



WNY FLASH ACADEMY PARTNERSHIP GUIDE



2025-2026

JERSEY SPONSORSHIP

The WNY Flash Academy includes nearly 100 teams from U7/U8 to U18/U19. Teams compete in: ECNL, ECNL-RL, Elite 64, Thruway League, GLA, & additional local leagues at Sahlen's Sports Park, Epic Center, and Lincoln Park Athletic Field. ECNL National Events are all over the United States, from Seattle to New Jersey to Florida and Texas. Additionally, jerseys are showcased at our home facilities in Buffalo (Northtowns/Southtowns), Rochester, and Binghamton.

FRONT JERSEY

\$25,000/ Per Year (2-Year Agreement)

ARM PATCH

\$10,000/ Per Year (2-Year Agreement)

BACK PATCH

\$10,000/ Per Year (2-Year Agreement)

PROGRAM SPONSOR **\$7,500**

Program Sponsorship includes our Jr. Academy Program, Summer Camps, and any additional Flash training or programs implemented throughout the year by Coaches & Directors.

1-YEAR CONTRACT

- **NAMING RIGHTS:**
Jr. Academy, Summer Camps*
** Located in Williamsville, Elma, and Rochester*
Camps
Center of Excellence
Social Media Mentions
Website Mentions

GAME DAY PRESENTER **\$5,000**

Game Day graphics are posted on Facebook, Instagram, and X for every Boys & Girls ECNL & ECNL-RL game day, including when teams are traveling out of state. Between the boys & girls, U15 – U18/19, there are a total of 480 games a year.

1-YEAR CONTRACT

Featured on all Game Day Graphics for ECNL, ECNL-RL games (Boys & Girls)
Posted on Facebook, X, & Instagram (14,000+ Followers)
16 regular season games, not including showcases or Regional & National Playoffs (32 guaranteed features)
Additional mentions for any post-season content
Marketing Pop-Up Tent at ECNL Game Days content

FLASH PACKAGE

\$7,250

Get maximum exposure throughout Sahlen's Sports Park & Flash Fields. Package includes a 36" x 94" banner, 10' x 10' banners, 4' x 9' banner at Flash Fields, signage throughout SSP, features on our website, & our social media.

1-YEAR CONTRACT

Dasher Board Sign on Boarded Field (36"x94")
Banner on Field 45 & Field 1 (10'x10')
Banner on Flash Fields A OR B (4'x9')
Brochures/Flyers/Menus in SSP Lobby
Logo & Link on WNY Flash Academy Website
Social Media Mentions
(Facebook, Instagram, X)

FORWARD PACKAGE

\$3,750

Introductory package great for business looking to make a small investment for big impact. Includes banner, signage at Sahlen's Sports Park, features on our website, & social media mentions.

1-YEAR CONTRACT

Banners on Field 45 OR Field 1 OR Field 23 (10'x10')
Brochures/Flyers/Menus in SSP Lobby
Logo & Link on WNY Flash Academy Website
Social Media Mentions
(Facebook, Instagram, X)

BANNERS

1-YEAR CONTRACT

\$3,000 - Banner on Field 45 OR Field 1 OR Field 23 OR Boarded Field (10'x10')
\$1,500 - Banner on Field 45 OR Field 1 OR Field 23 OR Boarded Field (5'x8')
\$1,500 - Banner on Flash Fields A OR B (4'x9')
\$1,500 - Dasher Board Sign on Boarded Field (5'x8')

WEBSITE

\$1,000

1-YEAR CONTRACT

Company & Logo Featured on WNY Flash Academy Website
Logo Featured on Home Page

WANT TO PARTNER WITH US?
DEADLINE TO SECURE PARTNERSHIP IS DECEMBER 1ST, 2025

TERMS - 1 YEAR

October 1st, 2025 – September 30th, 2026

POINT OF CONTACT: Chuck Lawless - clawless@wnyflashsoccer.com

PROGRAM SPONSOR

SUMMER CAMPS



Runs June through August

Located in Williamsville, Elma, and Rochester

300+ Participants in 2023 & 2024

WNY Flash Academy summer camps are located in several different locations: Williamsville, Elma, and Rochester. Your business would receive naming rights to our camps, as well as having your logo featured on social media, as well as our website at wnyflash.com/summer-camps.

