



July 9-13

Keystone Soccer Complex

Sponsorship Package

We are excited to present you with a unique sponsorship opportunity.

The Veterans Cup is one of the most highly anticipated soccer tournaments in the country that is being played in Traverse City.

This event offers an excellent platform for local businesses to gain exposure and connect with a diverse audience. Additionally, state associations and clubs have the chance to showcase their support for their respective teams.

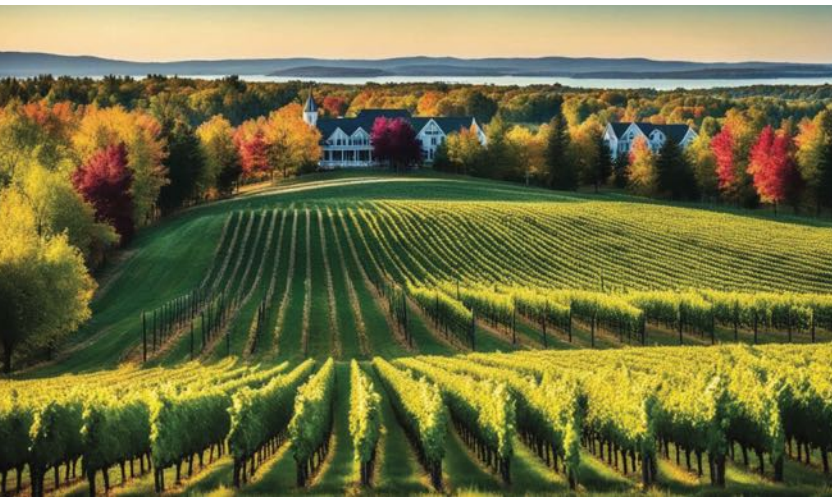
Event Details

Website: usadultsoccer.com/veterans-cup/

Date: July 9-13

Location: Keystone Soccer Complex

Expected attendance of over 2,000 players and their families will be staying in Traverse City and the surrounding area.



Sponsorship Options

Half Ad Page in the Player Guide: \$300

As a sponsor, you have the opportunity to secure a half-page ad in the official player guide, a comprehensive resource distributed to all participants. This visually appealing guide will serve as an essential reference for players and families throughout the tournament, providing exposure for your business. Businesses can include discount coupons here. State associations and Clubs can post a message for their teams.

Full Ad Page in the Player Guide: \$500

Maximize your impact by opting for a full-page ad in the player guide. With your ad prominently displayed, you can effectively capture the attention of participants and their families, ensuring your message reaches a wide and engaged audience. Businesses can include discount coupons here. State associations and Clubs can post a message for their teams.

Team Dinner Sponsorship: Minimum \$500

Sponsor a team or referee dinner at the Player Party. This sponsorship is good for 25 dinner tickets. This is a great opportunity for state associations, leagues or clubs to sponsor their teams and show your appreciation for them.

Player Party Sponsorship: Minimum \$1,000

By sponsoring the highly anticipated Player Party, you can position your brand as a premier supporter of Adult Soccer Fest. The Player Party offers an excellent opportunity for players, families, and sponsors to come together in a relaxed and celebratory atmosphere. As a sponsor, you will receive prominent recognition during the event, space to set-up a table along with the chance to distribute branded merchandise or promotional material.

Special Sponsorship Opportunities

For sponsors seeking unique ways to showcase their brand or tailor their sponsorship, we are open to discussing custom sponsorship packages. Please contact us to explore special opportunities that align with your marketing objectives.

Benefits of Sponsorship:

- Increased brand exposure to a large and diverse audience
- Opportunity to connect with soccer enthusiasts and their families
- Potential to drive traffic to your business before, during, and after the event
- Positive brand association with a highly regarded sporting event
- Access to various marketing channels, including social media, website, and event materials
- Recognition in the official player guide and at the Player Party (depending on sponsorship level)
- We invite you to seize this exceptional opportunity to support The Veterans Cup and promote your brand to an engaged audience. Your sponsorship will not only enhance the tournament experience for participants and their families but also contribute to the growth and development of soccer in the community.

For more information about The Veterans Cup, please go to this website or scan the QR code usadultsoccer.com/veterans-cup/



To secure your sponsorship or discuss custom options, please contact **Cezar Wasecki**:

Email: cwasecki@usasa.com

Phone: 617-233-3537

We look forward to working with you and creating a mutually beneficial partnership.



Thank you for considering this sponsorship opportunity.

Sincerely,
Cezar Wasecki
USASA Tournament Director



Guided by shared values of transparency, inclusiveness, integrity, diversity and tradition and as a member of the US Soccer family.

To know more about the USASA please go to our website at: www.usadultsoccer.com

