



2025

SPONSORSHIP PACKAGE

INSPIRE PLAYERS. ELEVATE PEOPLE.

Developing a first class football club that will provide the tools for everyone to succeed in the beautiful game.

Sponsorship enquiries: sponsorship@pinnaclesfc.ca

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EXECUTIVE SUMMARY

Thank you for your interest in supporting Pinnacles FC.

We are embarking on a transformative chapter in our club's history. With a renewed vision and unwavering commitment, we aim to set a new standard of excellence for soccer in Penticton and the South Okanagan. Under our new mantra, "Inspire players, elevate people," we are redefining what it means to be part of a soccer club, one that builds better athletes, stronger individuals, and a more connected community.

Through a love of the game and our innovative football philosophy, we inspire children to reach their personal goals.

Our goal is to re-establish Pinnacles FC as the hub of soccer excellence and a beacon for aspiring athletes across British Columbia's interior. Pinnacles FC is building something extraordinary—a community that stands together, thrives together, and achieves greatness together.

This is more than soccer. This is The Pinnacles Way.

Andrew Stevenson

Technical Director



ABOUT PINNACLES FC

Pinnacles FC was started in Penticton in 1954 by passionate local leaders wanting to coach young athletes in the fundamentals of soccer. Today, our club has grown to over 1,600 players and their families, supported by a highly engaged network of parents, coaches and community coordinators. Pinnacles FC is the leading soccer club in the south Okanagan, serving the following communities:

- Peachland
- Summerland
- Penticton
- Keremeos
- Oliver
- Osoyoos



Additionally, through our competitive teams our soccer brand also reaches

- West Kelowna
- Kelowna
- Lake Country
- Kamloops
- Vernon
- Salmon Arm
- Revelstoke

ABOUT PINNACLES FC

Programming

We offer Penticton and the south Okanagan a comprehensive mix of Recreational, Development, Competitive and Academy teams.

At the core of The Pinnacles Way, we prioritize skill, creativity, and accountability, cultivating a lifelong love for the game. Our player development pathway is meticulously designed for long-term growth, emphasizing a strong technical foundation and the ability to adapt to the demands of the modern game.

PINNACLES FC CLIMB THE MOUNTAIN



PFC ACADEMY
U6+ (2019 AND OLDER)
ELEVATE YOUR GAME



From their earliest steps in soccer, players are immersed in a development environment that emphasizes mastery of the ball, a deep connection to their teammates, and a profound love for their club and community.

OUR IMPACT & AUDIENCE REACH

1,300

Total number of players currently enrolled and attending PFC programs.

40

Total number of teams with age groups ranging from under 5's to under 18's.

10

Total number of communities currently running PFC programs.

500

Average competitive game jamboree attendance in 2024.



WHY SPONSOR PINNACLESFC?



PENTICTON



TOYOTA



Past and current sponsors

AMPLIFY BRAND VISIBILITY

Your brand will be front and center at highly attended local events, ensuring your logo is seen by thousands of engaged families and community members throughout the Okanagan every season.

PENETRATE IMPORTANT LOCAL MARKETS

Deepen your roots in key Okanagan markets by engaging with a well-respected community institution.

REACH DECISION MAKERS

Directly connect with a dedicated audience of local families, ensuring that your marketing efforts resonate with the very consumers who matter most to your business.

DEMONSTRATE YOUR BRAND'S VALUES

Align your brand with the passion of youth sports, demonstrating your commitment to nurturing future champions and empowering local communities.

DO GOOD IN YOUR COMMUNITIES

Sponsorship is vital to the sustainment of local sports clubs in your community. Your sponsorship of PinnaclesFC ensures youth have access to a healthy, supportive environment that builds their skills, teamwork, confidence and resilience.

TIERED SPONSORSHIP PACKAGES

PLATINUM

**HIGH
PERFORMANCE
VISIBILITY AND
ENGAGEMENT**

**\$15,000 (1yr)
\$25,000 (2yr)**

- Competitive Team Kits:**
Premium logo placement
on front of all team jerseys.

ADDITIONAL BENEFITS

INDOOR PRESENCE (Adidas Complex)

- Prominent signage in Dome Lounge + PFC office window wrap
2 x teardrop flag package, to be positioned prominently at all
practice and home game days

OUTDOOR SIGNAGE

- Co-branding on prominent Channel Parkway signage year-round.

