



10 YEARS

2013

2023



YEARS





FORT WORTH VAQUEROS



FORT WORTH PROUD AND LOUD

THE VAQUEROS ARE ONE OF ONLY TWO MINOR LEAGUE SPORTS TEAMS IN FORT WORTH, THE 13-LARGEST CITY IN THE UNITED STATES. The 2023 season will mark the 10th season in Vaqueros history. The Vaqueros play in the National Premier Soccer League (NPSL).

FAN-CENTRIC TEAM

FORMED IN 2013, THE COMMUNITY-BASED CLUB WAS NAMED BY THE FANS, AND THE ICONIC LOGO WAS DESIGNED BY THE FANS. The Vaqueros played their first match on May 9, 2014, with an attendance of 2,778 supporters.





FORT WORTH VAQUEROS

NPSL

THE NATIONAL PREMIER SOCCER LEAGUE

THE NATIONAL PREMIER SOCCER LEAGUE (NPSL) IS THE LARGEST AND FASTEST-GROWING LEAGUE IN AMERICA WITH ALMOST 100 TEAMS IN THE 2022 SEASON.

Its standing in U.S. Soccer's developmental pyramid places its teams at the confluence of the amateur and professional game, providing one-of-a-kind opportunities to its players and coaches. With a nationwide geographic footprint and the ability of its teams to make direct and meaningful connections in their local communities, the NPSL is a unique platform to capitalize on grassroots opportunities while exhibiting its national strength.



THE LONE STAR CONFERENCE, part of the NPSL South Region, features Fort Worth, Denton, Lubbock, Irving, Midland, Temple, San Antonio, Austin, Houston, Laredo, and Brownsville.

Over the course of their history, Vaqueros have helped over 20 local players move up to higher level professional teams in the US & Internationally including Sweden, Italy & Germany.



FORT WORTH VAQUEROS

A LOOK BACK

Vaqueros averaged **OVER 2,000 FANS PER GAME** at LaGrave Field



YEAR 1 NAME ANNOUNCEMENT at historic Stockyards with city leadership and over 100 fans



Vaqueros **HOSTED TIGRES RESERVES FROM MEXICO** in front of close to 2,000 fans at Farrington Field.



Due to COVID-19, the NPSL season was canceled. Vaqueros joined other local teams to found and play in **THE ROJA LEAGUE**.



Vaqueros won the **LONE STAR CONFERENCE PLAYOFFS**, defeating Midland-Odessa 2-1.



We survived and advanced through the shutdown of 2020 and were able to once again compete in the NPSL.



We celebrated 9 years in Fort Worth with another great season.



We expect and predict a standout year for 2023, come join us and be a part of all the 10 year celebrations!



FORT WORTH VAQUEROS

COMMUNITY

IT'S IN OUR DNA - GIVING BACK TO OUR COMMUNITY IS **PRIORITY #1**

The Vaqueros have appeared in **OVER 100 COMMUNITY EVENTS EVERY YEAR** since our inception!

“The Fort Worth Vaqueros invest much in our community. Their work with youth and children is deeply appreciated. **HAVING A HOMETOWN SOCCER TEAM MAKES FORT WORTH EVEN MORE SPECIAL.** Fort Worth is a beautiful city that loves the beautiful game.”

Sal Espino
Former City Council Member





FORT WORTH VAQUEROS

OUR FANS
& SUPPORTERS

FAN DEMOGRAPHICS

45% White	70% Families
45% Hispanic	60% Ages 18-35 (Millennials)
10% Other	92% From Fort Worth



PANTHER CITY HELLFIRE

The Panther City Hellfire is the main supporters group of the Fort Worth Vaqueros FC. Included in this group are hundreds of fans, ages ranging from 18 through 49 and beyond, who passionately support their local soccer club - **COMMUNITY PRIDE!**





FORT WORTH VAQUEROS

INNOVATIVE IDEAS

VAQUEROS = INNOVATION

"The team jerseys served as our tickets and was **A GREAT SOURCE OF CAMARADERIE IN AND OUT OF THE ARENA.**"

Bill Brown
Season Seat Holder



"Two of my favorite things about being a Vaquero season ticket holder; **A NEW KIT EACH SEASON** that only season ticket holders have, and knowing that **I AM SUPPORTING MY LOCAL CLUB!** Vamos Vaqueros!"

