

**LEGENDS  
OF SOCCER**

# 2025 Gala

**APRIL 17, 2025 | 5:30PM  
CRYSTAL TEA ROOM, PHILADELPHIA**

**WELCOME TO THE PHILADELPHIA UNION FOUNDATION, WHERE OUR PASSION FOR SOCCER IS MATCHED ONLY BY OUR COMMITMENT TO COMMUNITY. THROUGH BUILDING SAFE SPACES AND PROVIDING YOUTH PROGRAMS, WE'RE DEDICATED TO IMPROVING THE LIVES OF THOSE AROUND US. JOIN US IN OUR MISSION TO UNITE THROUGH THE GAME WE LOVE.**



# THE EVENT

LEGENDS OF SOCCER - PRESENTED BY THE PHILADELPHIA UNION FOUNDATION - WILL CELEBRATE THE BEST OF SOCCER IN OUR GREAT CITY. THIS EVENING WILL BRING TOGETHER SOCCER COMMUNITIES FROM GRASSROOTS TO MAJOR LEAGUE SOCCER AND THE US NATIONAL TEAM, WHILE RAISING VITAL FUNDS FOR THE FOUNDATION. ATTENDEES, HONORED GUESTS, AND CORPORATE PARTNERS WILL ENJOY A COCKTAIL RECEPTION, AN ONSTAGE SHOW, AND A THREE-COURSE MEAL. BY SUPPORTING THE FOUNDATION, YOU WILL HAVE MULTIPLE OPPORTUNITIES FOR BRAND ACTIVATION AND ENGAGEMENT WITH AN INFLUENTIAL PHILADELPHIA-BASED NETWORK.

# OUR STORY

THE PHILADELPHIA UNION FOUNDATION HARNESSSES THE POWER OF SOCCER TO CHANGE LIVES FOR THE BETTER. FOUNDED IN 2011, THE NON-PROFIT ORGANIZATION IS AFFILIATED WITH THE PHILADELPHIA UNION. THE FOUNDATION WAS ESTABLISHED WITH THE GOAL OF BUILDING SAFE SPACES TO PLAY SOCCER IN PHILADELPHIA, STRENGTHENING YOUTH PROGRAMMING, USING SOCCER AS A MAGNET TO UNITE DIVERSE COMMUNITIES, AND GROWING THE BEAUTIFUL GAME IN CHESTER, PHILADELPHIA, AND THE DELAWARE VALLEY.

THE ORGANIZATION HAS SINCE LAUNCHED VARIOUS INITIATIVES, PROGRAMS, AND EVENTS TO FOSTER SOCIAL IMPACT AND COMMUNITY DEVELOPMENT. WE WORK TOWARDS MAKING SOCCER ACCESSIBLE TO ALL KIDS IN THE PHILADELPHIA REGION. WE OFFER A VARIETY OF PROGRAMS, RANGING FROM CHESTER SOCCER TO MENTORSHIP AND MENTAL HEALTH, ALL DESIGNED TO PROVIDE CHILDREN WITH LIFE SKILLS, COACHING, EQUIPMENT, AND MENTORING TO SUCCEED ON AND OFF THE FIELD. WE STRIVE TO CREATE A CULTURE OF RESPECT, SPORTSMANSHIP, AND INCLUSIVENESS. THE PHILADELPHIA UNION FOUNDATION HAS DEMONSTRATED A COMMITMENT TO USING SOCCER AS A TOOL FOR POSITIVE CHANGE IN THE COMMUNITY. THROUGH ITS VARIOUS PROGRAMS AND INITIATIVES, THE ORGANIZATION HAS IMPACTED THOUSANDS OF LIVES AND CREATED A BRIGHTER FUTURE FOR THOSE IT SERVES. WE ARE PROUD OF THE ORGANIZATION'S ACHIEVEMENTS AND ITS ONGOING COMMITMENT TO DRIVING SOCIAL CHANGE IN THE GREATER PHILADELPHIA REGION.

