TIGER TOURNAMENTS

2026

SPONSORSHIP *OPPORTUNITIES*

PARTNER WITH POWER: BE SEEN. BE REMEMBERED.

15	4,085	316,277	5
EVENTS IN 2026	TEAMS	EST. ATTENDANCE	MARKETS

TIGERTOURNAMENTS.COM

WHAT'S *INSIDE*

★ **2026 *AT A GLANCE*** — PAGE 03
THE HEADLINE NUMBERS FOR THE 2026 SEASON

01 **WHO YOU'LL *REACH*** — PAGE 04
PLAYERS, GIRLS & BOYS, AGE MIX, FAMILIES AND THE MARKETS WE PLAY IN

02 **WHERE WE *PLAY*** — PAGE 09
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FULL EVENT-BY-EVENT TABLES FOR 2023–2026

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FIVE PARTNER TIERS, A SIDE-BY-SIDE COMPARISON, ADD-ONS AND BENEFITS

→ **LET'S *PARTNER*** — PAGE 30
NEXT STEPS

2026 *AT A GLANCE*

316,277
EST. 2026 ATTENDANCE
PLAYERS, COACHES AND SPECTATORS

4,085
TEAMS IN 2026
+53.69% VS 2025

15
EVENTS IN 2026
UP FROM 5 IN 2023 · JAN–DEC SEASON

5
MARKETS · 3 STATES
DFW · AUSTIN / ROUND ROCK · SAN ANTONIO · LAS VEGAS · CHICAGO

+52.91%
ATTENDANCE GROWTH VS 2025
206,843 → 316,277

3.7X
ATTENDANCE SINCE 2023
84,512 (2023) → 316,277 (2026)

65,579
PLAYERS IN 2026
PLUS 9,048 COACHES

241,650
EST. SPECTATORS & FAMILIES
PARENTS, SIBLINGS AND FANS ON SITE

731,700
CUMULATIVE ATTENDANCE
2023–2026 COMBINED

NEW IN 2026: ALBION DESERT INV. · GLASA PRES. DAY INV. · BARCA CHICAGO CUP · COPPELL CUP · XCEL CUP LAS VEGAS · XCEL CUP AUSTIN (RR)

INTERNATIONAL TEAMS: 2024 ENGLAND 6 · 2025 ENGLAND 4, AUSTRALIA 6 · 2026 ENGLAND 6, AUSTRALIA 2

ALL FIGURES FROM THE BY THE NUMBERS TABLES IN SECTION 04. COACHES, PLAYERS AND SPECTATORS ARE ESTIMATES FROM TEAM COUNTS. INTERNATIONAL COUNTS PROVIDED BY TIGER TOURNAMENTS (GOTSPORT). XCEL CUP AUSTIN (ROUND ROCK, DEC 11–13) USES A PROJECTED 220 TEAMS PROVIDED BY TIGER.

SECTION 01 · AUDIENCE

WHO YOU'LL *REACH*

01

WHY IT MATTERS

YOUR BRAND IN FRONT OF YOUNG ATHLETES AND THE FAMILIES WHO BUY FOR THEM.

65,579

EST. PLAYERS IN 2026

39,103 BOYS · 26,476 GIRLS

40%

GIRLS TEAMS

1,649 GIRLS · 2,436 BOYS TEAMS

241,650

EST. PARENTS & FANS

FROM ~65,579 PLAYER FAMILIES

25.8M

PEOPLE IN OUR MARKETS

5.7M UNDER 18 · ACS 2025

IN THIS SECTION

BOYS VS GIRLS BY EVENT / AGE GROUP MIX / FAMILIES & SPECTATORS / MARKET DEMOGRAPHICS

PLAYERS, PARENTS AND FANS ARE ESTIMATES FROM 2026 TEAM COUNTS × THE DECK'S PER-TEAM RATIOS. MARKET FIGURES ARE U.S. CENSUS BUREAU ACS 2025 1-YEAR DATA FOR THE FIVE EVENT METROS (MARKET DATA, NOT ATTENDEE DATA).