Brian Ramsey
Season Seat Holder



FORT WORTH VAQUEROS

RECOGNITION IS OUR GAME

Fort Worth Vaqueros have earned Critic's Choice (2017), and back-to-back Reader's Choice (2018-2019) for **BEST SPORTS BARGAIN** in the Fort Worth Weekly Best Of Awards.



FORT WORTH
Weekly

ENTERTAINMENT & HONORS



Jamie Lovegrove (F) won **2018 NPSL NATIONAL GOAL OF THE YEAR** and **SOUTH REGION BEST XI FOR 2018/2019** honors.



Fort Worth Vaqueros (NPSL)

Vaquero is the Spanish word for "cowboy," and the name for this Texas team is a creative way to pay homage to the region's Mexican heritage and pastoral way of life. Another tidbit about the team: season ticket holders for the club don't get paper tickets, instead they receive an official Vaqueros jersey that provides them entrance to the match.

Fort Worth Vaqueros were named one of the most **CREATIVE TEAM NAMES IN AMERICAN SOCCER** by the soccer site *The 18.com*.



FORT WORTH VAQUEROS

THE JERSEY

THE JERSEY SHINES AS A SYMBOL OF THE COMMUNITY

As a Season Seat Holder, you will receive the Official Jersey for FREE as
this **ICONIC JERSEY BECOMES YOUR TICKET TO ALL GAMES.**





FORT WORTH VAQUEROS

SPONSORSHIP LOTTERY

OUR JERSEY, YOUR BUSINESS

EVERY CORPORATE PARTNER HAS A CHANCE TO BECOME THE OFFICIAL JERSEY SPONSOR. Your logo could be placed on the jersey or shorts for the entire season. The Vaqueros FC hold a special event where sponsors, fans and the team come together to reveal the new jersey for the upcoming season. The jersey sponsor is selected on that same night through the Jersey Sponsorship Lottery.

Every corporate partner who commits to a Sponsorship Package will receive an opportunity with their name inside to be part of the drawing. Miss Fort Worth then pulls the winning corporate partners out of a fishbowl.

The breakdown of the drawings is:

- DRAWING #1: Main Front of the 2023 Jersey
- DRAWING #2: Front of the 2023 Warm-Up Jersey
- DRAWING #3: Front of the 2023 Training Jersey

THE LARGER THE INVESTMENT, THE MORE LOTTERY BALLS THE PARTNER RECEIVES!





SPONSORSHIP OPPORTUNITIES

FORT WORTH VAQUEROS JERSEY* AND WARM-UP JERSEY* SPONSORSHIP



- 1 WINNER OF SPONSORSHIP LOTTERY DRAWING #1
- 2 WINNER OF SPONSORSHIP LOTTERY DRAWING #2
- 3 SHORTS SOLD TO JIM ZADEH 
- 4 - 7 JERSEY SPONSORSHIP LOCATION OPPORTUNITIES AVAILABLE FOR PURCHASE

*KIT DESIGNS ARE MOCKUPS ONLY FOR SPONSORSHIP OPPORTUNITY PLACEMENT. FINAL KIT STYLE AND DESIGN MAY DIFFER.



FORT WORTH VAQUEROS

PARTNERSHIP ELEMENTS

GAMEDAY EXPOSURE

Corporate Partners with Fort Worth Vaqueros FC receive a number of game-day benefits through exposure to our loyal and passionate local fanbase, as well as tickets to entertain clients and reward hard-working employees.

FIELD BOARD

Each company receives a custom-designed on-field sign board.

PA ANNOUNCEMENTS

Two in-game announcements, thanking your company as a Vaqueros FC sponsor.

SPONSOR TENT (OPTIONAL)

Partners are allowed to set up a company promo tent as part of the Vaqueros Village Interactive Zone at all home games.

BANNERS (OPTIONAL)

In addition to the sign board, partners are welcome to hang their company banner along the perimeter fencing at Farrington Field for additional exposure. Size TBD based on sponsorship investment.

TICKETS & VAQUEROS GEAR

Sponsorships include Vaqueros jerseys that serve as our season ticket entries, as well as individual game tickets and vouchers.



FORT WORTH VAQUEROS

PARTNERSHIP ELEMENTS

SOCIAL MEDIA BENEFITS - MORE DIGITAL EXPOSURE FOR YOUR BUSINESS

Partnering with the Fort Worth Vaqueros FC gains you access to our high impression and growing social media following, raising brand awareness and improving your web presence.



