



## Participation Opportunities 2010 US Youth Soccer Far West Regional Championships



*The New Mexico Youth Soccer Association (NMYSA) and the State Farm Soccer Complex will host the prestigious 2010 US Youth Soccer Far West Regional Championships (FWR) as part of the country's number one youth soccer event, the US Youth Soccer National Championships. The very top teams in the fourteen western states will meet in Albuquerque from June 21 to June 27, 2010, to determine 16 Regional champions and 12 berths in the National Championship Finals.*

*5,600 competitors and 500 tournament officials and their families will visit central New Mexico for 4-9 days. In all, we anticipate 18-25,000 visitors for an average stay of 5 days. Many of those families will arrive by car and treat the week as a family vacation. Most will have time left at the end of the week to spend in the local community before returning home. The players will participate in one game per day, and everyone will have Thursday off before the start of elimination matches on Friday. There is clearly time in the day for 90% of the participants to enjoy the unique features of central New Mexico.*

*The 2010 US Youth Soccer Far West Regional Championships will provide a variety of opportunities for the community to engage these visitors and benefit from the economic impact the tournament participants will have on greater Albuquerque. In addition to the opportunities listed below, any and all New Mexico supporters and advertisers who invest a minimum of \$1,500 will be listed in the tournament souvenir program and on the NMYSA website as a "Supporter of New Mexico Youth Soccer" or as a "Supporter of the State Farm Soccer Complex."*

### **Program Ads**

6,500-7,000 tournament souvenir programs will be distributed. Every participant will receive a program free at registration, and the programs will be sold on site at two locations. Tournament souvenir program advertising fees are:

Full page	\$1200
Half-page	\$ 650
Quarter-page	\$ 400
Business Card (1/8-page)	\$ 250
Coupon page (1/4 page tear out)	\$ 400
	(\$250 with other sponsorship)

*Technical Specifications at:*

*<http://www.nmysa.net/LeftNav/fwr10/fwr10local.htm>*

## Goody Bags

There will be different kinds of goody bags given to tournament participants:

- Player/Coach (5,600)
- Team Manager (256)
- Referee (300)
- VIP (30)
- State Rep (30)

Opportunities for these goody bags are limited only by the contributor's imagination and the national marketing restrictions of US Youth Soccer. Contributor must provide all materials. There will be a minimum stuffing fee for paper items of \$50, unless that fee is offset by another type of participation by the contributor. Tangible gifts will be stuffed for free. High-quality gifts for the VIPs and State Reps are very welcome. Some examples of goody bag participation:

Stuffing fee	\$ 50 (or suitable offset)
Coupon flyer (1/10 page)	\$ 250

## On-site Food Vending

A limited number of food vending opportunities are available. Food vendors will have the choice of having one or two locations. There will be a flat fee for vendors, and 7% of all sales are collected as part of the Complex's lease arrangement. There is a separate food vending contract. Vending fees are:

Food – one site, six days	\$ 600 plus 7% of proceeds
Food – second site, four days	\$ 300 plus 7% of proceeds

## Signage

There are two kinds of signage available, and restrictions apply to each:

- A permanent sign at the soccer complex is available in a variety of locations, is renewable year after year, and fewer restrictions apply. These sign packages begin at \$1,000 per year. Call Mike Chesley at 505-280-7373 for details.
- 3' by 5' fence banners for display during the tournament are available for \$500. US Youth Soccer national marketing restrictions apply.

## General NMYSA Advertising

All of NMYSA's normal sponsorship, vending and advertising opportunities can be leveraged with the above. Website advertisements, New Mexico Open State Cup sponsorship and advertising, and Kohl's American Cup advertising are available in combination with the above. Contact Mike Chesley at 505-280-7373 for details.

## US Youth Soccer Marketing Restrictions

US Youth Soccer has important commitments to many national advertisers, and those commitments include full representation during the National Championship Series.

- The primary restriction on local sponsorship is that local competitors of national sponsors must identify themselves in all advertising by their local place of business. So, for example, since Burger King is a national sponsor, advertising for McDonald's must specify that McDonald's restaurant, at the corner of Jones and 1<sup>st</sup> Street, is a proud supporter of the Far West Regionals.
- Alcohol, tobacco, gambling and pornography are expressly excluded.

**Specialized opportunities are also available including referee dinner and lunches, college coach panels and a World Cup viewing site. Call Jim Tilley or Gloria Faber at 505-830-2245 for details.**