BOYS VS *GIRLS* · 2026 BY EVENT

2,436 BOYS TEAMS · 59.6%

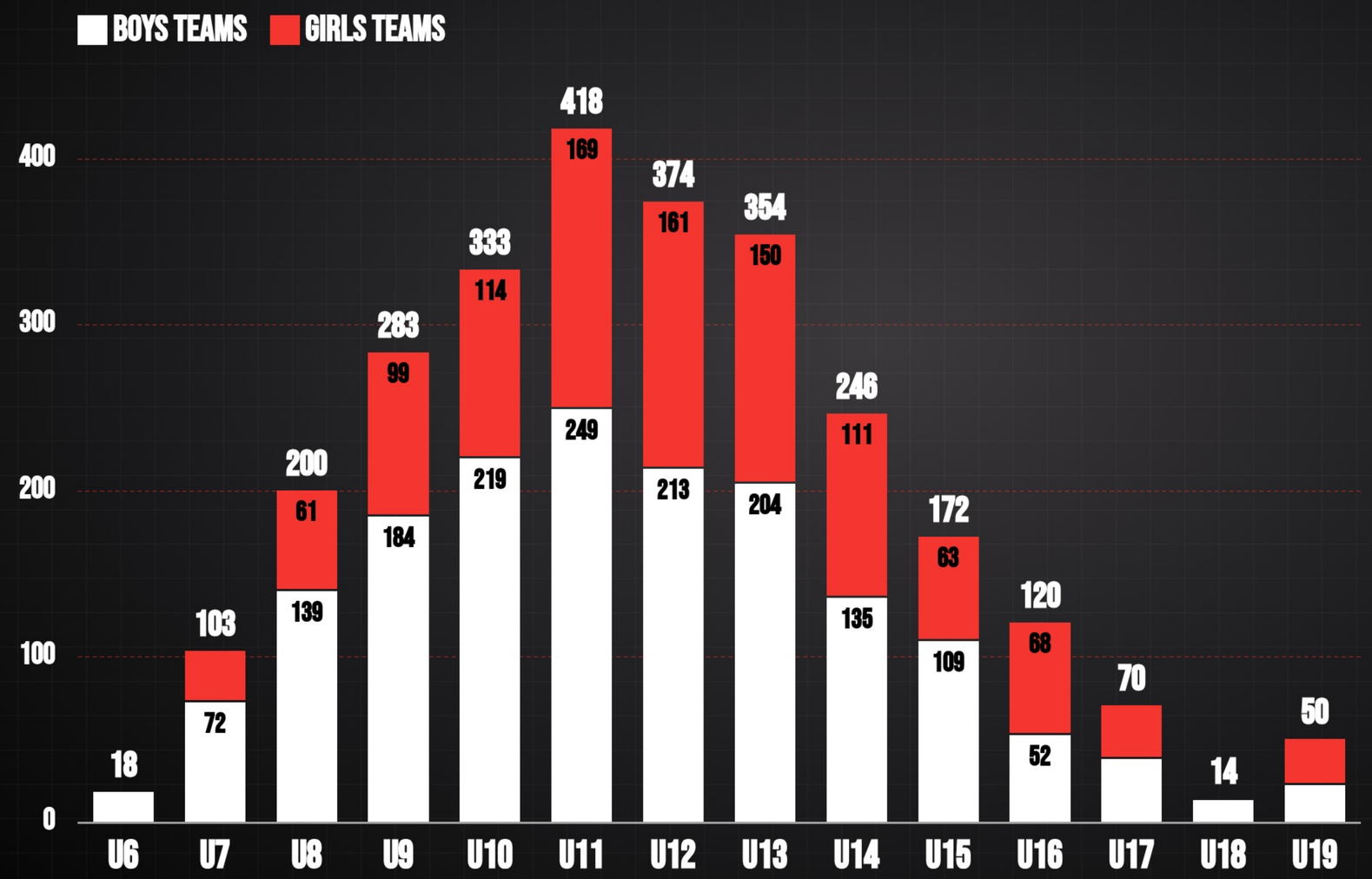
1,649 GIRLS TEAMS · 40.4%

EVENT (DATE ORDER)	DATES	TEAMS: BOYS	TEAMS: GIRLS	BOYS PLAYERS	GIRLS PLAYERS	DATA
ALBION DESERT INVITATIONAL	JAN 9–11	106	49	1,696	784	●
ELITE CUP	JAN 17–20	145	93	2,320	1,488	●
BARCA AUSTIN CUP*	FEB 14–16	67	43	1,005	645	○
GLASA PRESIDENTS DAY INVITATIONAL*	FEB · PRES. DAY	160	105	2,560	1,680	○
PREMIER CUP	MAR 7–8	160	74	2,400	1,110	●
DALLAS SPRING SHOWCASE & CAREY INV.	MAY 8–10	321	185	4,815	2,775	●
LAS VEGAS MEMORIAL CUP*	MAY 22–25	146	96	2,336	1,536	○
BARCA ACADEMY CHICAGO CUP*	JUN 12–14	45	30	720	480	○
BOB WISEMAN MEMORIAL	AUG 14–17	193	198	3,281	3,366	●
COPPELL CUP	AUG 21–23	185	166	2,960	2,656	●
LABOR CUP	SEP 4–7	219	113	3,723	1,921	●
TIGER XCEL CUP LAS VEGAS	NOV 6–8	106	36	1,696	576	◐
FALL PREMIER CUP	NOV 13–15	368	217	6,256	3,689	◐
DALLAS SURF OPEN	NOV 20–22	105	134	1,575	2,010	◐
TIGER XCEL CUP AUSTIN (ROUND ROCK)	DEC 11–13	110	110	1,760	1,760	◐
ALL 15 EVENTS · 4,085 TEAMS		**59.6%**	**40.4%**	**39,103**	**26,476**	

● GOTSPORT TEAM GENDER, FULL EVENT ◐ GOTSPORT SHARE APPLIED TO TIGER'S FULL TEAM COUNT (SURF OPEN 91 OF 239 · FALL PREMIER 315 OF 585 · XCEL LV 116 OF 142 · XCEL AUSTIN 26 OF 220) ○* ESTIMATED: NOT IN GOTSPORT EXPORT, USES THE OVERALL GOTSPORT SHARE (1,667 BOYS / 1,088 GIRLS OF 2,755 TEAMS = 60.5% BOYS). PLAYERS = TEAMS × EACH EVENT'S PER-TEAM PLAYER RATIO FROM THE BY THE NUMBERS TABLE.

AGE GROUP *MIX*

2026 · GOTSPORT TEAMS



63%
U6–U12
1,729 TEAMS · YOUNG FAMILIES

28%
U13–U15
772 TEAMS · MIDDLE SCHOOL

9%
U16–U19
254 TEAMS · HIGH SCHOOL

U11
PEAK AGE GROUP
418 TEAMS

ALL 2,755 TEAMS IN THE 2026 GOTSPORT EXPORT (11 EVENTS) BY EVENT AGE GROUP: 1,667 BOYS AND 1,088 GIRLS TEAMS. EVENTS NOT IN THE EXPORT (BARCA AUSTIN CUP, GLASA, LAS VEGAS MEMORIAL CUP, BARÇA CHICAGO CUP) AND UNLISTED TEAMS AT PARTIAL EVENTS ARE NOT INCLUDED. U6 = UNDER 6; U19 = UNDER 19.

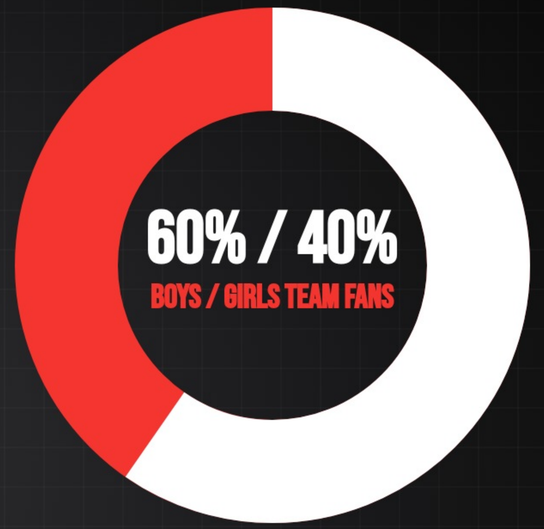
FAMILIES & *SPECTATORS*

2026 · ESTIMATE

241,650

EST. PARENTS, FAMILY & FANS IN 2026

ON TOP OF 65,579 PLAYERS AND 9,048 COACHES · 316,277 TOTAL ATTENDANCE



BOYS TEAMS · 2,436

144,133	39,103	183,236
EST. SPECTATORS	PLAYER FAMILIES	PEOPLE REACHED

≈ 3.7 SPECTATORS PER BOY PLAYER

GIRLS TEAMS · 1,649

97,517	26,476	123,993
EST. SPECTATORS	PLAYER FAMILIES	PEOPLE REACHED

≈ 3.7 SPECTATORS PER GIRL PLAYER

HOW IT'S ESTIMATED: SPECTATORS USE THE DECK'S EXISTING PER-TEAM RATIOS (2025 RATIO PER EVENT, OR THE 2025 AVERAGE OF 59.47 PER TEAM FOR NEW EVENTS), SPLIT BY EACH EVENT'S BOYS / GIRLS TEAM SHARE. PLAYER FAMILIES ASSUME ONE HOUSEHOLD PER ROSTERED PLAYER.

ALL FIGURES ARE ESTIMATES, NOT TICKETED OR SCANNED COUNTS. 241,650 SPECTATORS = SUM OF THE 2026 BY THE NUMBERS TABLE (EACH EVENT ROUNDED TO THE NEAREST 50). AVERAGE ≈ 3.7 SPECTATORS PER PLAYER. PEOPLE REACHED = SPECTATORS + PLAYERS (COACHES SHOWN SEPARATELY).

