

2025 Oakland Roots & Oakland Soul Sponsorship Proposal

MRL Subcommittee Meeting

December 20, 2024



Why Ava Sponsors Teams

Why Do Sports Sponsorships

- Increase brand awareness
- Inform customers about Ava services and programs through engaging activations
- Create brand luster by association with community events
- Meet our customers where they are (they might not be online)
- Boost in employee engagement and morale
- Strengthen local partnerships and alliances

Benefits of Ava's sponsorships have included a mix of:

- Booth activation at games
- Field signage
- Game tickets for Ava staff, also used as social media contest prizes, given to non-profit partners, etc.
- Social media posts about Ava by teams
- Game night including swag handout
- Player access/appearance
- Clock wrap and streaming ads on broadcasts
- PA announcements during games
- Ava's logo on the team jersey



Ava History of Sports Sponsorship

Ava has sponsored:

- Oakland Roots men's professional soccer team since its inception in 2018
- Oakland Soul women's professional soccer team since its inception in 2023
- Pleasanton RAGE women's professional soccer team since 2023
- Oakland Ballers minor league baseball team since its inception in 2024



About Oakland Roots Soccer Club (ORSC)

Oakland Roots

- Founded in 2018 (the same year Ava launched service) as a men's team
- Played their first season in 2019 in National Independent Soccer Association, a Division III league
- In 2021 they moved up to the Division II USL Championship league (top league is MLS)
- They play 34 games per year, and have played at Laney College (2019-2022), and Cal State East Bay (2023-2024)
- Will play next year at the Oakland Coliseum

Oakland Soul

- Launched in 2023 as a women's team in the USL-W league (top league is NWSL)
- Soul played at Merritt college in 2023 and 2024
- They will play at the Oakland Coliseum in 2025
- They play 12 games per season (6 at home)

ORSC plans to build a new stadium in the Malibu parking lot just south of Oakland Coliseum



Ava's Sponsorship of ORSC

Sponsorship history:

- 2019 - \$25,000
- 2020 - \$25,000
- 2021 - \$125,000 (moved up to USL)
- 2022 - \$125,000
- 2023 - \$125,000 (plus \$10k for soul)
- 2024 - \$196,000 (\$150k Roots/ \$46k Soul), first time with our logo on the jerseys

2024 Sponsorship Package

- Booth activation at games (average attendance 3,902 mens)
- Field signage
- Season tix available for Ava staff usage, give-aways
- Social media posts by teams about Ava
- Clock wrap and streaming ads
- PA announcements
- Back of jersey logo (players and fans)



2024 Assets

Booth with Ava staff



Branded scoreboard



Branded backdrop for photos



Clean & Green night



Social media



Liked by elcreator10 and others
oaklandroots Ava Community Energy has your back.
With us since the start, @poweredbyebce makes their mark as our first-ever back of jersey partner.
#KnowYourRoots

Field signage



2025 Proposed Sponsorship

- OFFICIAL PARTNER + IP RIGHTS
- PARTNER PAGES WITH LOGO LINK
- PRESS ANNOUNCEMENT
- BACK OF JERSEY
- MEDIA BACKDROP
- SOCIAL MEDIA “POWER” SERIES
- COLISEUM VIDEO BOARD + LED RIBBON
- FIELD BOARDS
- GAME DAY ACTIVATIONS + TICKETS
- PA ANNOUNCEMENTS DURING GAME
- DRONE LIGHT SHOW TITLE NIGHT
- UPCYCLED FASHION COMPETITION
- PRE-POST FAN SURVEY

Analysis

- Lower price point than last year’s sponsorship
- Upside potential of more fans at games
 - BART-accessible stadium
 - More seats (audience not limited by small stadium size)
- Larger stadium means better branding opportunity on large stadium screens
- Focus on in-game assets. We removed the streaming clock wrap and video ads - we think these have more value for a national brand

\$141,000 Roots

\$ 34,000 Soul

\$175,000 total



Next Steps

- Answer questions and solicit feedback from MRL subcommittee today about the proposed ORSC proposal
- Request Board approval at the January meeting
- If approved by Board, negotiate contract for 2025 season






Ava Community
Energy