING YOUTH SPORTS**

Professional-aimed football academies focused on college recruitment opportunities create exclusive brand awareness to specific target groups - our athletes' parents. Sponsoring youth football establishes goodwill within the community.

### **BE PART OF AN INNOVATIVE ACADEMY IN BANGLADESH**

Next Level Sports Management is the first sports consulting agency and academy focused towards male and female aspiring football players and future champions. As a community-based program, we attract many young players all around the city. In our competitive programs we believe everyone has the right to play. Soaring expenses of sports facilities, coaching and league fees have made Football participation unattainable for many. Our sponsors play a critical role in keeping football affordable for all.

### **BENEFITS OF SPONSORING NLSM**

Many NLSM families are not in a position to fully support the cost of their children's development in competitive football. Sports have become highly competitive. In order to match the level of the athletes around the globe, we need to be innovative and train the athletes with high level programs and guidance. To play at a higher level, there are costs associated with it. Sponsorships will help ease off that cost, and will give us an opportunity to keep fees and costs affordable for our athletes.

Sponsorship provides the opportunity to:

- Help underprivileged youth with a bright future in football.
- Build brand awareness,
- Showcase products or services on our website through trial,
- Drive customer traffic to your company landing page
- Increase sales
- Provide goodwill by supporting the community & youth development

## SPONSORING

### NLSM Competitive Teams:

Men's & Women's

Sponsorship Level	Amount
<i>L1 Team Full Sponsor</i> Logo on both sets of uniforms: White and Black Jerseys, front seats, Game Day Sponsorship, Free Exhibition Game Tickets, social media marketing <b>Website &amp; Brochure:</b> home page placement, affiliate marketing, logos on jerseys, kits & head office, individual page on brochure.	500,000 BDT / yearly
<i>L2 Team Co-Sponsor</i> Logo on jerseys sleeve, Game Day Sponsorship, Exhibition Game Tickets, social media marketing <b>Website:</b> home page placement, affiliate marketing	300,000 BDT /yearly
<i>L3 Team Secondary Sponsor:</i> Logos printed on any one from the following : <b>Jerseys (shoulder),, training kit</b> <b>Website:</b> landing page	200,000 BDT /yearly
<i>L4 Team Training Sponsor:</i> Logo on <b>practice jerseys</b>	100,000 BDT / yearly

Logo/Artwork: Please [email](#) an EPS or Illustrator file. Size: up to 8" to 9" long and 5" high

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We ask and grant permission for it to be linked to the [www.nlsmbd.com](http://www.nlsmbd.com)