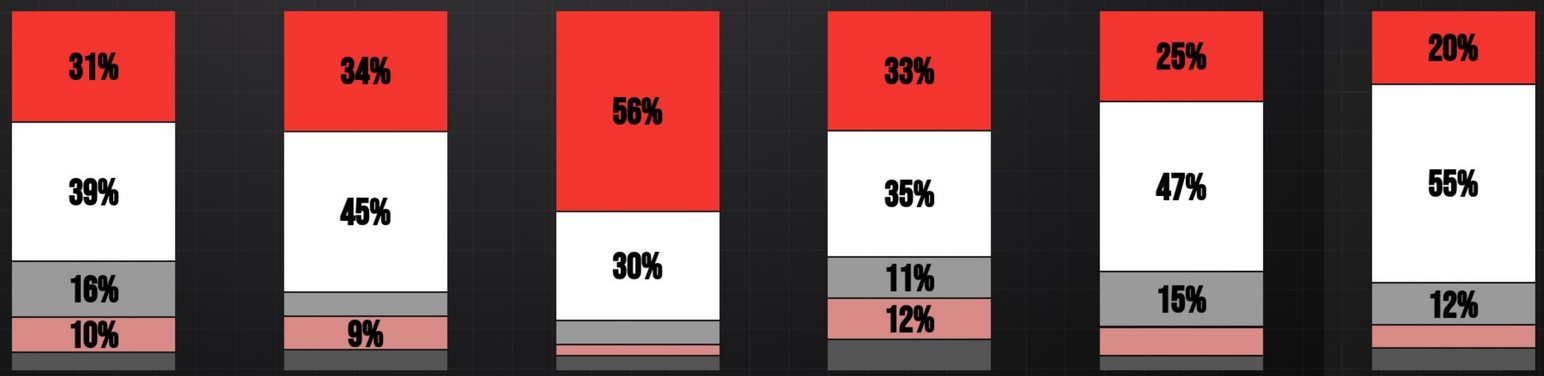
MARKET *DEMOGRAPHICS*

MARKET DATA · NOT ATTENDEE DATA

	DALLAS–FORT WORTH 6 EVENTS · 2,337 TEAMS	AUSTIN–ROUND ROCK 4 EVENTS · 802 TEAMS	SAN ANTONIO 1 EVENT · 332 TEAMS	LAS VEGAS 3 EVENTS · 539 TEAMS	CHICAGO 1 EVENT · 75 TEAMS	U.S. BENCHMARK
POPULATION	8.48M	2.62M	2.81M	2.41M	9.43M	341.78M
UNDER 18	2.03M	0.56M	0.66M	0.51M	1.94M	71.69M
MEDIAN HH INCOME	$94.7K	$102.4K	$81.2K	$82.2K	$94.0K	$84.8K
HOUSEHOLDS W/ KIDS	33.9%	27.1%	31.3%	28.3%	27.4%	28.0%
MEDIAN AGE	35.8	35.7	36.6	39.1	39.2	39.5

RACE & ETHNICITY

HISPANIC / LATINO
WHITE*
BLACK*
ASIAN*
OTHER / 2+*
*NON-HISPANIC



SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY 2025 1-YEAR ESTIMATES (TABLES B01003, B09001, B19013, B11005, B01002, B03002), METRO AREAS (MSAS), VIA DATA.CENSUS.GOV. GREEN = ABOVE THE U.S. FIGURE. FIVE MARKETS COMBINED: 25.8M PEOPLE, 5.69M UNDER 18, 2.92M HOUSEHOLDS WITH CHILDREN. MARKET DATA DESCRIBES THE METRO POPULATION, NOT TIGER EVENT ATTENDEES.

SECTION 02 · FOOTPRINT

WHERE WE *PLAY*

02

WHY IT MATTERS

YEAR-ROUND PRESENCE IN FIVE MAJOR U.S. MARKETS, JANUARY TO DECEMBER.

15

EVENTS IN 2026

JAN 9–11 (HENDERSON, NV) → DEC 11–13 (ROUND ROCK, TX)

