



## **The Marketing Audience**

### **2022 Bethesda Premier Cup**

The Tournament offers an excellent opportunity to capitalize on the growing soccer interest created by the World Cup and Olympic soccer matches, qualifiers and friendlies played in Maryland and DC over the years. The demographics in Montgomery County makes the tournament an ideal vehicle for product and service marketing at the start of the Christmas shopping season and for image enhancement with the local community. The Tournament is especially well suited for national and regional businesses in Montgomery County. Sponsorship not only demonstrates local support and involvement to participants from this area but also provides impressions for visitors from outside the sponsor's marketing locations.

The direct audience includes about 18,000 boys and girls ranging in age from 13 to 19; about 4,000 officials, including coaches, managers, referees and tournament volunteers; and at least 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. Currently teams are housed in all parts of Montgomery County, Frederick County, and Northern Virginia.

The indirect audience includes readers of tournament publicity in area and community newspapers; soccer coaches and administrators who see the Tournament's calendar listing and other promotional material in soccer publications; and parents and others who do not accompany their family's player, but who see the Tournament program and other materials both before and after the event on the tournament web site.

### **Sponsorship Categories**

#### **Headline Sponsor for Premier Cup - \$25,000**

**BENEFITS:**

- Organization's name on Tournament.
- Premier Cup Website Headline
- Logo on all tournament sites including tournament web site, 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, u tube video, I phone
- Newsletter Sponsor during 2022-23 seasonal year (rotating)

### **Signature Sponsor - \$10,000**

General sponsors will be visibly identified but not as part of the Tournament name.

#### **BENEFITS:**

- Sponsor, if it wishes, can select an element of the Tournament to sponsor, such as headquarters, registration, scoreboards, college welcome tent, college coach's seminar, trainers, map & directions, or transportation. Corporate name will be displayed prominently on or with the element as is appropriate.
- Advertisement on Logo on all tournament sites including tournament web site, social media, hotel site
- Corporate name will be used in signage, at registration and in printed promotional materials.
- 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, u tube video, I phone

### **3. Official Sponsorship - \$5,000**

#### **BENEFITS:**

- Sponsor would select one of the main tournament playing sites to sponsor which include County Turf Fields
- Logo on tournament sites including web site and social media
- Corporate name will be used in signage or promotional material at that site.
- Sponsor may set up its own booth at fields for distribution of promotional materials. Size and location subject to Tournament approval; sponsor to provide booth personnel.

#### **4. Age Group Sponsors - \$2,500**

##### **BENEFITS:**

- Sponsor's name will be used to identify one age group, such as U-15 girls or boys on the trophies, and on all other materials concerning the age group.
- Random drawing among participants in the relevant age group for any product or service prize the sponsor may care to donate.
- Logo on tournament sites including web site and social media
- Sponsor may set up its own booth at fields for distribution of promotional materials. Size and location subject to Tournament approval; sponsor to provide booth personnel

##### **Exclusivity**

Headline name and Signature Sponsors will be exclusive for their specific product or service category (e.g., grocery, athletic shoe/apparel makers, soccer store, hardware/home center, bank, etc.). This does not apply to Official Sponsorship and Age Group Sponsorships.