



FUNDRAISING OPPORTUNITY



US Youth Soccer Clubhouse

US Youth Soccer and Dolphin Digital Media have created a club that:

- Provides top-quality online content, including best-in-class entertainment
- Offers sweepstakes and contests highly attractive to children and their parents
- Promotes the sport to its youngest generation of fans, by giving children a place to go online that keeps soccer “top of mind”
- Is the “destination” online for US Youth Soccer’s three million participants every season



Benefits to Parents

The US Youth Soccer Clubhouse also offers member benefits to the parents, driven by e-mail messaging, including:

- **Coupon Distribution/Sponsor Promotions:** Parents of US Youth Soccer Clubhouse participants will receive regular coupon offers and product promotions from US Youth Soccer sponsors worth multiple times the cost of registration, thereby providing a tremendous member benefit and greatly enhancing the perceived value of soccer participation.
- **Sweepstakes/Contests:** Members will be eligible to enter sweepstakes and contests to win “major prizes” in the worlds of sports and entertainment, and from sponsors (e.g. win an all-expenses paid cruise for a family of four).



Benefits to Local Clubs

- Best-in-class Fundraising and Promotional Program, Provided Free of Charge
- Provides Real Value to Parents and Families to Participate in Soccer
- No Risk to Clubs or Teams to Participate
- Extremely Effective and Simple Fundraising Tool

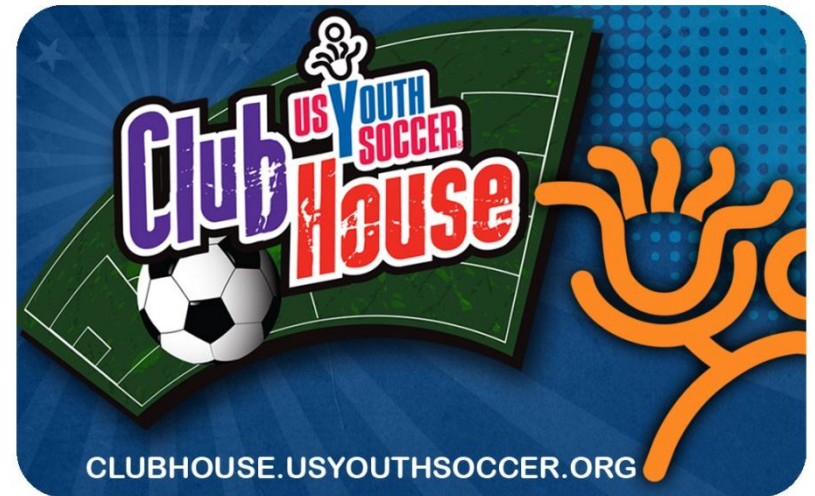


Clubhouse Gift Card

Holder



Gift Card



How It Works



\$15 Per Gift Card Sold

\$7.50 – Local selling the card

\$2.50 – State

\$2.50 - National

\$2.50 - Dolphin Digital Media



How It Works

For a club with 1,000 players, selling gift cards at \$15 each, the club will earn:

Number of Cards Sold Per Player	Amount of Money Earned for Local Club
5	\$37,500
10	\$75,000
15	\$112,500



Partnership: What We Need From You



Dolphin Digital Media is seeking to partner with member US Youth Soccer Clubs to further the growth of the Clubhouse and the site's fund raising opportunities for soccer at the local level. In return for a revenue-share with the partnering club, DDM requires that each partner club provide the following:

- **Support the Clubhouse as a primary fundraiser and destination website to membership**
- **Contact information for club leadership and households for Fall and Spring seasons**
- **Support Clubhouse in newsletters, dedicated email blasts and through the homepage**
 - **Homepage ad to support Clubhouse**
 - **Inclusion in e-newsletter/printed publication in advance of Fall and Spring seasons**
 - **One email blast to member database for Fall and one for Spring seasons**



Next Steps

For more information, including downloadable flyers, visit:

<http://www.usyouthsoccer.org/clubhouse>

Browse the site:

www.USYouthSoccerClubhouse.com

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Password: association1

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