5

MARKETS

DFW · AUSTIN / ROUND ROCK · SAN ANTONIO · LAS VEGAS · CHICAGO

3

STATES

TEXAS · NEVADA · ILLINOIS

8

INTERNATIONAL TEAMS

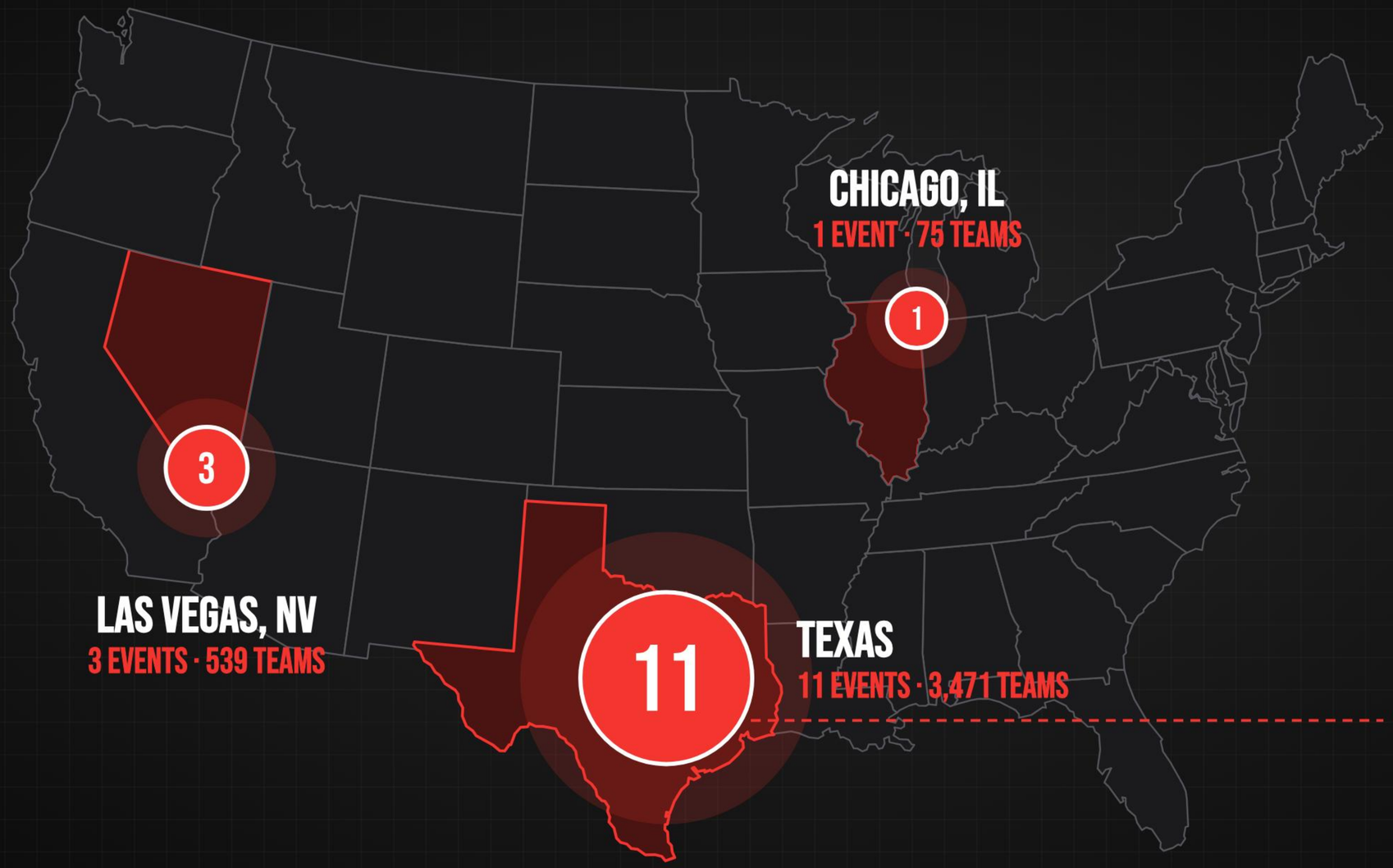
2026: ENGLAND 6 · AUSTRALIA 2

IN THIS SECTION

2026 EVENT MAP / 2026 CALENDAR & MARKETS

WHERE WE *PLAY* · 2026

15 EVENTS · 5 MARKETS · 3 STATES · 4,085 TEAMS



TEXAS ZOOM



DALLAS–FORT WORTH · 6

GLASA PRESIDENTS DAY INVITATIONAL · DALLAS SPRING SHOWCASE & CAREY INV. · BOB WISEMAN MEMORIAL · COPPELL CUP · FALL PREMIER CUP · DALLAS SURF OPEN

AUSTIN / ROUND ROCK · 4

ELITE CUP · BARCA AUSTIN CUP · PREMIER CUP · TIGER XCEL CUP AUSTIN (ROUND ROCK)

SAN ANTONIO · 1

LABOR CUP

PIN NUMBER = 2026 EVENTS IN THAT MARKET; TEAMS = 2026 TEAM COUNTS FROM THE BY NUMBERS TABLE. STATE OUTLINES: U.S. CENSUS-DERIVED GEOJSON. LAS VEGAS INCLUDES HENDERSON, NV.

2026 EVENT *CALENDAR* & MARKETS

DATES	EVENT	CITY	TEAMS
JAN 9–11	ALBION DESERT INVITATIONAL	HENDERSON, NV	155
JAN 17–20	ELITE CUP	ROUND ROCK, TX	238
FEB 14–16	BARCA AUSTIN CUP	AUSTIN, TX	110
FEB (PRES. DAY WKND)	GLASA PRESIDENTS DAY INVITATIONAL	DALLAS / LEWISVILLE, TX	265
MAR 7–8	PREMIER CUP	ROUND ROCK, TX	234
MAY 8–10	DALLAS SPRING SHOWCASE & CAREY INV.	DALLAS, TX	506
MAY 22–25	LAS VEGAS MEMORIAL CUP	LAS VEGAS, NV	242
JUN 12–14	BARCA ACADEMY CHICAGO CUP	CHICAGO, IL	75
AUG 14–17	BOB WISEMAN MEMORIAL	LEWISVILLE, TX	391
AUG 21–23	COPPELL CUP	COPPELL / DALLAS, TX	351
SEP 4–7	LABOR CUP	SAN ANTONIO, TX	332
NOV 6–8	TIGER XCEL CUP LAS VEGAS	LAS VEGAS, NV	142
NOV 13–15	FALL PREMIER CUP	DALLAS, TX	585
NOV 20–22	DALLAS SURF OPEN	FARMERS BRANCH, TX	239
DEC 11–13	TIGER XCEL CUP AUSTIN (ROUND ROCK)	ROUND ROCK, TX	220

11
EVENTS IN TEXAS
DALLAS–FORT WORTH · AUSTIN / ROUND ROCK · SAN ANTONIO

3
EVENTS IN NEVADA
LAS VEGAS · HENDERSON

1
EVENT IN ILLINOIS
CHICAGO

4,085
TEAMS HOSTED

DATES AND CITIES FROM TIGER'S 2026 EVENT/COMPLEX LIST. BARCA AUSTIN CUP AND BARCA ACADEMY CHICAGO CUP DATES FROM GOTSPORT; GLASA PRESIDENTS DAY DATE NOT IN THAT LIST (FEBRUARY 2026). XCEL CUP AUSTIN TEAMS = PROJECTED COUNT PROVIDED BY TIGER.

SECTION 03 · TRACK RECORD

PROVEN *GROWTH*

03

WHY IT MATTERS

AN AUDIENCE THAT GROWS EVERY YEAR, SO YOUR EXPOSURE GROWS WITH IT.

