



## **The Marketing Audience**

### **Bethesda Premier Cup**

The Tournament offers an excellent opportunity to capitalize on the growing interest in soccer 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 make the tournament an ideal vehicle for product and service marketing at the start of the Christmas shopping season and for enhancing the tournament's image within 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 creates a positive impression for visitors from outside the sponsor's marketing locations.

The direct audience comprises approximately 18,000 boys and girls, aged 13 to 19; about 4,000 officials, including coaches, managers, referees, and tournament volunteers; and at least 30,000 parents, as well as siblings, relatives, friends, and fans who attend as spectators. In 2012, the Sports Management and Tourism School of Business at George Washington University conducted a detailed study. They determined that the tournament generated approximately \$ 12 million in economic impact for Montgomery County and the 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:

- The organization's name on the Tournament.
- Premier Cup Website Headline
- Logo on all tournament sites, including the tournament website, social media, and hotel site
- The corporate name will be used in signage, at registration, and in printed promotional material.
- Sponsor may set up its own booth at the fields or the Tournament headquarters for the distribution of promotional materials. Size and location are subject to Tournament approval; the sponsor is responsible for providing 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, screenshot or picture ad, YouTube video, iPhone
- Newsletter Sponsor during the seasonal year (rotating)

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

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

## BENEFITS:

- Sponsors, if they wish, can select an element of the Tournament to sponsor, such as headquarters, registration, scoreboards, the college welcome tent, the college coach's seminar, trainers, map & directions, or transportation. The corporate name will be displayed prominently on or with the element as is appropriate.
- Advertisement on the Logo on all tournament sites, including the tournament website, social media, and hotel site
- The corporate name will be used in signage, at registration, and in printed promotional materials.
- Sponsor may set up its own booth at the fields or the Tournament headquarters for the distribution of promotional materials. Size and location are subject to Tournament approval; the sponsor is responsible for providing 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, screenshot, or picture ad, YouTube video, iPhone

### **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.

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

#### **BENEFITS:**

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

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

#### **BENEFITS:**

- Sponsor's name will be used to identify one age group, such as U-15 girls or boys
- 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 website and social media
- Sponsor may set up its own booth at the fields for the 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.