



2025-26  
**MEDIA KIT**



## **CONDORS FC MEDIA KIT**

### **Who We Are**

Condors FC is a grassroots soccer club based in Kelowna, built on community, culture, and consistency. Since its inception in August 2023, the club has developed a competitive team with an engaged online following and presence in local soccer leagues.

### **Condors FC by the Numbers**

- 25,000+ monthly social media impressions (Instagram, TikTok, YouTube)
- 550+ Instagram followers
- 350+ monthly interactions on Instagram
- 370+ active users to our website (CondorsFC.com)
- 500+ people reached in-person per year (league teams and players, referees, and fans)
- 30+ matches per year (indoor and outdoor leagues)
- 150+ original content pieces per year (matchday previews, results, player of the game, highlights, player interviews, etc.)

### **Brands We've Worked With**

- North Kelowna Auto
- Torontana
- Bynchy
- Biosteel (as part of their team sponsorship program)

## **Sponsorship Tiers – 2025-26 Season (October 2025 – September 2026)**

### **Community Partner - \$350**

*For small businesses looking to support a local grassroots team.*

This entry-level tier is perfect for sponsors who want to align themselves with Condors FC's growing presence in the Okanagan. Community Partners get exposure through our Instagram shoutouts and website placement. It's a budget-friendly way to back a club that's all about growing the game in Kelowna.

Includes:

- 1x Instagram post revealing our newest sponsors
- Logo included in all Match Preview and Match Result Instagram posts (x60 total/year)

- Logo, paragraph about your business, and link to your website on the CondorsFC.com sponsor page
- End-of-season sponsor thank you post

Reach: ~2,500 – 3,000 impressions/month

### **Standard Team Sponsor - \$750**

*Ideal for businesses ready to make a significant impact on our club and connect with our engaged local audience.*

This tier offers increased visibility across our social media and events. Standard Team Sponsors get Instagram and website exposure, as well as being featured on our jerseys and YouTube channel.

Includes:

- Logo on jersey sleeve or back (depending on business logo design)
- 1x Instagram post revealing our newest sponsors
- Logo included in all Match Preview and Match Result Instagram posts (x60 total/year)
- Logo, paragraph about your business, and link to your website on the CondorsFC.com sponsor page
- Logo featured on all our full-match recordings which are posted to YouTube
- “Proud Sponsor of Condors FC” digital badge provided for your website
- Quarterly shoutout to your business on our Instagram Story
- 1x Condors FC Official Team Hoodie
- End-of-season sponsor thank you post

### **Premium Team Sponsor - \$2000**

*For businesses ready to partner with us as our lead sponsor. Full integration with the Condors FC brand.*

Premium Team Sponsors get Instagram, YouTube, and website exposure, as well as being the primary sponsor on our jersey. Whenever our team is mentioned, we will make sure that your business is included.

Includes:

- Logo on jersey front
- 1x Instagram post revealing your business as our lead sponsor
- Logo included in all Match Preview and Match Result Instagram posts (x60 total/year)
- Logo, paragraph about your business, and link to your website on the CondorsFC.com sponsor page

- Logo featured on all our full-match recordings which are posted to YouTube
- Official sponsor of our Man of the Match posts (i.e., Weekly @yourbusiness Man of the Match)
- “Proud Sponsor of Condors FC” digital badge provided for your website
- Monthly shoutout to your business on our Instagram story
- The team registers with its leagues with your business name included (i.e., YOUR BUSINESS NAME CONDORS FC)
- 1x Condors Official Team Hoodie
- 1x Condors Lifestyle T-Shirt
- End-of-season sponsor thank you post