3.7X

ATTENDANCE SINCE 2023

84,512 → 316,277

+52.91%

ATTENDANCE VS 2025

206,843 → 316,277

3.2X

TEAMS SINCE 2023

1,269 → 4,085 TEAMS

+124.44%

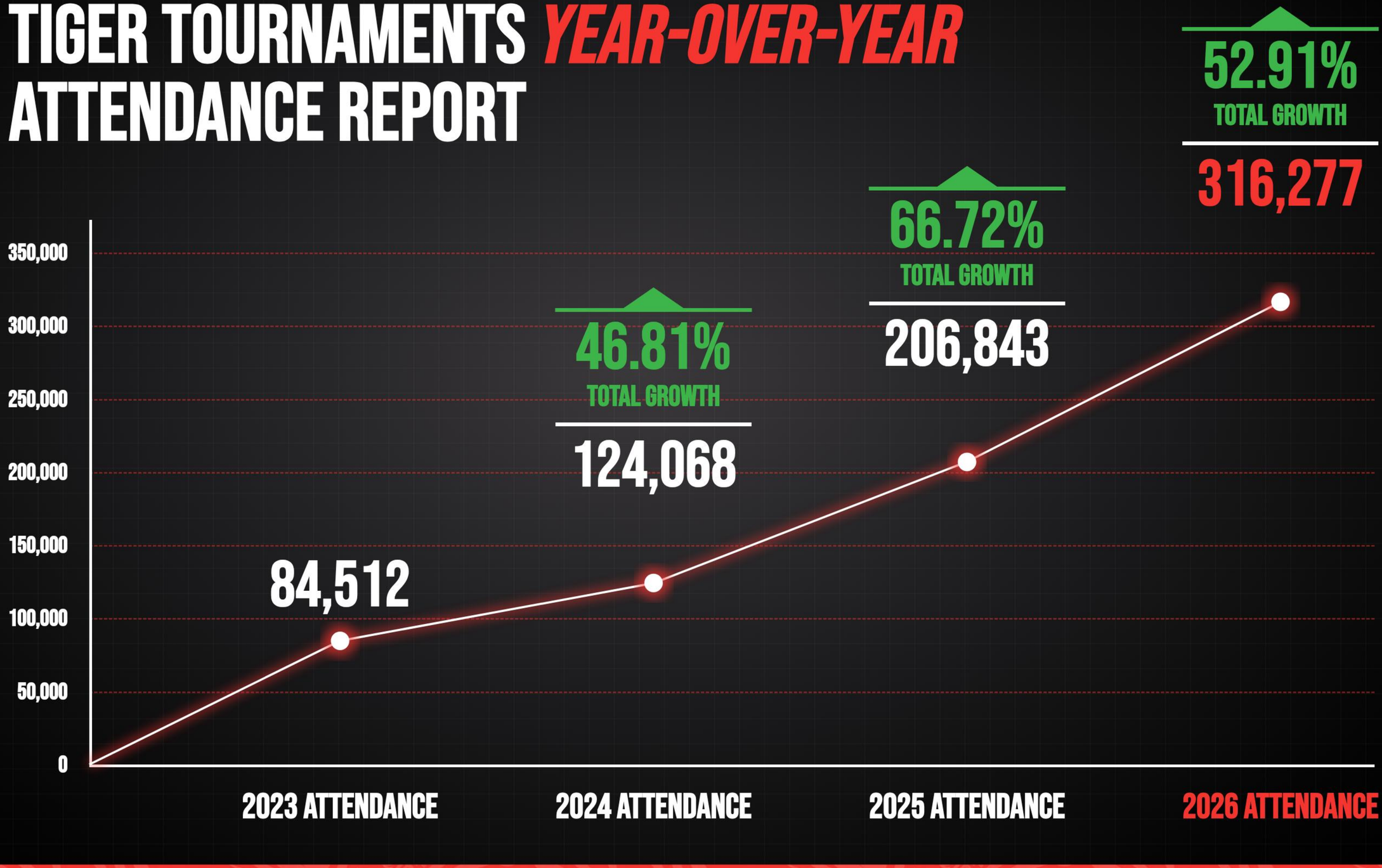
FASTEST GROWING EVENT

DALLAS SPRING SHOWCASE (+ CAREY INV.) VS 2025

IN THIS SECTION

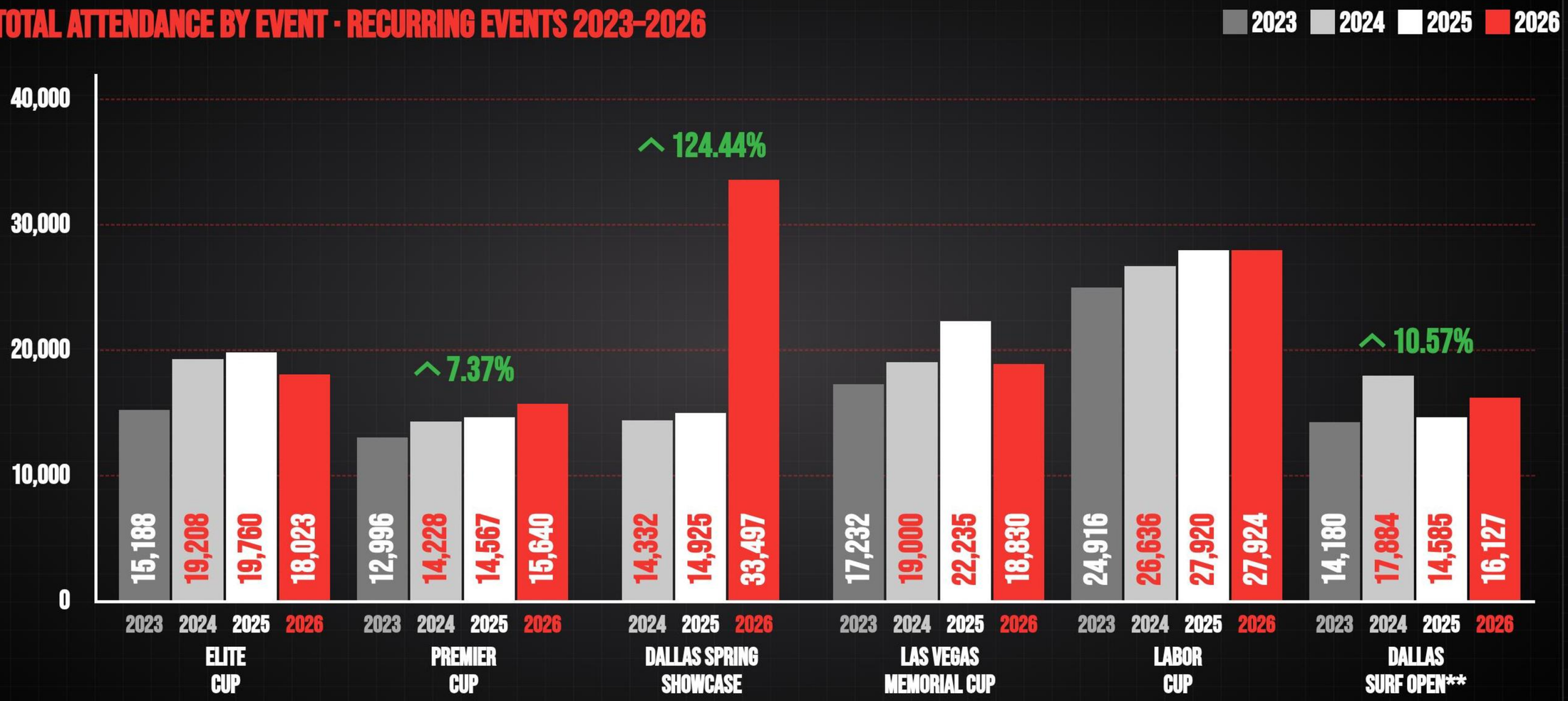
ATTENDANCE TREND 2023–2026 / RECURRING EVENT GROWTH / NEWER EVENT GROWTH / TEAMS BY EVENT 2023–2026

