



#AOBALL

14th Annual AO Impact Winter Ball

CHANGING THE FACE OF
SOCCER IN AMERICA.



THE UNEQUAL GAME.

Soccer is the most accessible and racially-diverse team sport in the world. But American soccer is not. It's disproportionately white and upper-middle class because of structural and systemic problems that make it inaccessible and unwelcoming to marginalized communities and especially to Black and Brown people.

Soccer fans are stepping up to change this reality.

We have partnered with Common Goal, the leading international organization in the field of soccer and social change to empower our communities through the power of soccer.

HOW SOCCER CHANGES LIVES.

YOUNG PEOPLE

Young people from disadvantaged communities don't have access to formal education and protected space where they can play and learn.



A SPACE TO PLAY

Community organizations implement soccer programs as an easy access point for young people, helping them to feel a sense of team play and belonging.

SOCIAL CHANGE

Young people uncover their full potential and become role models and leaders in their community, passing on their new knowledge and inspiring others to join them on the soccer field.



NON-FORMAL EDUCATION

On and off the pitch, young people are engaged around social topics such as inclusion, racism, and employability. Supplementary educational opportunities ensure an easier re-entry into formal education.



**IN 2026, THE SOCCER WORLD CUP IS COMING TO
THE US, MEXICO AND CANADA.**

**WE, THE FANS, ARE DRIVING THE CHANGE SO THAT
BY 2026, SOCCER IS AN EQUAL PLAYING FIELD.
FOR EVERYONE.**

OUR COMMUNITIES.

OUR GAME.

OUR IMPACT.

Our mission as American Outlaws is to support the United States National Soccer Teams and to create a community that **Unites & Strengthens** US Soccer fans. For us, soccer is more than a game. It is our shared passion. We are the largest supporters group for any national team in the world, with a social reach in the hundreds of thousands.

The American Outlaws have been the driving force in remaking what soccer in America looks like in the stands. Now, it's time for us to change what it looks like on the field. American Soccer needs more equity, more diversity, more representative of who really America really is. That starts with giving kids across the US **the opportunity to play.**



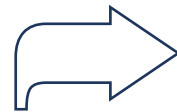
UNITE & STRENGTHEN

OUR FUNDING PROCESS.



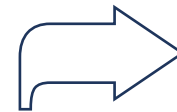
FUND

Donations are pooled in the AO Impact Fund. 100% go to non-profit organizations.



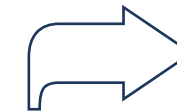
PROPOSALS

Local organizations hand in proposals based on local needs and impact potential.



EVALUATION

The proposals are evaluated by independent experts and approved by the AO board.



IMPLEMENTATION

Projects receive funding and cooperate with local AO Chapters.

OUR REACH.



400 PARTNER COMMUNITIES IN THE US



60,000 YOUNG PEOPLE EMPOWERED EACH YEAR



25,000 AO MEMBERS



200 US AO CHAPTERS




445,000 FOLLOWERS ON SOCIAL MEDIA



50,000 EMAIL SUBSCRIBERS



THE POWER OF COMMUNITY



WE ARE CREATING SOMETHING

JOIN THE IMPACT.

BE A PART OF SOMETHING GREAT

Join AO Impact on our mission to unite and strengthen communities across the United States. Your contribution to the Impact Fund will create sustainable and proven change for disadvantaged young people.

ENGAGE ENTIRE COMMUNITIES

Engage the AO members and young people in over 400 communities in your legacy strategy and brand outreach.

CREATE AUTHENTIC CONTENT

Share inspiring stories about the social change and the power of collaboration and distribute them across the AO network.

**FANS ARE CHANGING
THE GAME.
JOIN US NOW.**





Winter Ball

XIV Sarasota, FL



PRESENTING SPONSOR

The AO (American Outlaws) Winter Ball was first held in 2009 as a local event by AO Boston. They went on to hold 10 more iterations of the #AOball making it the soccer social event of the year for Boston and beyond. With the launch of AO Impact in 2020, it was decided to elevate the event from a local one to a yearly national gala for AO Impact. As part of that change from a local to a national fundraiser, the host city was to be determined by seeing which AO chapter could raise the most funds in the preceding calendar year. And this year we are happy to bring the #AOball to Sarasota!

All proceeds will support AO Impact programs in communities across the country.

This year's Winter Ball will be held on Saturday December 16, 2023 at the Sarasota Garden Club.



Winter Ball

XIV Sarasota, FL

December 16, 2023
Sarasota, FL
Sarasota Garden Club

PRESENTING SPONSOR

BENEFITS — \$6,000

Help support access to soccer for all while getting your brand in front of soccer fans from across the US! What you get:

- Name added to event name (i.e. AO Impact Winter Ball – Presented by YOUR COMPANY)
- Logo added to scarf given to all VIP level guests (and available for purchase by all guests)
- Logo featured on “step and repeat” photo backdrop
- Your company will be thanked immediately before the raffle
- Logo will be listed on event page and shared on social media
- Distribute branded “swag” item to all guests (optional)
- Branded “experience” at the Ball (i.e. Foosball table, Photo-booth, etc. presented by YOUR COMPANY) – Optional, and subject to approval from AO Impact
- Right of first refusal for 2024 AO Impact Winter Ball presenting sponsorship
- FIVE free tickets to the 2023 AO Ball



Winter Ball

XIV Sarasota, FL

December 16, 2023
Sarasota, FL
Sarasota Garden Club

GOLD SPONSOR

BENEFITS — \$1,000

(5 total available)

Show your commitment to improving access to soccer across the country!

What you get:

- Logo featured on “step and repeat” photo backdrop.
- Your company will be thanked immediately before the raffle
- Logo will be listed on event page and shared on social media
- Two free tickets to the 2023 AO Ball



**QUESTIONS?
READY TO
SPONSOR?**



Contact:
Fran Harrington
fran@aoimpact.org