TWITTER

Vaqueros FC receives over 3.5 million impressions each year.



FACEBOOK

Vaqueros FC receives over 2 million impressions from our Facebook page postings.



OTHER SOCIAL MEDIA

Vaqueros FC have a growing influence on YouTube, Instagram and Snapchat.



WEBSITE

Your logo with a link to your website will increase your SEO and page rankings within searches. Also, Banner Ad opportunities are available.



NEWSLETTER

"Vaqueros Insider" e-newsletter reaches more than 7,500 fans with each weekly edition.



#WEAREFORTWORTH

"Vaqueros FC consistently uses this hashtag across all social media to reinforce a commitment to building the Fort Worth brand.



FORT WORTH VAQUEROS

EXPAND YOUR REACH

THE VAQUEROS ROUTINELY HOST AN EXHIBITION MATCH

This outreach element provides an additional opportunity for local players to play top players from around the world.



2015
RKU of Japan



2018
Mexican Club Tigres Reserves



2014
El Salvador U-21
National Team



2016
Mexican Clubs Monterrey Rayados and
Santos Laguna U-20 Teams

**GREAT TARGETED AND CUSTOMIZABLE SPONSORSHIP
ELEMENT/ASSET!**



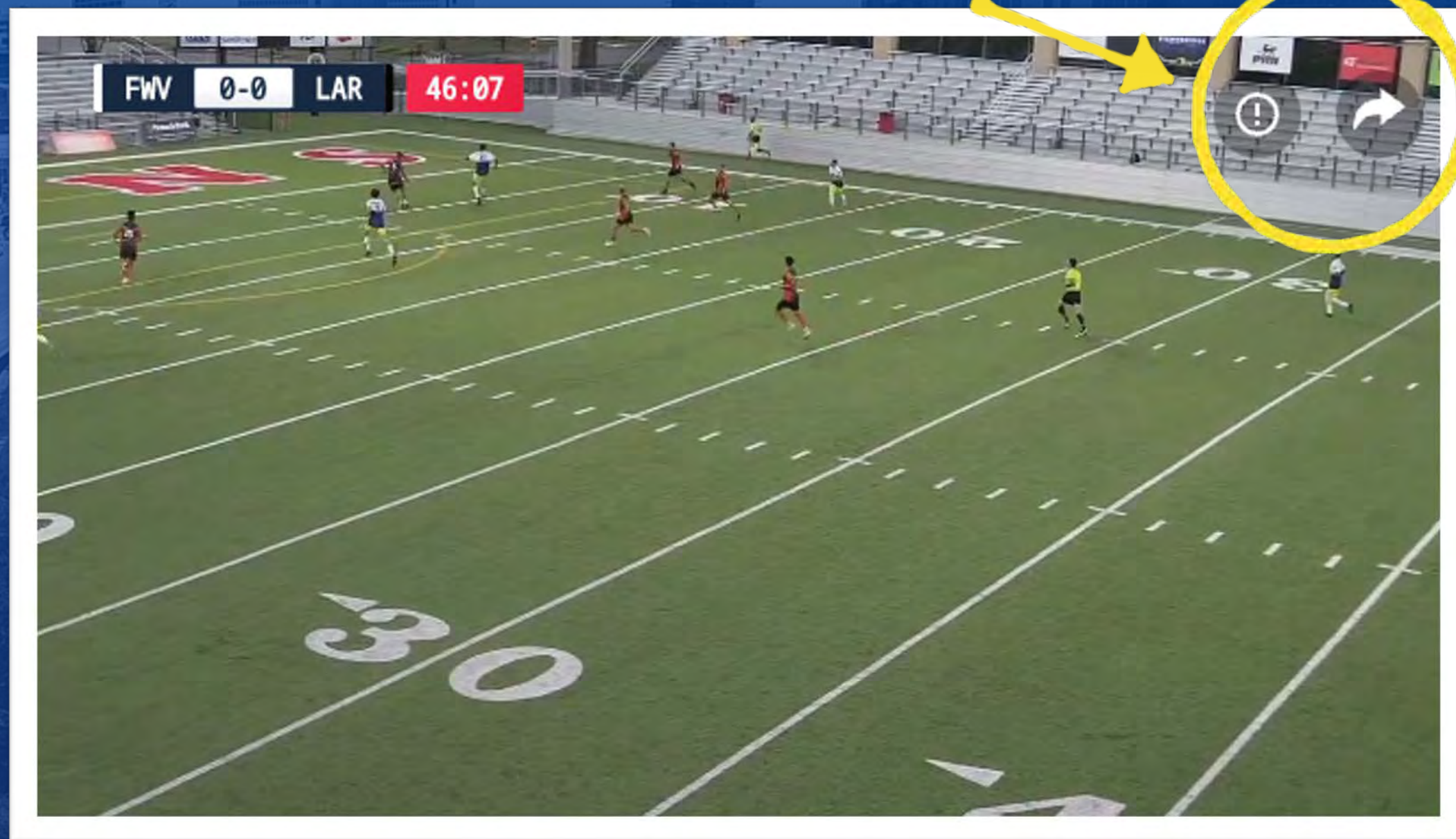
FORT WORTH VAQUEROS

DIGITAL BROADCAST

ADVERTISE VIA STREAMED MATCHES

AS A BROADCAST SPONSOR, YOUR LOGO WILL FEATURE ON MATCH STREAMS. IN 2022, TOTAL MATCH-STREAM VIEWS WERE 13.6K.

YOUR LOGO



Most Watched Events

#1		Fort Worth Vaqueros FC vs CF10 Houston FC Jun 9, 2022 19:30 PM
#2		Fort Worth Vaqueros FC vs Coyotes FC Jul 2, 2022 19:30 PM
#3		Fort Worth Vaqueros FC vs Lubbock Matadors SC May 14, 2022 19:30 PM
#4		Fort Worth Vaqueros FC vs Laredo Heat SC Jun 25, 2022 19:30 PM
#5		Fort Worth Vaqueros FC vs Irving FC May 18, 2022 19:30 PM

2022 MATCHES WERE STREAMED ON ELEVEN SPORTS

Facebook Live: facebook.com/fortworthvaqueros

youtube.com/user/ftvaqueros



FORT WORTH VAQUEROS

YOUTH DEVELOPMENT

DEVELOPING TOMORROW'S STARS TODAY

The Vaqueros vision is to create a FREE youth academy, so there would be no economic barrier for talented players. The pay-to-play system in the United States has long prevented the nation's top players from developing to their full potential.