TIGER TOURNAMENTS *YEAR-OVER-YEAR* ATTENDANCE REPORT



RECURRING EVENT *GROWTH*

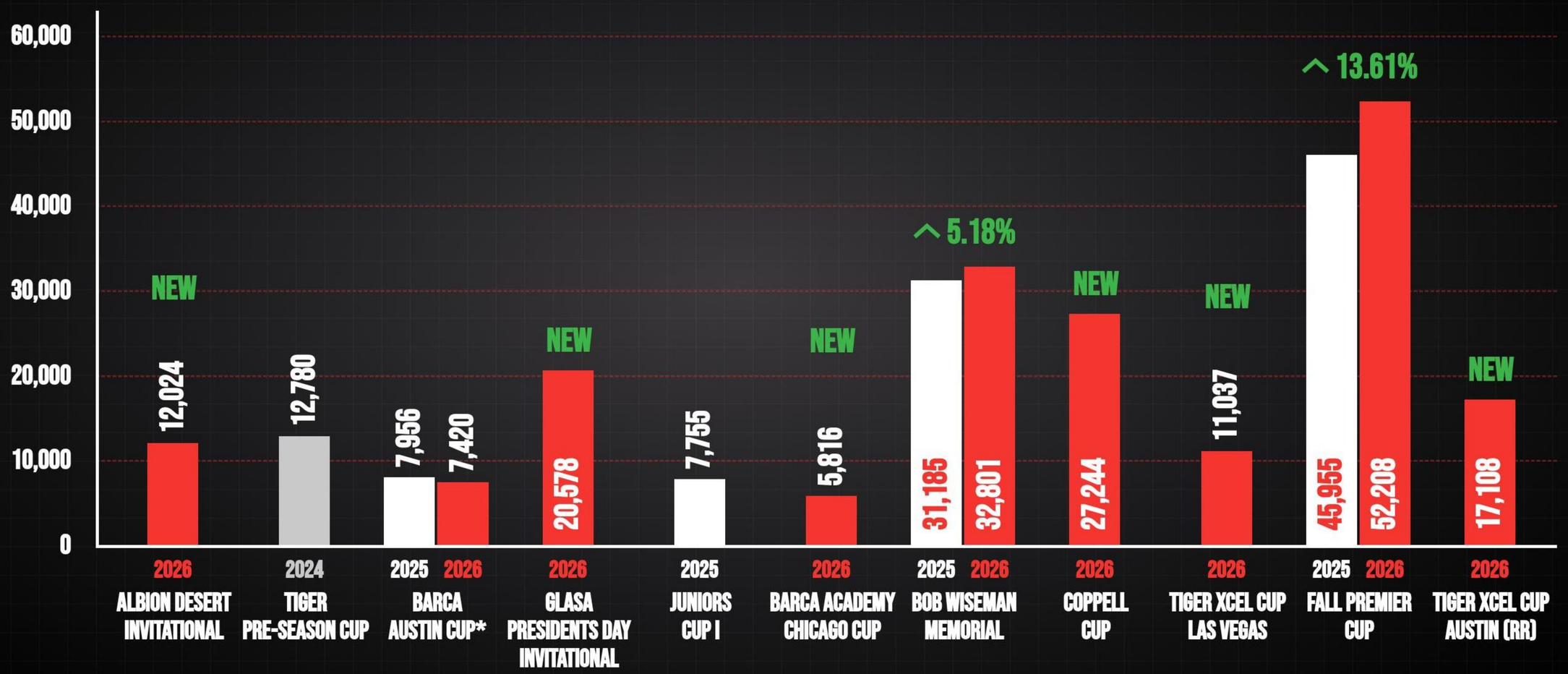
TOTAL ATTENDANCE BY EVENT · RECURRING EVENTS 2023–2026



GREEN = 2026 VS 2025. **2023-2024 = DALLAS FALL SHOWCASE (NOW DALLAS SURF OPEN). DALLAS SPRING SHOWCASE 2026 INCLUDES THE CAREY INVITATIONAL. 2026 = ESTIMATES FROM TEAM COUNTS.

NEWER EVENT *GROWTH*

TOTAL ATTENDANCE BY EVENT · NEWER AND ONE-TIME EVENTS



*2025 = BARCA PRESIDENT'S CUP. FALL PREMIER CUP 2025 = FALL PREMIER CUP & SHOWCASE. TIGER PRE-SEASON CUP (2024) AND JUNIORS CUP I (2025) WERE NOT HELD IN 2026.

TEAMS BY EVENT 2023–2026

EVENT	2023	2024	2025	2026
ALBION DESERT INVITATIONAL	–	–	–	155
ELITE CUP	240	280	261	238
TIGER PRE-SEASON CUP	–	185	–	–
BARCA PRESIDENT'S CUP / BARCA AUSTIN CUP	–	–	118	110
GLASA PRESIDENTS DAY INVITATIONAL	–	–	–	265
PREMIER CUP	193	209	218	234
JUNIORS CUP I	–	–	115	–
DALLAS SPRING SHOWCASE (& CAREY INV.)	–	202	225	506
LAS VEGAS MEMORIAL CUP	245	279	286	242
BARCA ACADEMY CHICAGO CUP	–	–	–	75
BOB WISEMAN MEMORIAL TOURNAMENT	–	–	372	391
COPPELL CUP	–	–	–	351
LABOR CUP (SAN ANTONIO)	375	402	332	332
TIGER XCEL CUP LAS VEGAS	–	–	–	142
FALL PREMIER CUP (& SHOWCASE)	–	–	515	585
DALLAS FALL SHOWCASE / DALLAS SURF OPEN	216	244	216	239
TIGER XCEL CUP AUSTIN (ROUND ROCK)	–	–	–	220
TOTAL TEAMS	**1,269**	**1,801**	**2,658**	**4,085**

2026 COUNTS: GOTSPORT EXPORT AND COUNTS PROVIDED BY TIGER (FALL PREMIER CUP 585, GLASA 265, BARCA AUSTIN 110, XCEL LAS VEGAS 142, SURF OPEN 239, LV MEMORIAL 242, BARCA CHICAGO 75, XCEL AUSTIN 220 PROJECTED). DALLAS FALL SHOWCASE (2023-24) IS NOW THE DALLAS SURF OPEN.
BARCA PRESIDENT'S CUP 2025 COMPARED WITH BARCA AUSTIN CUP 2026. 2023–2025 FROM THE ORIGINAL BY NUMBERS TABLES.

SECTION 04 · THE DETAIL

BY THE *NUMBERS*

04

WHY IT MATTERS

EVERY FIGURE IN THIS DECK, EVENT BY EVENT, SO YOU CAN CHECK THE MATH.

4

YEARS OF DATA

2023 · 2024 · 2025 · 2026

9,813

TEAMS 2023–2026

ALL EVENTS, ALL FOUR YEARS

731,700

CUMULATIVE ATTENDANCE

2023–2026 COMBINED

3.7X

ATTENDANCE GROWTH

84,512 (2023) → 316,277 (2026)

IN THIS SECTION

2023–2026 SUMMARY / BY THE NUMBERS 2023 & 2024 / BY THE NUMBERS 2025 / BY THE NUMBERS 2026

TIGER TOURNAMENTS *2023–2026* BY THE NUMBERS

	2023	2024	2025	2026
EVENTS	5	7	10	15
TEAMS	1,269	1,801	2,658	4,085
COACHES	2,430	3,872	5,893	9,048
PLAYERS	18,448	27,139	42,880	65,579
EST. SPECTATORS	62,634	93,033	158,070	241,650
TOTAL ATTENDANCE	84,512	124,068	206,843	316,277
ATTENDANCE GROWTH	—	↗ +46.81%	↗ +66.72%	↗ +52.91%

TOTALS ARE THE SUM OF EACH YEAR'S BY NUMBERS TABLE. 2026 TEAM COUNTS FROM GOTSPORT AND TIGER RECORDS; COACHES, PLAYERS AND SPECTATORS ESTIMATED WITH 2025 PER-TEAM RATIOS.

