



June 22, 2017

To Whom It May Concern:

The Capital City Cup offers an excellent opportunity to capitalize on the growing soccer interest in the Midlands. The tournament is especially suited for businesses and organizations that operate throughout Lexington and Richland Counties. 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 approximately 300 high school boys soccer players, 100 officials including coaches, referees and tourney volunteers and at least 1,000 parents, plus siblings and other relatives and friends. Also, we anticipate a ticket-gate crowd of 5,000 spectators over the five-day event.

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 website and other materials both before and after the event.

Sponsorship Categories

Title Sponsor - \$5,000

Benefits:

- Organization's name on Tournament.
- 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.
- Website sponsorship of the event.
- Company or organization logo to be used on video scoreboards (where applicable).
- Sponsor may provide promotional materials for inclusion in registration materials distributed to competing teams and players.
- Tournament passes for employees to attend.

General Sponsor - \$2,500

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 the athletic trainers, tourney scoreboard, tourney trophies (Champion, Runner-Up, MVP), etc.
- Corporate name will be used in signage, at registration, on the website, 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.
- Sponsor may provide promotional materials for inclusion in registration materials distributed to competing teams and players.
- Some or all of sponsorship can be offset by suitable contributions-in-kind.