BIGGEST NORTH TEXAS SOCCER CLUBS vs VAQUEROS

AGE GROUP					
PLAYER FEES U7 - U10	\$0	\$1,000+	\$1,000+	\$1,000+	\$1,000+
PLAYER FEES U11 - U19	\$0	\$3,000+	\$3,000+	\$3,000+	\$3,000+
PLAYER FEES FOR OTHER CLUBS U7 - U10	12 PLAYERS X \$1,000: \$12,000		PLAYER FEES FOR OTHER CLUBS U11 - U19		
			12 PLAYERS X \$3,000: \$48,000		

The majority of local clubs charge more than \$3,000 per year, which is clearly cost prohibitive to many families. The Vaqueros Academy covers the coaching fees, field rental and other expenses. The players are required to purchase their own uniform to ensure a level of personal investment in the program. However, we provide fundraising opportunities to defray the cost.

SPONSORSHIP OPPORTUNITIES AVAILABLE!



FORT WORTH VAQUEROS

VAQUEROS FIELD AT SYCAMORE PARK

STATE-OF-THE-ART TRAINING FACILITY

Through a partnership with the City of Fort Worth, four tennis courts built in 1915 were transformed into a state-of-the-art turf field in May 2018. The Academy became a dream come true.

FIELD NAME SPONSORSHIP OPPORTUNITY

“YOUR BUSINESS NAME” FIELD AT SYCAMORE PARK

The longer the commitment, the better the savings!

Be the first to sponsor this state-of-the-art training facility that hosts the free Vaqueros Youth Academy, the Liga 7 Adult League and more!





FORT WORTH VAQUEROS

OUR COMMUNITY

HOW DO YOU PLAN TO CONNECT WITH YOUR COMMUNITY?

By partnering with Fort Worth Vaqueros, you can use the world's most popular game to market your company's products and services while giving back to the community on a meaningful, grassroots level. Join the Vaqueros Family, which includes global brands, Fort Worth businesses, neighborhood restaurants, bars and shops. You will help provide opportunities for local aspiring professional players while inspiring the next generation of players and Fort Worth youth. Your support of the Fort Worth Vaqueros can change lives...

