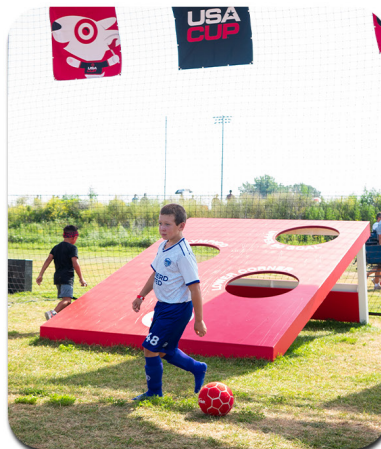


2027 SPONSORSHIP OPPORTUNITIES



WEEKEND: JULY 9-11
WEEK: JULY 13-17

**WHERE THE WORLD
COMES TO PLAY**

USA CUP 2027

SPONSORSHIP OPPORTUNITIES

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

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

VIP COACHES LOUNGE & COACHES PARTY 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

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



2027 SPONSORSHIP OPPORTUNITIES

SPEAK UP PRESENTING SPONSOR

INVESTMENT:

\$4,500

Wednesday, July 14 is Speak Up at USA CUP. Speak up at USA CUP combines awareness, education and community to create an overall perception that it is ok to not be ok. It is our goal to end the stigma of athletes being too tough to talk about their mental health.

- Activities include a Speak Up themed campus, ACT! Certification opportunities with the U.S Center for Mental Health & Sport, a vendor fair in the Official Tournament Superstore, and a street team dedicated to spreading the word and distributing swag.
- Logo on all marketing for Speak Up at USA Cup - signage, emails, social media
- Logo and link on website
- Logo on all staff and volunteer Speak Up t-shirts (200)
- Logo on Captain Arm bands distributed to teams (1,200)
- Opportunity to be on-site during the Speak Up day
- One ½ page ad in the official parent's digital guide - distributed to all participants parents or guardians

OFFICIAL MAP SPONSOR

INVESTMENT:

\$4,000

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



BY THE NUMBERS

WEEKEND: JULY 10 - 12 — WEEK: JULY 14 - 18



10
DAYS

24
STATES

13
COUNTRIES

1,150
TEAMS

250
VOLUNTEERS

17,000
ATHLETES

2,568
GAMES PLAYED

405
REFEREES

38.5M
ECONOMIC IMPACT



ADVERTISING OPPORTUNITIES

DIGITAL TOURNAMENT GUIDE

FULL PAGE: **\$450**

HALF PAGE: **\$300**

QUARTER PAGE: **\$175**

Views: Weekend 8.9K | Week 12.8K

OFFICIAL PROGRAM

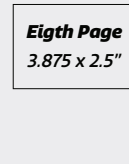
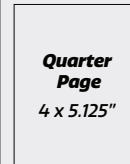
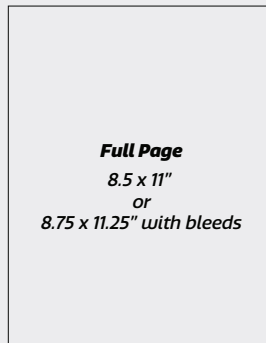
FULL PAGE: **\$400**

HALF PAGE: **\$250**

2/3 PAGE: **\$300**

1/3 PAGE: **\$150**

17,000 copies printed



Scan to view tournament guide



VENDOR OPPORTUNITIES

TEAM CHECK-IN

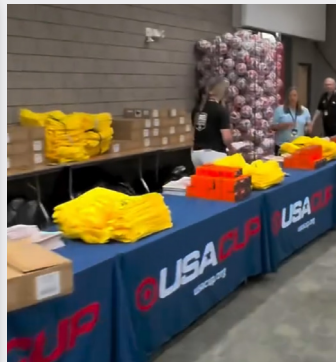
INVESTMENT: **\$350**

ACTIVATION OPTIONS

WEEK ONLY: **\$1,500**

WEEKEND ONLY: **\$1,200**

BOTH: **\$2,500**



- Thursday, July 8 and Monday, July 12 (3-9 pm)
- NSC will provide one 6 ft. table and 2 chairs



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

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