

SPONSORSHIP OPPORTUNITIES 2025



VOLUNTEER/STAFF TSHIRT SPONSOR

INVESTMENT: \$4,500

USA CUP branded t-shirts that are worn daily by staff and volunteers throughout the eight-day tournament. Sponsor will be showcased on the back of the t-shirts with their logo.

- Logo on all volunteer t-shirts worn by 1,000 volunteers and staff members during the event
- Logo and banner ad on email communications to participating volunteers
- Logo and link from Volunteer page on usacup.org
- Opportunity to have an on-site presence at volunteer check in areas
- Inclusion in 1 social media post post-event
- One 1/2 page ad in the official parent's digital guide – distributed to all participants' guardians

VIP COACHES LOUNGE SPONSOR

INVESTMENT: \$3,500

Coaches Lounge space is where team coaches, managers and other VIP guests can recharge in between games at the tournament. Sponsor is responsible for tent rental and furnishings within the tent.

- USA Cup will promote VIP Coaches lounge to all participating coaches (Including sponsor mention/logo)
- USA Cup will provide prominent location for tent location
- USA Cup will connect Sponsor with food and beverage partner if desired (Sponsor responsible for any costs)
- USA Cup will send (1) one email to all participating coaches on behalf of the sponsor promoting the lounge and an exclusive offer pre-event, will include sponsor logo and banner ad
- Logo and link on Compete pages on usacup.org
- Inclusion in 1 social media post post-event
- One full page ad in the official parent's digital guide – distributed to all participants guardians

REFEREE BASE CAMP SPONSOR

INVESTMENT: \$3,500

Referee Base Camp is where referees check-in, recharge, refuel and rest at the tournament.

- USA Cup will provide Sponsor with opportunity to activate and sample within the space
- USA Cup will provide location for Base Camp
- USA Cup will send (1) one email to all participating referees on behalf of the sponsor promoting the base camp with an exclusive offer pre-event, will include sponsor logo and banner ad
- Logo and link on Referee pages on usacup.org
- Inclusion in 1 social media post post-event
- One 1/2 page ad in the official parent's digital guide – distributed to all participants parents or guardians

For more information contact Sara Soli at ssoli@nscsports.org

COACHES' PARTY SPONSOR

INVESTMENT: \$5,500

Sponsor the Official Coaches' Party at USA Cup. Coaches are invited to mingle and enjoy food, beverages and entertainment. Guest count is 200+.

- Logo on all marketing for the Coaches' Party – invitations, emails, signage, etc.
- Logo and link on website
- Logo and banner ad on email communications to participating coaches
- Opportunity to be on-site during the Coaches' Party
- One 1/2 page ad in the official parent's digital guide – distributed to all participants parents or guardians
- Ability to provide giveaways
- Availability to have table or activation

MATCH HOST SPONSOR

INVESTMENT: \$10,500

To promote Sportsmanship at the 2024 tournament, USA Cup is rolling out a Match Host Program, where every time will have a representative present on the field during the game to assist in ensuring fans and players are respectful and fair to each other and the referees. Match Hosts will wear a branded vest identifying them on the sidelines. Additionally, teams that participated will be eligible to win the Ultimate Sportsmanship Award. Teams will be entered into a random drawing if they had a Match Host at every game and were not involved in any disciplinary actions during the tournament they will be entered. The winning team will receive a \$500 gift card from SPONSOR COMPANY.

- Logo on all Match Host vests worn at games
- Provide sponsor with opportunity to activate and sample on campus during the tournament.
- USA Cup will send (1) one email to all participating coaches and team managers on behalf of the sponsor promoting the Match Host/ Sportsmanship Program with an exclusive offer pre-event, will include sponsor logo and banner ad
- USA Cup will send (1) one email to all parents/ guardians of participants on behalf of the sponsor promoting the Match Host/ Sportsmanship Program with an exclusive offer pre-event, will include sponsor logo and banner ad
- Send (1) one email to all participating referees on behalf of the promoting the Match Host/ Sportsmanship Program with an exclusive offer pre-event, will include sponsor logo and banner ad
- Logo and link on usacup.org
- Inclusion in 4 social media posts (pre-event, during event and post-event)
- One full page ad in the official parent's digital guide – distributed to all participants guardians

For more information contact Sara Soli at ssoli@nscsports.org

OFFICIAL MAP SPONSOR

INVESTMENT: \$3,500

The Official USA CUP tournament maps, used on campus and digitally throughout the tournament. Sponsor logo will be prominently displayed on the map.

- Logo on Map in all uses
- Logo and link on website
- Logo and banner ad on email communications to participating teams/individuals
- Opportunity to be on-site during the tournament
- Inclusion in 2 social media posts during the event.
- One 1/2 page ad in the official parent's digital guide – distributed to all participants guardians

COACH/MANAGER GIFT SPONSOR

INVESTMENT: \$12,500 OR PRODUCT DONATION

details to be negotiated

Sponsor logo will appear on the 2,300 gift items given to all team coaches and managers (2 per team).

- Logo on Item
- Logo and link on website
- Logo and banner ad on email communications to participating coaches/team managers
- Logo on coach/manager credentials – opportunity to include an offer
- Opportunity to be on-site during the tournament check-in events
- One full-page ad in the official parent's digital guide – distributed to all participants parents or guardians

ACTIVITY HUB ACTIVATION SPACE

INVESTMENT: \$2,000

WEEK ONLY: \$1,450

WEEKEND ONLY: \$1,000

USA CUP will have an activation hub for vendors to be on site and interact and engage with players, parents, fans and coaches.

- USA CUP will provide:
 - Space in the Activities Hub for the activation.
- Vendor will:
 - Secure all tables, chairs and booth set-up and any branded elements.
 - Staff the area

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