FOR MORE INFORMATION ABOUT THE PHILADELPHIA UNION FOUNDATION,  
VISIT [WWW.PHILADELPHIAUNIONFOUNDATION.ORG](http://WWW.PHILADELPHIAUNIONFOUNDATION.ORG)

# PROGRAM OVERVIEW



## iAM PROJECT

“INSPIRATION. ASPIRATION. MENTORSHIP”



THE PHILADELPHIA UNION FOUNDATION'S iAM PROJECT IS AN ACADEMIC ENRICHMENT, MENTORSHIP, AND CAREER-READINESS PROGRAM FOR THE YOUNG MEN AND WOMEN OF CHESTER, PA. IT ULTIMATELY SERVES AS A TALENT PIPELINE FOR UPSTREAM PARTNERS: COLLEGES, TRADE SCHOOLS, APPRENTICESHIP PROVIDERS, THE MILITARY, AND EMPLOYERS. THROUGH THE iAM PROJECT, STUDENTS HEAR FROM A NETWORK OF INSPIRATIONAL SPEAKERS, GAIN FIRST-HAND EXPERIENCE OF THE WORLD OF WORK, COLLABORATE WITH PROFESSIONAL MENTORS, AND CONNECT WITH INDUSTRIES, UNIVERSITIES, AND INTERNSHIPS. IN PARTNERSHIP WITH THE PHILADELPHIA UNION, BIMBO BAKERIES USA, BOEING, LINCOLN FINANCIAL GROUP, ARKEMA, NEMOURS, NEUMANN UNIVERSITY, WSFS BANK, LANGUAGE SERVICES ASSOCIATES, AND THE DURANT FAMILY FOUNDATION, THE PROJECT DIRECTLY IMPACTS MORE THAN 100 STUDENTS EACH YEAR AT CHESTER CHARTER SCHOLARS ACADEMY AND SERVES TO LEVEL THE PLAYING FIELD FOR HIGH SCHOOL STUDENTS FROM LOW-INCOME BACKGROUNDS.



## SAFE SPACES

“BUILD. CONNECT. PLAY”



THE PHILADELPHIA UNION FOUNDATION IS DEDICATED TO TRANSFORMING COMMUNITIES BY BUILDING MINI-PITCHES IN CHESTER AND PHILADELPHIA, PROVIDING SAFE, ACCESSIBLE SPACES FOR YOUTH TO PLAY, GROW, AND THRIVE THROUGH SPORTS. OVER THE PAST FIVE YEARS, WE'VE PROUDLY COMPLETED SEVEN MINI-PITCHES, WITH OUR LATEST PROJECT IN CHESTER POISED TO MAKE A LASTING IMPACT ON OUR CHESTER UNION PLAYERS AND THE BROADER COMMUNITY, FOSTERING CONNECTION, OPPORTUNITY, AND HOPE.

# PROGRAM OVERVIEW



## HEADFIRST

"RESILIENCE. AWARENESS. GROWTH."



THE PHILADELPHIA UNION FOUNDATION'S HEADFIRST MENTAL FITNESS PROGRAM IS A TRANSFORMATIVE INITIATIVE FOCUSED ON EQUIPPING SOCCER PLAYERS, PARENTS, AND COACHES WITH THE TOOLS THEY NEED TO BUILD MENTAL RESILIENCE AND PRIORITIZE EMOTIONAL WELL-BEING. BY ADDRESSING THE OFTEN OVERLOOKED ASPECTS OF MENTAL FITNESS, HEADFIRST FOSTERS SELF-AWARENESS, STRESS MANAGEMENT, AND POSITIVE DECISION-MAKING AMONG YOUTH. THROUGH WORKSHOPS, INTERACTIVE ACTIVITIES, AND PARTNERSHIPS WITH MENTAL HEALTH PROFESSIONALS, HEADFIRST CREATES SAFE SPACES FOR STUDENTS TO EXPLORE TOPICS LIKE MINDFULNESS, SELF-CARE, AND EMOTIONAL HEALTH. IN COLLABORATION WITH SCHOOLS, COMMUNITY ORGANIZATIONS, AND MENTAL HEALTH ADVOCATES, THE PROGRAM EMPOWERS PARTICIPANTS TO NAVIGATE LIFE'S CHALLENGES WITH CONFIDENCE AND STRENGTH. EACH YEAR, HEADFIRST IMPACTS THOUSANDS OF YOUNG PEOPLE, HELPING THEM TO DEVELOP THE RESILIENCE NEEDED TO THRIVE IN SCHOOL, SPORTS, AND BEYOND. WITH THE GENEROUS BACKING OF OUR PARTNERS, INDEPENDENCE BLUE CROSS AND PCOM, HEADFIRST ADDRESSES THE CHALLENGES FACING OUR COMMUNITY AND MAKES A MEANINGFUL IMPACT BY FOCUSING ON EDUCATION, HEALTH AND WELL-BEING TO EMPOWER AND UPLIFT ATHLETES AND COMMUNITIES.



## CHESTER SOCCER

"EMPOWER. EDUCATE. ELEVATE."



