



# Tulip City United Soccer Club



# About the League



Tulip City United will be part of the United Premier Soccer League

- The UPSL is a full-season American adult professional soccer league founded in Santa Ana, CA, with teams in regionalized conferences throughout the entire United States.



# Purpose



- Holland is fertile ground for such a club, and Tulip City United is poised to capitalize on the impetus. The overarching purpose is to develop a national level soccer team which promotes Holland's passion for city and sport, fosters unity in our diverse community, and grows the number and skill of soccer players in Michigan.
- West Michigan is rapidly growing its local soccer clubs competing at the national level with the founding of Muskegon Risers, Kalamazoo FC, and Grand Rapids FC all within the last five years.



# Vision

Tulip City United has the potential to become a major part of the greater Holland community. It combines two great loves: the love of our city and the love of the beautiful game! The club is striving to:

- Create an exciting game day atmosphere that is accessible and attractive to all
- Build an organization that promotes community pride and unity
- Grow local diverse talent
- Help grow the culture of inclusion in Holland that engages young players in a lifelong love of the sport





# Values - Unity

- Holland is a socioeconomically diverse area. This wide range of diversity can make it difficult to unify the community without a shared interest. Soccer is gaining popularity at a feverish pace in the United States and is the most popular sport worldwide; it can break down ethnic, religious, and wealth divisions like nothing else. A passionate community building a club that represents Holland as a whole will unify everyone involved.





# Values - Growth

- As passionate people unite to make the club and the events great, people in the community who otherwise would not be engaged will want to join in the fun.

Children who see our players play their best and win for Holland will be inspired. With a supportive fan base, the club will be able to attract and retain great talent on the field.



# Values - Passion



- There is much to love about both Holland and soccer. Our club will foster an environment that encourages younger players to continually build their skills, draw a range of talent, and gives the people of Holland an outlet for their passion for the game of soccer.
- The club will radiate positivity, be highly involved in the community, volunteer at local events, and make game days community events that which draw people from all walks of life.



# What's in it for Sponsors:



- Being involved with this exciting initiative will allow your business to be even more visible in the community while forever having a stamp on Holland's soon-to-be biggest pride.
- Having your name associated with a live sport increases brand exposure.
- It will increase awareness of your services, products, etc.
- It will serve as an excellent opportunity to build good-will with the community.
- Your organization's name appears on the sponsorship page of the Club's website.
- Your organization's name appears in the media guide for every home game.

