



Tournament	Cost	Commitment
Headline	\$25,000	1 Year
Gold	\$15,000	1 Year
Silver	\$10,000	1 Year
Bronze	\$7,500	1 Year
Older Weekend	\$5,000	2 Weekends
Youth Weekend	\$2,500	1 Weekend

Bethesda Tournament

- 18,000 boys and girls ranging in age from 9 to 19.
- 4,000 officials, including coaches, managers, referees, and tournament volunteers.
- 30,000 parents, plus siblings and other relatives, friends, and fans who attend as spectators.
- In 2012 the Sports Management and Tourism School of Business from George Washington University did a detailed study and determined that the tournament created approximately 12 million dollars of economic impact to Montgomery County and surrounding areas.

Tournament Benefits:

- Organization's name on Tournament.
- Premier Cup Website Headline.
- Logo on all tournament sites including tournament website, social media, hotel site.
- Corporate name will be used in signage, at registration and in printed promotional material.
- Sponsor may set up its own booth at fields or the Tournament headquarters for distribution of promotional materials. Size and location subject to Tournament approval; sponsor to provide booth personnel.
- Signage at all main tournament fields.
- Access to tournament social media sites including Twitter and Facebook Live which could include a 10 to 30 second commercial, screen shot or picture ad, YouTube video, I-Phone.

BENEFITS AND OPPORTUNITIES:

- Newsletter sponsor every three months with sponsored post included. **(Silver Package and Up)**
- Sponsor logo placement on specific program apparel (over 1,300 players are in the club, from U8 – U18). **(Silver Package and Up)**
- Distribution of business literature with routine club information distribution, with sponsor-specific email distributions three times a year. The content of the sponsor-specific email distributions shall be prepared by Sponsor and approved by Club. **(Silver Package and Up)**
- Sponsor logo and link on front page of BSC website
- Social media posts detailing our partnership and a specific topic of sponsors choosing.
- Sponsor banner display at the 2021 and 2022 Bethesda Premier Cup. Banner will be displayed at the main field at the Maryland SoccerPlex.
- Full page advertisement in the 2021 and 2022 Bethesda Premier Cup online handbook. The content of the advertisement shall be prepared by Sponsor and approved by Club.

SOCIAL MEDIA

Facebook

- 2,123 TotalPageLikes
- 2,358 PageFollowers
- 1,400 PageViewsPerMonth
- 34,125 EngagementsPerMonth

Instagram

- 3,653 Followers
- 3,913 AverageAccountsReachedEveryWeek
- 1,524 AverageContentInteractionsEveryWeek
- Average Video Views-850

Twitter

- 3,971 Followers
- 115,000 ImpressionsPerMonth
- 1,504 ProfileVisitsPerMonth

Website

- 38,000 PageViewsPerMonth
- Visitors- 52% New vs. 48% Returning
- 9,884 SessionsPerMonth
- Device Breakdown- 50% Desktop vs. 49% Mobile