VIP ENGAGEMENT

- Recognition as the premium sponsor at tournaments, award
ceremonies, and community events hosted by the club.
- Opportunity to host a booth, vehicle showcase or direct
engagement activities at all club events.

DIGITAL BRANDING

- Tier 1 website presence,
- Branded posts in social media (reach: 2.4K) PLUS 3 x cross-promo
posts p/y
- All monthly and promotional email newsletters (reach: 1,800)

TIERED SPONSORSHIP PACKAGES

SILVER

BRAND PRESENCE AMPLIFIER

\$8,000 (1yr)

- Competitive Team Kits:**
Sleeve logo placement
on front of all team jerseys.

ADDITIONAL BENEFITS

INDOOR PRESENCE (Adidas Complex)

- Prominent signage in Dome Lounge

VIP ENGAGEMENT

- Recognition as a sponsor at tournaments, award ceremonies, and community events hosted by the club.
- Opportunity to host a booth, or direct engagement activities at all club events.

DIGITAL BRANDING

- Tier 1 website presence
- Branded posts in social media (reach: 2.4K) PLUS 3 x cross-promo posts p/y
- Logo included in all monthly and promotional email newsletters (reach: 1,800)



TIERED SPONSORSHIP PACKAGES

BRONZE

**LOCAL
COMMUNITY
RECOGNITION**

\$2,000 (1yr)

ADDITIONAL BENEFITS

EVENT ENGAGEMENT

- Opportunity to host a booth, or direct engagement activities at all club events.

DIGITAL BRANDING

- Logo and link featured on Club website
- Social media recognition (reach: 2.4K)
- Logo included in all monthly and promotional email newsletters (reach: 1,800)

TIERED SPONSORSHIP PACKAGES

ACADEMY

**ALIGN YOUR
BRAND WITH
OUR BEST**

\$4,000* (1yr)

Our year-round skills Academy is the next step towards Elite playing for our high performance athletes.

NAMING RIGHTS

It's simple. We'll call it

**“The
[*your brand here*]
Academy”.**

EVENT SPONSORSHIP:

Onsite signage

- 2 x A-frame signage prominently displayed at the field entrance.

Onsite engagement

- Opportunity to host a booth, provide samples, or other direct engagement activities.

Digital branding

- Logo on website Academy landing page, social media engagements featuring regular skills videos (reach: 2.4K).

*Sponsor assumes costs for production of onsite brand items.

TIERED SPONSORSHIP PACKAGES

SOCCER CAMPS

OWN THE DAY

\$1,000* (all camps)
\$250* (per camp)

NAMING RIGHTS

“Presented by” naming opportunity with the Pinnacles for each camp.

EVENT SPONSORSHIP:

Onsite signage: High brand visibility at check-in desk, attended by all players and families.

Onsite engagement: Opportunity to host a booth, provide samples, or other direct engagement activities.

Digital branding: Logo on website landing page, social media engagements (reach: 2.4K), and email promotions (reach: 1,800).

*Sponsor assumes costs for production of onsite brand items.

TIERED SPONSORSHIP PACKAGES

ID CAMPS

OWN THE DAY

\$2,000*

This is your opportunity to own the day as the exclusive sponsor of our highly attended ID camp.

NAMING RIGHTS

“Presented by” naming opportunity with the Pinnacles.

EVENT SPONSORSHIP:

Onsite signage: High brand visibility at check-in desk, attended by all players and families.

Onsite engagement: Opportunity to host a booth, provide samples, or other direct engagement activities.

Digital branding: Logo on website landing page, social media engagements (reach: 2.4K), and email promotions (reach: 1,800).

*Sponsor assumes costs for production of onsite brand items.

PARTNERSHIP & IN-KIND OPPORTUNITIES

01 PARTNERSHIP

In-kind sponsorships are a great way to support the club and players of your community. For your generosity we'll work to get your brand out in front of our players, families and community.

If you can support Pinnacles FC with any of the following, let's discuss a partnership that works for everyone.

02 OPPORTUNITIES

- Sports equipment
- Sports apparel
- Hospitality
- Video production
- Marketing services
- Media advertising and support (radio, billboards, website referrals)
- Discounts to your business's products or services



NEXT STEPS

WE APPRECIATE YOUR CONSIDERATION OF THIS OPPORTUNITY TO INVEST IN THE FUTURE OF LOCAL SOCCER AND THE COMMUNITY WE LIVE & PLAY IN.

For sponsorship enquiries, please email sponsorships@pinnaclesfc.ca





PINNACLES FC

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www.pinnaclesfc.ca