

COMMUNITY PARTNERSHIPS



MORE THAN JUST A GAME



WORDS OF WISDOM

Very excited to have found this place. My son looks forward to soccer class every week! Thank you coaches Jesus and Christian for welcoming my little one!

Nancy Bee - HPA Member

(GOOGLE REVIEW)

We, in the Central Valley region of Learn4Life, had a wonderful experience with the HPA soccer venue. The staff and facility were always ready to provide all services for our student/athletes. It was organized well and I would highly recommend a season of indoor soccer at HPA. Our staff and students are eager to begin a new year.

Ronaldo Gonzalez - Learn4Life Director

"Learn4Life is proud to partner with HPA. This partnership gives our students the opportunity to experience accountability to a team, goal setting and the benefits of physical fitness-all valuable lifelong lessons."

Shellie Hanes, Learn4Life Area Superintendent, North Region.



PROFILE

- Established in 2012, HPA is the most advanced and comprehensive soccer organization in the state of California. It gives soccer players in the Central Valley to have access to world-class programming and events!
- Our aim is to provide life-changing opportunities for youth and adults through the sport.
- At the youth level, to maximize the player's development, we provide each player with coaching, age-specific skill and technique programs, video analysis, advice from professional players, and guidance outside of the soccer field. Not only do we focus on the player's aspect of the game, but also the academic part. A true student-athlete, players need to understand that they are a student first and that their first priority is to obtain an education that is important to their success.
- Former Official Camp & Clinic Partner of USL Pro team, Fresno Football Club.
- Former Official Camp & Clinic Partner of top professional clubs in the world, FC Bayern Munich.
- Bringing Adults together, Joga 559 is used as an inspiration platform to bring professionally organized soccer events to the Central Valley and beyond.
- Created Plug Athletics, a Day & schools out Sports Camp

TRUSTED BY:

We are extremely fortunate to have leading global and community-oriented organizations that have supported our events & programs. Together we have made a prominent impact on improving the quality of life while empowering our future generations!



HPA

HPA Soccer is the preferred and leading organization for more than 10,000 youth and adult participants since birth. Regardless of level, age, and experience, HPA provides a world-class experience not only for our members but also for all of the attendees of the events we create for global, national, state, and local brands!



OUR AVATAR



01. Youth

Being the only Club Neautural soccer organization in the Central Valley, HPA has grown to new heights where players from our the Central Valley come join our programming while still being able to represent their perspective club(s).

02. Adults

HPA is really all-generational programming! From being a parent of HPA kids to participating in our Adult Soccer Leagues & Tournaments, HPA's partnerships really benefit from our eco-system!



ORGANIC MEDIA

HPA has created over 400,000 impressions over the last 12 months and counting!

@hpanationdotcom

OVER 400,000 IMPRESSIONS SINCE JAN 2021

Insights Overview

You reached **+137%** more accounts compared to Sep 25 - Dec 23

Accounts reached	20.7K +137%	>
Accounts engaged	804 +71.7%	>
Total followers	1,677 +2.5%	>

HPA KIDS PRESENTED BY PARTNER

Become presenting sponsor of our future stars & leaders, or what we refer to them HPA Kids! With a total of 6 seasons of 8-week enrollments per year, we see over 3,000 students of ages 2-6 come through our programming!



SOCIAL MEDIA POST
EXAMPLE OF AN AWARD

BENEFITS:

- + Online/Social Marketing leading, during, and after the events will have the following:
 - + Logo Placement.
 - + Social Media Handles + Website Links
- + Awards & Certifications (Your company logo will be placed on awards and certifications given out to thousands of kids per year)
- + Your Company logo on the forefront of HPA Kids webpage with a direct link to your company
- + Be included in weekly newsletters to 10,000 + email recipients
- + Media Photo Banner (See next page for sneak-peek)



JERSEY SPONSOR

Exclusive

Option to become Jersey sponsors on our HPA Kids Kit

CURRENT



HPA KIDS KIT MOCK UP

**2022-
2024
SEAON
KIT**





www.hpanation.com

MEDIA PHOTO BANNER

Our Step & Repeat is a great opportunity for our brands to make an appearance on all photos and videos taken at the following events:

- + HPA Youth Leagues
- + HPA Kids
- + HPA Train
- + HPA Homeschool

Our banner will be located at our HPA Indoor Center!

www.hpanation.com

HPA YOUTH LEAGUES PRESENTED BY PARTNER

Become presenting sponsor of our HPA Youth Leagues! With a total of six seasons of eight weeks per year, 4,000+ athletes of ages 4-13 come through our facility to participate in the best indoor programming in the Central Valley !

