



SPONSORSHIP OPPORTUNITIES

TAKING YOUR MARKETING TO THE NEXT LEVEL

2023/24



ABOUT US

LATDP Elite is an affiliate program of the Houston Dynamo Academy that provides high-level players (U13 – U19) in Louisiana with the chance to train with and play against the best players and teams in the country under the direction of highly qualified coaches. Elite players from a pool of 9,500+ members from hub locations in Baton Rouge, Lafayette, and New Orleans will come together to form teams to provide players with a greater prospect of identification in all levels of play.

BOYS PROGRAM – LATDP ELITE (MLS NEXT)

The LATDP Elite boys teams (U13 – U19) will compete in the Frontier League of MLS NEXT against the top players and teams in the region and country. Participation in LATDP Elite will be in place of the club team for full-time roster players. Part-time players will participate with their club team when not playing for LATDP Elite.

GIRLS PROGRAM – LATDP ELITE

The LATDP Elite girls (U13 – U19) will compete in the Frontier League of the Girls Academy against the top female players and teams in the country. Participation in LATDP Elite will be in place of club soccer for full-time roster players.



»»» ABOUT US

LATDP Elite is an affiliate program of the Houston Dynamo Academy that provides high-level players (U13 – U19) in Louisiana with the chance to train with and play against the best players and teams in the country. Elite players from a pool of 9,500+ members from hub locations in Baton Rouge, Lafayette, and New Orleans will come together to form teams to provide players with a greater prospect of identification at all levels of play.

The boys' program competes in MLS NEXT, the highest level of play for boys in the country. The LATDP Elite girls play in Girls Academy against some of the top clubs in the country.

Players will train under the direction of highly skilled, experienced coaches with USSF and/or UEFA B licenses and higher. Players will train 4x per week with sessions at nearby hub clubs (Baton Rouge, Lafayette, and New Orleans; looking to incorporate more clubs) and team practices in Baton Rouge, LA.

OUR MISSION

The purpose of LATDP is to assemble elite players to provide them with greater exposure to higher-level training and playing opportunities, and an increased prospect of identification.

MLS NEXT TEAM

Program Director- **Joan Oliva**

Assistant Program Director- **Keir Hannity**

MLS NEXT TEAM

Program Director- **Kiran Booluck**

Assistant Program Director- **Bobby Valesquez**



THE GROWTH OF THE GAME

- Soccer is more popular in the US now more than at any time in history.
- According to a recent study by Two Circles, soccer rates as the third favorite sport among American fans aged 6-24 (behind only football and basketball).
- A 2018 Gallup poll pegged it as the second most popular sport to watch (tied with basketball) among 18-34-year-olds.
- America's support and investment will continue as we prepare to co-host the 2026 FIFA World Cup™, the world's largest football event.



SOURCE: https://sports.yahoo.com/soccer-ventures-explosive-growth-latest-105519693.html?soc_src=social-sh&soc_trk=ma





OUR COMPETITION

FRONTIER DIVISION



★ GLOBAL FOOTBALL ★
INNOVATION ACADEMY



LATDP Elite plays home games in Baton Rouge, New Orleans, and Lafayette. Away games take place in Dallas, Austin, San Antonio, Houston, Edinburg, Denver, Kansas City, and San Antonio. Teams also participate in showcase events around the country (i.e. Las Vegas, Los Angeles, Phoenix, Nashville).



BOYS JERSEY FRONT SPONSORSHIP

\$50,000 ANNUALLY



AWAY



HOME



ALTERNATE



LATDP Elite attracts high-level players in Louisiana and surrounding states to play in the highest levels of youth soccer the country has to offer. The boys' teams will compete in the Frontier League of MLS NEXT, the nation's leading youth soccer league in the nation.

Your company logo will appear on the front of both Game Day Uniforms. A premier logo feature on A-frame pop-up signs will be on display near the team bench for each LATDP Elite home and away game. Your company's logo will also appear on the home page of latdpeelite.com as the title sponsor of the LATDP Elite boys' program.



BOYS JERSEY BACK SPONSORSHIP

\$30,000 ANNUALLY



AWAY



HOME



ALTERNATE



Your company logo will appear on the back of both Game Day Uniforms. A secondary logo feature inclusion on A-frame pop-up signs will be on display near the team bench for each LATDP Elite home and away game. Your company's logo will also appear on the home page of latdpelite.com as a primary sponsor of LATDP Elite.