BY THE NUMBERS 2023 & 2024 S:

EVENT	TEAMS	COACHES	PLAYERS	ESTIMATED SPECTATORS	TOTAL ATTENDANCE
ELITE CUP 2023	240	407	3,140	10,641	15,188
PREMIER CUP 2023	193	344	2,905	9,747	12,996
MEMORIAL CUP 2023	245	477	3,831	12,924	17,232
LABOR CUP 2023	375	717	5,512	18,687	24,916
DALLAS FALL SHOWCASE 2023	216	485	3,060	10,635	14,180
ELITE CUP 2024	280	578	4,218	14,388	19,208
TIGER PRE-SEASON CUP 2024	185	424	2,771	9,585	12,780
PREMIER CUP 2024	209	394	3,163	10,671	14,228
DALLAS SPRING SHOWCASE 2024	202	497	3,086	10,749	14,332
MEMORIAL CUP 2024	279	581	4,169	14,250	19,000
LABOR CUP 2024	402	802	5,857	19,977	26,636
DALLAS FALL SHOWCASE 2024	244	596	3,875	13,413	17,884

AS PUBLISHED IN THE 2025 DECK. 2023 TOTAL: 84,512 · 2024 TOTAL: 124,068.

BY THE NUMBERS 2025

EVENT	TEAMS	COACHES	PLAYERS	ESTIMATED SPECTATORS	TOTAL ATTENDANCE
ELITE CUP 2025	261	565	4,175	15,020	19,760
BARCA PRESIDENT'S CUP 2025	118	236	1,770	5,950	7,956
PREMIER CUP 2025	218	447	3,270	10,850	14,567
JUNIORS CUP I 2025	115	230	1,725	5,800	7,755
DALLAS SPRING SHOWCASE 2025	225	470	3,405	11,050	14,925
MEMORIAL CUP 2025	286	660	4,575	17,000	22,235
BOB WISEMAN MEMORIAL TOURNAMENT 2025	372	860	6,325	24,000	31,185
LABOR CUP 2025	332	780	5,640	21,500	27,920
FALL PREMIER CUP & SHOWCASE 2025	515	1,200	8,755	36,000	45,955
DALLAS SURF OPEN 2025	216	445	3,240	10,900	14,585

TOTAL ATTENDANCE: 206,843

FALL PREMIER CUP & SHOWCASE TOTAL CORRECTED TO 45,955 (1,200 + 8,755 + 36,000).

BY THE NUMBERS 2026

EVENT (2026)	TEAMS	COACHES	PLAYERS	EST. SPECTATORS	TOTAL ATTENDANCE
ALBION DESERT INVITATIONAL	155	344	2,480	9,200	12,024
ELITE CUP	238	515	3,808	13,700	18,023
BARCA AUSTIN CUP	110	220	1,650	5,550	7,420
GLASA PRESIDENTS DAY INVITATIONAL	265	588	4,240	15,750	20,578
PREMIER CUP	234	480	3,510	11,650	15,640
DALLAS SPRING SHOWCASE & CAREY INVITATIONAL	506	1,057	7,590	24,850	33,497
LAS VEGAS MEMORIAL CUP	242	558	3,872	14,400	18,830
BARCA ACADEMY CHICAGO CUP	75	166	1,200	4,450	5,816
BOB WISEMAN MEMORIAL TOURNAMENT	391	904	6,647	25,250	32,801
COPPELL CUP	351	778	5,616	20,850	27,244
LABOR CUP	332	780	5,644	21,500	27,924
TIGER XCEL CUP LAS VEGAS	142	315	2,272	8,450	11,037
FALL PREMIER CUP	585	1,363	9,945	40,900	52,208
DALLAS SURF OPEN	239	492	3,585	12,050	16,127
TIGER XCEL CUP AUSTIN (ROUND ROCK)	220	488	3,520	13,100	17,108

TOTAL ATTENDANCE: 316,277

ALL 15 2026 EVENTS. TEAM COUNTS FROM GOTSPORT AND TIGER RECORDS; COACHES, PLAYERS AND SPECTATORS ESTIMATED FROM 2025 PER-TEAM RATIOS. TIGER XCEL CUP AUSTIN (ROUND ROCK, DEC 11–13) USES A PROJECTED 220 TEAMS PROVIDED BY TIGER.

SECTION 05 · THE OPPORTUNITY

PARTNERSHIP *OPPORTUNITIES* 05

WHY IT MATTERS

PICK YOUR LEVEL: FROM ON-SITE SIGNAGE TO PUTTING YOUR NAME ON THE EVENT.

5

PARTNER TIERS

EVENT TITLE · COLLEGE PATHWAY · PRESENTING / CHAMPION · FEATURED · BASE

CUSTOM

PARTNERSHIPS

MULTI-EVENT, MULTI-YEAR AND CUSTOM PACKAGES AVAILABLE

2

BONUS ADD-ONS

SPONSORED AWARDS · GIVEAWAYS & FAN ENGAGEMENT

316,277

EST. 2026 ATTENDEES

15 EVENTS · 5 MARKETS

IN THIS SECTION

EVENT TITLE / COLLEGE PATHWAY / PRESENTING / CHAMPION / FEATURED & BASE / TIER COMPARISON / ADD-ONS / BENEFITS

TIER 1 OF 5 · EXCLUSIVE · 1 PER EVENT

EVENT TITLE *SPONSOR*

ONE PER EVENT

OWN THE EVENT: YOUR BRAND BECOMES PART OF ITS NAME.

EVERYTHING IN COLLEGE PATHWAY, PLUS:

"[EVENT] PRESENTED BY [BRAND]"
YOUR BRAND IN THE EVENT NAME

EVENT IDENTITY
BRAND BUILT INTO THE EVENT IDENTITY AND ITS MARKETING

WEBSITE & DIGITAL
PROMINENT LOGO ON THE EVENT WEBSITE AND DIGITAL ASSETS

PREMIUM SIGNAGE
PREMIUM ON-SITE SIGNAGE AND PRESENCE

TOP-TIER ACTIVATION
THE TOP ACTIVATION PACKAGE ON SITE

FIRST RIGHT OF REFUSAL
ON FUTURE TITLE SPONSORSHIPS

BEST FOR NATIONAL BRANDS THAT WANT TO OWN AN EVENT

TIER 2 OF 5 · SPECIALTY

COLLEGE PATHWAY
PRESENTING SPONSOR

COLLEGE SHOWCASE

REACH COLLEGE-BOUND PLAYERS, THEIR FAMILIES AND COLLEGE COACHES.