BENEFITS:

- + Online/Social Marketing leading, during, and after the events will have the following:
 - + Logo Placement.
 - + Social Media Handles + Website Links
- + Awards & Certifications (Your company logo will be placed on awards and certifications given out to thousands of kids per year)
- + Your Company logo on the forefront of HPA Youth League webpage with a direct link to your company
- + Be included in 1000,000 + emails sent to our subscribers + members



JERSEY SPONSOR

Exclusive

Option to become Jersey sponsors on our HPA House Team Jerseys.

INDOOR FACILITY SIGNAGE




STREET BANNER

8' Foot Banner
Have a Proud Partner Custom Banner at the front of our high traffic street on Herndon & Minnewawa!



FIELD BOARDS

Dimensions
4' X 8' Dasher Boards



ADDITIONAL OPPORTUNITIES

SOCCER CAMPS/ CLINICS

COMMUNITY EVENTS APPEARANCES

SOCCER BALLS

FIELD NAMING RIGHTS

ADULT LEAGUES

SPORTS CAMPS

HPA FOUNDATION DONORS

“ Hear it from some of our members ”

“

Alex Looper

HPA offers the BEST group of coaches for youth soccer Fresno! They are amazing! The owner is the hardest worker I have ever met and really cares about the kids and the team. Their indoor soccer facility is perfect for birthday parties, and their soccer classes, soccer leagues, and soccer personal training is the best I have seen in the Central Valley! I highly recommended HPA to anyone who is looking for a fun and inviting place to take their children. Also, their elite adult soccer is no joke! Joga559 is the adult soccer and just hands-down the best! The recovery lab, soccer clinic for striking and community is

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Rafael Andrade

Our little Lollipop (2yr/3yr) son is very responsive to the activities set for soccer skills development. He is engaged and is constantly talking about his soccer team. The coaches are patient, adapt to the Childs temperaments and are very engaging. Great place to get your kids active and learn discipline while building their confidence.

”

“

Dresson Family

Both my girls played in the spring league and I have to say this is the most organized league in the valley! We have played in different leagues and this one is truly the BEST!!!! Every coach is motivating, friendly, fun, patient, sweet, hands on and overall EXCELLENT!! I have to give a special shout out to Coach Ivan, who every weekend went above and beyond for the players who were a little shy or scared to get out on the field and he made sure they were involved and having fun!

My girls learned so much and had so much fun in the short season and we can't wait for the fall season to start! I highly recommend this league to everyone!

Thank you High Performance Academy and coaches for such a great experience!!!

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INVESTMENT

HPA Kids Kit Sponsor

- Front Sponsor

1 DASHER BOARD

- One (1) 4' x 8' custom branded dasher board on one (1) soccer court
- Digital Media
- Logo and website link
- Social media announcement

3 Year Agreement Dasher Board Partnership

2022 – \$8,000

2023 – \$8,000

2024 – \$8,000

1 DASHER BOARD

- One (1) 4' x 8' custom branded dasher board on one (1) soccer court
- Digital Media
- Logo and website link
- Social media announcement

3 Year Agreement Dasher Board Partnership

2022 – \$3000

2023 – \$3000

2024 – \$3000

2 DASHER BOARDS

- Two (2) 4' x 8' custom branded dasher board on one (1) soccer court
- Digital Media
- Logo and website link
- Social media announcement

3 Year Agreement Dasher Board Partnership

2022 – \$5000

2023 – \$5000

2024 – \$5000

GET IN TOUCH



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