THE PHILADELPHIA UNION FOUNDATION'S CHESTER SOCCER PROGRAM IS A COMMUNITY-DRIVEN INITIATIVE PROVIDING ACCESS TO HIGH-QUALITY SOCCER TRAINING AND MENTORSHIP FOR THE YOUTH OF CHESTER, PA. IT FOSTERS NOT ONLY ATHLETIC EXCELLENCE BUT ALSO PERSONAL GROWTH, TEAMWORK, AND LEADERSHIP SKILLS. THE PROGRAM BRIDGES OPPORTUNITY GAPS BY OFFERING FREE COACHING, LEAGUE PARTICIPATION, AND MENTORSHIP OPPORTUNITIES, ALL DESIGNED TO INSPIRE YOUNG ATHLETES TO REACH THEIR FULL POTENTIAL ON AND OFF THE FIELD. THROUGH PARTNERSHIPS WITH LOCAL COACHES, EDUCATORS, AND COMMUNITY LEADERS, CHESTER SOCCER SERVES AS A PATHWAY FOR YOUNG PLAYERS TO ENGAGE IN POSITIVE ACTIVITIES, DEVELOP THEIR SKILLS, AND BUILD A STRONG SENSE OF COMMUNITY PRIDE. EACH YEAR, THE PROGRAM REACHES HUNDREDS OF CHILDREN IN CHESTER, CREATING A LASTING IMPACT THAT EXTENDS FAR BEYOND THE PITCH. IN COLLABORATION WITH ARKEMA AND NEMOURS, AND OTHER DEDICATED CONTRIBUTORS, CHESTER SOCCER AIMS TO CULTIVATE THE NEXT GENERATION OF CONFIDENT, CAPABLE LEADERS.

# WHY SPONSOR



## BRAND VISIBILITY

PARTNERING WITH THE LEGENDS OF SOCCER EVENT PROVIDES A UNIQUE OPPORTUNITY TO ELEVATE YOUR BRAND AMONG A HIGHLY ENGAGED, AFFLUENT AUDIENCE IN THE GREATER PHILADELPHIA AREA. AS AN EVENT SPONSOR, YOUR BRAND WILL BE PROMINENTLY FEATURED THROUGHOUT THE EVENT, IN BOTH DIGITAL AND PRINT MARKETING MATERIALS, ENSURING VISIBILITY TO AN EXCLUSIVE GROUP OF BUSINESS LEADERS, INFLUENCERS, AND POTENTIAL CLIENTS. THIS EXPOSURE HELPS POSITION YOUR BRAND AS A LEADER IN THE COMMUNITY AND ENHANCES RECOGNITION IN A DESIRABLE MARKET SEGMENT.



## NETWORKING

LEGENDS OF SOCCER BRINGS TOGETHER KEY INDUSTRY LEADERS, INFLUENTIAL PROFESSIONALS, AND DECISION-MAKERS IN ONE PLACE, OFFERING A PRIME OPPORTUNITY TO NETWORK AND FORGE VALUABLE BUSINESS RELATIONSHIPS. WHETHER YOU'RE SEEKING TO CONNECT WITH POTENTIAL CLIENTS, COLLABORATORS, OR INDUSTRY PEERS, THE EVENT PROVIDES A COMFORTABLE, SOCIAL SETTING TO BUILD CONNECTIONS THAT CAN LEAD TO LONG-TERM BUSINESS OPPORTUNITIES. NETWORKING AT THIS EVENT COULD OPEN DOORS FOR FUTURE PARTNERSHIPS, JOINT VENTURES, OR EVEN NEW INITIATIVES.



## ENTERTAINING

LEGENDS OF SOCCER ALSO OFFERS A ONE-OF-A-KIND EXPERIENCE FOR CLIENT ENTERTAINMENT OR AS A WAY TO REWARD YOUR STAFF FOR EXCEPTIONAL PERFORMANCE. IT PROVIDES AN EXCELLENT ENVIRONMENT TO FOSTER RELATIONSHIPS WITH YOUR TOP CLIENTS IN A RELAXED AND ENJOYABLE SETTING. BY HOSTING CLIENTS OR COLLEAGUES AT THE EVENT, YOU CREATE MEMORABLE EXPERIENCES THAT GO BEYOND TYPICAL BUSINESS INTERACTIONS. THIS EVENT IS ALSO AN EXCELLENT OPPORTUNITY TO STRENGTHEN EMPLOYEE LOYALTY AND APPRECIATION BY REWARDING STAFF WITH AN EXCLUSIVE, VIP-LIKE EXPERIENCE.