ALL PRESENTING / CHAMPION BENEFITS, PLUS:

COLLEGE SHOWCASE MATERIALS
YOUR BRAND ACROSS ALL COLLEGE SHOWCASE MATERIALS

OFFICIAL DESIGNATION
“OFFICIAL COLLEGE PATHWAY SPONSOR”

COLLEGE COACH OUTREACH
FEATURED PLACEMENT IN COMMUNICATIONS TO COLLEGE COACHES

SPEAKING OPPORTUNITIES
SELECT SPEAKING AND PRESENTATION SPOTS

BEST FOR BRANDS THAT WANT TO BACK THE PATH TO COLLEGE SOCCER

TIER 3 OF 5

PRESENTING / *CHAMPION PARTNER*

OFFICIAL SPONSOR

BECOME AN OFFICIAL SPONSOR, ONLINE AND ON-SITE.

ALL FEATURED BENEFITS, PLUS:

OFFICIAL SPONSOR

"OFFICIAL SPONSOR OF [EVENT]" DESIGNATION

EVENT MATERIALS & MERCH

LOGO ON SELECT EVENT MATERIALS AND/OR MERCH

BRANDED EMAIL

BRANDED INCLUSION IN EVENT EMAILS

PRIORITY PLACEMENT

PRIORITY ON-SITE PLACEMENT

BEST FOR BRANDS THAT WANT OFFICIAL STATUS AT AN EVENT

TIERS 4 & 5 OF 5

FEATURED & BASE *PARTNERS*

FEATURED PARTNER

MORE VISIBILITY, PLUS SPACE TO ACTIVATE ON SITE.

ALL BASE BENEFITS, PLUS:

- DEDICATED SOCIAL POST
- ENHANCED SIGNAGE (BANNER OR FEATHER FLAG)
- VENDOR / ACTIVATION SPACE AT THE MAIN COMPLEX
- ADDITIONAL NEWSLETTER PLACEMENTS

BASE PARTNER

YOUR BRAND ONLINE AND AT THE MAIN COMPLEX.

INCLUDES:

- INSTAGRAM AND FACEBOOK SOCIAL EXPOSURE
- LOGO AND LINK ON THE EVENT WEBSITE
- NEWSLETTER INCLUSION
- ON-SITE SIGNAGE AT THE MAIN COMPLEX

COMPARE THE *TIERS*

FIVE PARTNER TIERS

BENEFIT	EVENT TITLE EXCLUSIVE	COLLEGE PATHWAY PRESENTING SPONSOR	PRESENTING / CHAMPION	FEATURED	BASE
"[EVENT] PRESENTED BY [BRAND]"	✓	–	–	–	–
BRAND BUILT INTO EVENT IDENTITY & MARKETING	✓	–	–	–	–
FIRST RIGHT OF REFUSAL ON FUTURE TITLE DEALS	✓	–	–	–	–
BRANDING ON ALL COLLEGE SHOWCASE MATERIALS	✓	✓	–	–	–
"OFFICIAL COLLEGE PATHWAY SPONSOR"	✓	✓	–	–	–
FEATURED IN COMMUNICATIONS TO COLLEGE COACHES	✓	✓	–	–	–
SELECT SPEAKING / PRESENTATION SPOTS	✓	✓	–	–	–
"OFFICIAL SPONSOR OF [EVENT]"	✓	✓	✓	–	–
LOGO ON SELECT EVENT MATERIALS AND/OR MERCH	✓	✓	✓	–	–
BRANDED EMAIL INCLUSION	✓	✓	✓	–	–
PRIORITY ON-SITE PLACEMENT	✓	✓	✓	–	–
DEDICATED SOCIAL POST	✓	✓	✓	✓	–
VENDOR / ACTIVATION SPACE	TOP-TIER	✓	✓	✓	–
ON-SITE SIGNAGE	PREMIUM	ENHANCED	ENHANCED	ENHANCED	✓
NEWSLETTER	EXTRA	EXTRA	EXTRA	EXTRA	✓
LOGO & LINK ON EVENT WEBSITE	PROMINENT	✓	✓	✓	✓
INSTAGRAM & FACEBOOK EXPOSURE	✓	✓	✓	✓	✓

EACH TIER INCLUDES EVERYTHING IN THE TIERS TO ITS RIGHT. EVENT TITLE IS EXCLUSIVE (1 PER EVENT). ENHANCED SIGNAGE = BANNER OR FEATHER FLAG. MULTI-EVENT, MULTI-YEAR AND CUSTOM PARTNERSHIPS AVAILABLE.

EXTRA WAYS TO ENGAGE

BONUS *ADD-ONS*

SPONSORED AWARDS

MVP, SPORTSMANSHIP AND COACH RECOGNITION AWARDS, PRESENTED BY YOUR BRAND.

SPONSORED GIVEAWAYS & FAN ENGAGEMENT

GIVEAWAYS AND FAN ENGAGEMENT THAT PUT YOUR BRAND IN FAMILIES' HANDS.

MULTI-EVENT, MULTI-YEAR & CUSTOM PARTNERSHIPS

BUILD YOUR PACKAGE WITH OUR **SPONSORSHIP CALCULATOR**, OR ASK US FOR A CUSTOM PROPOSAL.

WHAT YOUR BRAND GETS

SPONSORSHIP *BENEFITS*

316,277	65,579	241,650	15	5
EST. 2026 ATTENDANCE	PLAYERS	SPECTATORS & FAMILIES	EVENTS	MARKETS

COMMUNITY VISIBILITY

BE SEEN BY 65,579 PLAYERS AND 241,650 SPECTATORS AND FAMILIES.

HIGH ENGAGEMENT

SOCIAL MEDIA, BRANDED CONTENT AND AWARD SPONSORSHIPS BUILD BRAND LOYALTY.

TOURISM-DRIVEN ROI

OUT-OF-TOWN TEAMS AND FAMILIES DRIVE HOTEL AND RESTAURANT TRAFFIC IN 5 MARKETS.

YOUTH DEVELOPMENT

BE KNOWN AS A CHAMPION FOR YOUTH SPORTS, COLLEGE EXPOSURE AND FAMILY FUN.

2026 FIGURES ARE ESTIMATES FROM THE BY THE NUMBERS TABLES (SECTION 04).

LET'S *PARTNER*

BE SEEN. BE REMEMBERED. BE PART OF THE GAME.

THANK YOU FOR SUPPORTING YOUTH SOCCER · #INVESTINYOUTH

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15 EVENTS · 4,085 TEAMS · 316,277 EST. ATTENDEES IN 2026