... all under one theme: **COMMUNITY.**

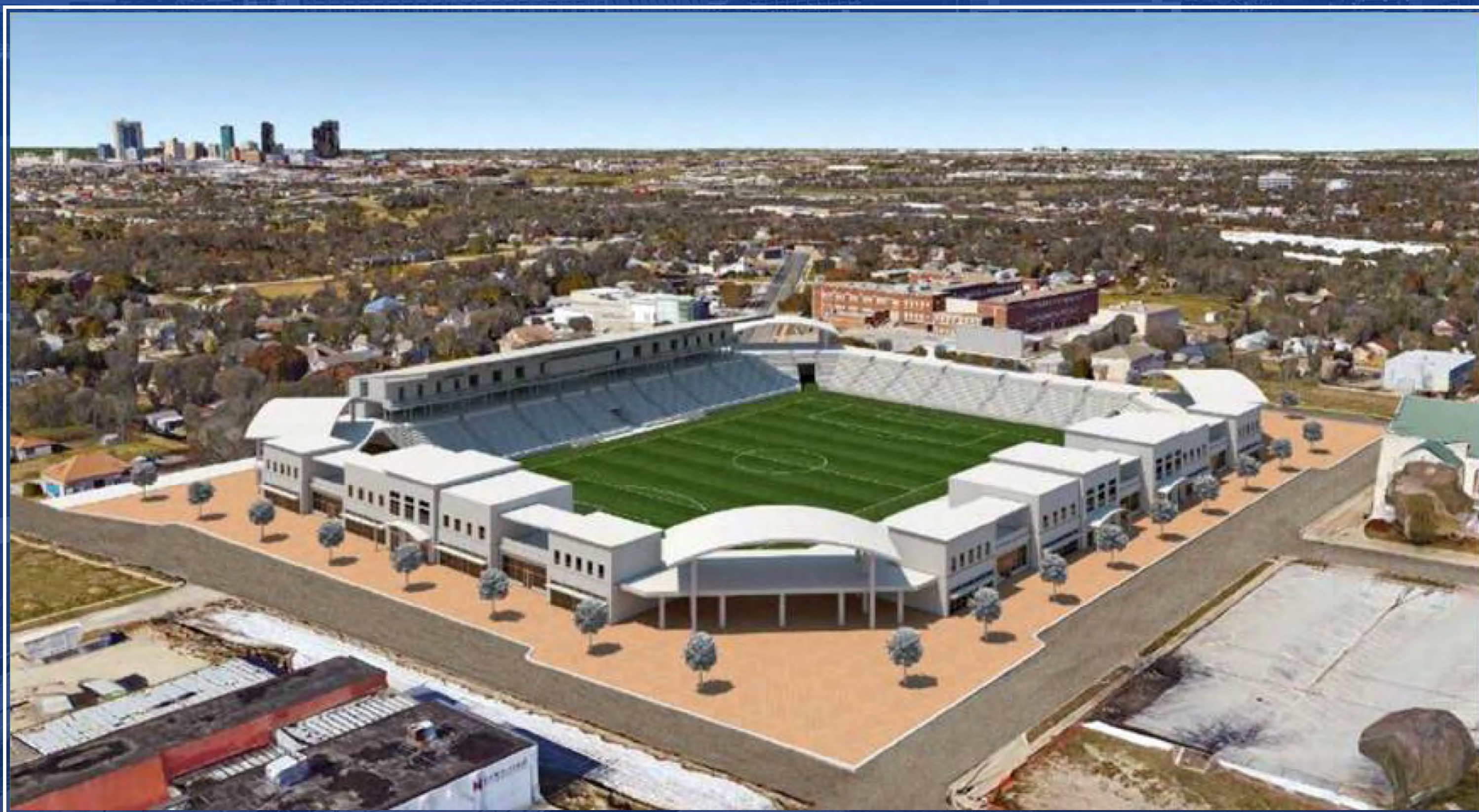




FORT WORTH VAQUEROS

FORWARD THINKING

KEEPING YOU IN MIND AS WE LOOK TO THE FUTURE



Vaqueros are working on a Community Soccer Stadium.

**THE FUTURE IS BRIGHT FOR SOCCER
IN FORT WORTH!**

**MY VAQUEROS,
MI FAMILIA**

THANK YOU!

Thanks for your consideration of partnering with Fort Worth Vaqueros and for your shared commitment to giving back to our community through the World's Most Popular game.

We're excited by the prospect of working together in 2023 to help the great City of Fort Worth return to normal!