JR. ACADEMY, CENTER OF EXCELLENCE, HOUSE LEAGUE



Located at Sahlen's Sports Park, Epic Center, & ECC North

Nearly 500 Participants in 2024

Fall, Winter, Spring, & Summer sessions

Our Jr. Academy program is located at Sahlen's Sports Park, Epic Center, and ECC North in Williamsville. It is fundamental in our Player Pathway here at the Flash and has been since its implementation in 2017. The program is broken down into training sessions during the week, as well as game-days on the weekends.

Our Center of Excellence Program is run throughout the year at Sahlen's Sports Park, ECC North and Epic Center, while our Summer House League Program operates out of ECC North.

Your business would receive naming rights to the program. Additionally, your logo will be featured with all social media marketing, social media mentions, and on our website.

FIELD BANNERS



With 1.25 million visitors a year, 150+ tournaments, and 60+ ECNL & ECNL-RL game days, your business will receive maximum exposure at our facilities with a field banner of our choice. Packages below breakdown cost, field location, and field banner size.

\$3,000 / YEAR

Banner on Field 45 OR Field 1 OR Field 23 OR Boarded Field (10'x10')

\$1,500 / YEAR

Banner on Field 45 OR Field 1 OR Field 23 OR Boarded Field (5'x8')

\$1,500 / YEAR

Banner on Flash Fields A OR B (4'x9')

\$1,500 / YEAR

Dasher Board Sign on Boarded Field (5'x8')

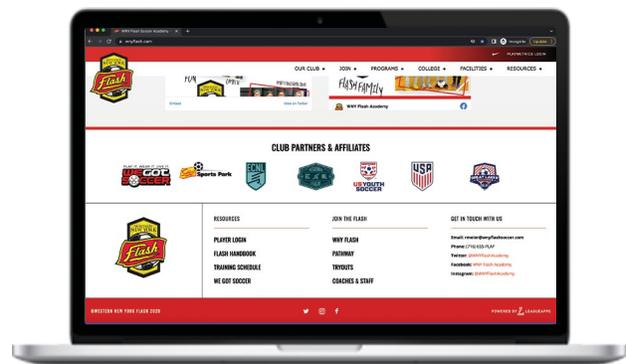


WEBSITE

Our website receives 17,000 clicks per month and had more than 200,000 visitors in 2023. All information in regards to our club, programming, camps, events, press releases, etc. can be found here. Updates are made every week and users are active from Facebook, Instagram, Twitter, and Google.

GOOGLE ANALYTICS: 3,000+ Views/Month, 200+ Actions/Month, 2,500 Searches/Month

WEBSITE ANALYTICS: 200,000+ Page Views/Year, 70,000+ Website Sessions/Year, Largest audience comes from Facebook/Instagram.



CLUB PARTNERS & AFFILIATES



Club Partners & Affiliates slider includes a link to your businesses website or social media.

GAME DAY PRESENTER



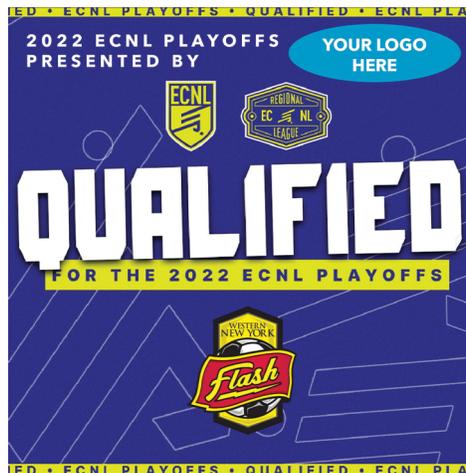
Game Day Graphics are posted on Facebook, Instagram, & X. Our social media presence reaches over 8,000 people organically per post.



Your logo & business name will be featured on all game day graphics for our U15 - U18/ U19 Boys & Girls Flash Academy teams playing in the ECNL & the ECNL-RL.



In addition to game day graphics, your business will be included on playoffs graphics featuring the ECNL. The ECNL database on social media is over 220,000 people.



Game Day graphics are posted on Facebook, Instagram, and X for every Boys & Girls ECNL & ECNL-RL game day, including when teams are traveling out of state. Between the boys & girls, U15 - U18/U19 there are a total of 480 games a year.

ADDITIONAL INFORMATION

**PARTNERSHIP DEADLINE IS
DECEMBER 1ST, 2025!**

TERMS

1YEAR: October 1st, 2025 – September 30th,
2026

POINT OF CONTACT

Chuck Lawless - clawless@wnyflashsoccer.com



wnyflash.com

@WNYFLASHACADEMY

CURRENT PARTNERS



**Trusted
Nurse
Staffing**



Wegmans