## CORPORATE SOCIAL RESPONSIBILITY

SUPPORTING LEGENDS OF SOCCER ALLOWS YOUR COMPANY TO DEMONSTRATE ITS COMMITMENT TO GIVING BACK TO UNDERSERVED COMMUNITIES. YOUR CONTRIBUTION DIRECTLY SUPPORTS OUR 4 CORE PROGRAMS AND INITIATIVES: iAM PROJECT, HEADFIRST, CHESTER SOCCER, AND SAFE SPACES. AS A SPONSOR OR DONOR, YOUR INVOLVEMENT ALSO ENHANCES YOUR COMPANY'S REPUTATION AS A SOCIALLY RESPONSIBLE BUSINESS THAT INVESTS IN MEANINGFUL CAUSES. ALL DONATIONS ARE TAX-DEDUCTIBLE TO THE FULLEST EXTENT ALLOWABLE BY LAW, PROVIDING A FINANCIAL INCENTIVE WHILE SIMULTANEOUSLY BENEFITING THE COMMUNITY.

# SPONSORSHIP LEVELS

## \$20,000 | PRESENTING SPONSOR

BE THE HEADLINE SPONSOR OF THE 2025 LEGENDS OF SOCCER BENEFIT AND ENJOY UNPARALLELED EXPOSURE AND VIP ACCESS.

**\*\*EXCLUSIVE OPPORTUNITY – ONLY 1 PACKAGE AVAILABLE\*\***

- EXCLUSIVE TITLE: PRESENTING SPONSOR OF THE 2025 LEGENDS OF SOCCER BENEFIT
- PREMIUM SEATING: 2 VIP TABLES (20 SEATS TOTAL) + 2 COVETED VIP SEATS AT THE HONOREE'S TABLE
- ELITE NETWORKING: ACCESS TO THE EXCLUSIVE VIP COCKTAIL RECEPTION WITH HONOREE(S) FOR ALL GUESTS
- INNOVATIVE BRANDING:
  - LEAD SPONSOR OF THE PHILADELPHIA UNION FOUNDATION VIRTUAL REALITY ACTIVATION AT THE EVENT
  - LEAD SPONSOR OF THE RED CARPET PHOTO BOOTH ACTIVATION, ENSURING PROMINENT BRAND VISIBILITY
  - 360-DEGREE BRANDING: PRE-EVENT, ON-SITE, AND POST-EVENT RECOGNITION
  - PREMIUM LOGO PLACEMENT ON ALL EVENT MARKETING MATERIALS, SIGNAGE, AND DISPLAYS
  - PRESENTING SPONSOR CREDIT IN ALL PROMOTIONAL CAMPAIGNS AND PRESS RELEASES
- PREMIER RECOGNITION:
  - LIVE ACKNOWLEDGMENT FROM THE HOST(S) DURING THE EVENT
  - OPPORTUNITY FOR A COMPANY REPRESENTATIVE TO ADDRESS THE CROWD
- UNMATCHED EXPOSURE:
  - FEATURED DIGITAL ADVERT DISPLAYED PROMINENTLY DURING THE EVENT
  - LOGO FEATURED ON THE PHILADELPHIA UNION FOUNDATION WEBSITE

## \$15,000 | PLATINUM SPONSOR

ENJOY PROMINENT BRANDING AND VIP ACCESS AS A KEY SUPPORTER OF THIS PRESTIGIOUS EVENT.

**\*\*LIMITED OPPORTUNITY – ONLY 3 PACKAGES AVAILABLE\*\***

- PREMIUM SEATING: 1 VIP TABLE (10 SEATS TOTAL) + 2 EXCLUSIVE VIP SEATS AT THE HONOREE'S TABLE
- ELITE NETWORKING: ACCESS TO THE EXCLUSIVE VIP COCKTAIL RECEPTION WITH HONOREE(S) FOR ALL GUESTS
- STRATEGIC BRAND ALIGNMENT:
  - SUPPORTING SPONSOR OF THE PHILADELPHIA UNION FOUNDATION RED CARPET PHOTO BOOTH ACTIVATION
  - ON-SITE BRANDING AND ACTIVATION OPPORTUNITIES
  - PROMINENT LOGO PLACEMENT ON EVENT MARKETING MATERIALS, SIGNAGE, AND DISPLAYS
  - INCLUSION IN EVENT PRESS RELEASES AND PROMOTIONAL MATERIALS
- RECOGNITION:
  - LIVE ACKNOWLEDGMENT FROM THE HOST(S) DURING THE EVENT
  - DIGITAL ADVERT DISPLAYED DURING THE EVENT
- ONLINE PRESENCE: LOGO FEATURED ON THE PHILADELPHIA UNION FOUNDATION WEBSITE

# SPONSORSHIP LEVELS

## \$10,000 | GOLD SPONSOR

ELEVATE YOUR BRAND WITH SIGNIFICANT EXPOSURE AND EXCLUSIVE VIP PERKS.