BOYS JERSEY SLEEVE SPONSORSHIP

\$15,000/SIDE ANNUALLY



AWAY



HOME



ALTERNATE



Your company logo will appear on your choice of the left, right or both sleeves of both Game Day Uniforms. A secondary logo feature will be included on A-frame pop-up signs that will be on display near the team bench for each LATDP Elite home and away game. Your company's logo will also appear on the home page of latdpeelite.com as a secondary sponsor of LATDP Elite.



BOYS PRACTICE JERSEY BACK OR FRONT SPONSORSHIP

\$25,000 FOR FRONT



\$15,000 FOR BACK ANNUALLY PER TEAM

PRACTICE JERSEY



This sponsorship is for the placement of your company's logo (full color) on the back of the practice jersey. Age groups range from U13 boys to U19 boys. Placement is subject to availability.

Practice jerseys are worn on Tuesday and Thursday at practice sessions held at Burbank Soccer Complex. On Wednesdays, players will wear the practice tops at their respective hub locations in Baton Rouge, New Orleans, and Lafayette. Teams will also wear practice jerseys during warm-ups at every home and away game. This current sponsorship will run through the remainder of the 2023/24 season and the entirety of the 2024/25 season.



OUR COMPETITION

FRONTIER CONFERENCE



LATDP Elite plays home games in Baton Rouge, Shreveport, Lafayette, and Houston. Away games take place in Austin, San Antonio, Houston, St. Louis, and San Antonio. Teams also participate in showcase events around the country (i.e. Las Vegas, Los Angeles, Boston).



GIRLS JERSEY FRONT SPONSORSHIP

\$50,000 ANNUALLY



AWAY



HOME



KEEPERS



LATDP Elite attracts high-level players in Louisiana and surrounding states to play in the highest levels of youth soccer the country has to offer.

Your company logo will appear on the front of both Game Day Uniforms. A premier logo feature on A-frame pop-up signs will be on display near the team bench for each LATDP Elite home and away game. Your company's logo will also appear on the home page of latdpelite.com as the title sponsor of the LATDP Elite girls' program.



GIRLS JERSEY BACK SPONSORSHIP

\$30,000 ANNUALLY



AWAY



HOME



KEEPERS



Your company logo will appear on the back of both Game Day Uniforms. A premier logo feature on A-frame pop-up signs will be on display near the team bench for each LATDPELITE home and away game. Your company's logo will also appear on the home page of latdpeelite.com as a primary sponsor of the LATDPELITE girls' program.



GIRLS JERSEY SLEEVE SPONSORSHIP

\$10,000/SLEEVE ANNUALLY



AWAY



HOME



KEEPERS



Your company logo will appear on the right sleeve of both Game Day Uniforms. A premier logo feature on A-frame pop-up signs will be on display near the team bench for each LATDP Elite home and away game. Your company's logo will also appear on the home page of latdpeelite.com as a secondary sponsor of the LATDP Elite girls' program.



GIRLS PRACTICE JERSEY BACK OR FRONT SPONSORSHIP

\$25,000 FOR FRONT



\$15,000 FOR BACK ANNUALLY PER TEAM

PRACTICE JERSEY



This sponsorship is for the placement of your company's logo (full color) on the back of the practice jersey. Age groups range from U13 boys to U19 girls. Placement is subject to availability.

Practice jerseys are worn on Tuesday, Wednesday, and Thursday practice sessions held at Burbank Soccer Complex. Teams will also wear practice jerseys during warm-ups at every home and away game. This current sponsorship will run through the 2025/26 season.



BOYS & GIRLS SCHOLARSHIP AID SPONSOR

**\$50,000 BOYS +
\$50,000 GIRLS**

PROVIDES ASSISTANCE FOR 50 PLAYERS EACH



LATDP Elite exists is to assemble the best talent of youth soccer players in the region to compete at the highest levels of play. In order to afford players this opportunity, LATDP Elite requires the support of donors to provide financial assistance for those players unable to afford club fees. These fees include costs such as league dues, field usage, referees, and coaching salaries. Your support could be exactly what a player needs to advance his or her career.

All contributors will be recognized on a donorship page on latdpelite.com.

Numerous opportunities exist to help craft an equitable exchange for large donations of scholarship support. Contact Louie Smothermon at lsmothermon@brsoccer.org to learn more.