**\*\*EXCEPTIONAL VALUE – ONLY 5 PACKAGES AVAILABLE\*\***

- VIP ACCESS: 1 VIP TABLE (10 SEATS TOTAL)
- NETWORKING OPPORTUNITIES: EXCLUSIVE VIP COCKTAIL RECEPTION WITH HONOREE(S) FOR ALL GUESTS
- POWERFUL BRANDING:
  - ON-SITE BRANDING AND ACTIVATION OPPORTUNITIES
  - LOGO PROMINENTLY DISPLAYED ON EVENT SCREENS AND MATERIALS
  - INCLUSION IN EVENT PRESS RELEASES AND PROMOTIONS
- RECOGNITION:
  - LIVE ACKNOWLEDGMENT DURING THE EVENT BY THE HOST(S)
  - DIGITAL ADVERT DISPLAYED DURING THE EVENT
- ONLINE PRESENCE: LOGO FEATURED ON THE PHILADELPHIA UNION FOUNDATION WEBSITE

## \$5,000 | SILVER SPONSOR

MAKE A MEANINGFUL CONTRIBUTION WHILE SHOWCASING YOUR BRAND TO A TARGETED AUDIENCE.

**\*\*HIGH IMPACT, ACCESSIBLE OPPORTUNITY – ONLY 5 PACKAGES AVAILABLE\*\***

- EXCLUSIVE TABLE ACCESS: 1 STANDARD TABLE (10 SEATS TOTAL)
- ON-SITE BRANDING:
  - LOGO DISPLAYED PROMINENTLY ON EVENT SCREENS AND MATERIALS
  - ON-SITE BRANDING AND ACTIVATION OPPORTUNITIES
- ONLINE PRESENCE: LOGO FEATURED ON THE FUNDRAISING WEBSITE AND PHILADELPHIA UNION WEBSITE

## \$3,500 | STANDARD TABLE

**\*\* 20 PACKAGES AVAILABLE\*\***

- 1 STANDARD TABLE OF 10 SEATS

<b>DELIVERABLES</b>	<b>PRESENTING SPONSOR \$20,000</b>	<b>PLATINUM SPONSOR \$15,000</b>	<b>GOLD SPONSOR \$10,000</b>	<b>SILVER SPONSOR \$5,000</b>
<b>PRESENTING SPONSOR CREDIT</b>	X			
<b>RED CARPET PHOTO BOOTH ACTIVATION SPONSOR</b>	<b>LEAD SPONSOR</b>			
<b>VIRTUAL REALITY ACTIVATION SPONSORSHIP</b>	<b>LEAD SPONSOR</b>	<b>SUPPORTING SPONSOR</b>		
<b>VIP SEATS AT HONOREE'S TABLE</b>	<b>2 GUESTS</b>	<b>2 GUESTS</b>		
<b>LOGO ON ALL PROMOTIONAL MATERIALS</b>	X	X		
<b>DIGITAL STATIC ADVERT DISPLAYED DURING THE EVENT</b>	X	X		
<b>EXCLUSIVE VIP COCKTAIL RECEPTION WITH HONOREES</b>	<b>ALL GUESTS</b>	<b>ALL GUESTS</b>	<b>ALL GUESTS</b>	
<b>INCLUSION IN PRESS RELEASE</b>	X	X	X	
<b>LIVE RECOGNITION FROM EVENT HOSTS</b>	X	X	X	
<b>ON SITE BRANDING</b>	X	X	X	X
<b>LOGO FEATURED ON THE PHILADELPHIA UNION FOUNDATION WEBSITE</b>	X	X	X	X
<b>LOGO ON MARKETING CAMPAIGNS AND ON SCREENS AT EVENT</b>	X	X	<b>SCREENS ONLY</b>	<b>SCREENS ONLY</b>



# THANK YOU

THANK YOU FOR CONSIDERING THE PHILADELPHIA UNION FOUNDATION  
AS YOUR NEXT SPONSORSHIP OPPORTUNITY

PLEASE DO NOT HESITATE TO CONTACT US WITH ANY QUESTIONS:  
ALYSSA RADU | [ARADU@PHILADELPHIAUNION.COM](mailto:ARADU@PHILADELPHIAUNION.COM)

## PHILADELPHIA UNION FOUNDATION BOARD

HAYES HUNT, BOARD CHAIRMAN

JEAN BLEY

BRIAN BORRADAILE

DANA CONNORS

NICOLE FANCHER

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