



Steel City World Cup

Sponsorship Opportunity

Background

In 2016, the Pittsburgh Urban Magnet Project (PUMP) led a collaborative effort to plan and host the first ever Steel City World Cup. The multi-day event is a grand celebration of Pittsburgh’s vibrant and growing global community – a story that is shared through cultural expression and the Beautiful Game. In all, over 300 individuals from around the world participated in the 2-day tournament representing 19 teams and 18 countries from around the world.

In 2017, the Steel City World Cup experience is poised to grow to 32 teams, engage thousands of participants and spectators across 5 days and two full weekends of festivities and celebration, and continue its impact throughout the year with winter and spring games hosted by Pittsburgh Soccer in the Community.

Our goals for the initiative are to deepen the sense of belonging among refugees and immigrants in Pittsburgh; strengthen connections between refugees, immigrants, and long-time Pittsburghers; and facilitate cross-cultural understanding and connections that lead to opportunities and resources.

A portion of the net proceeds from the main event will be donated to Pittsburgh Soccer in the Community (PSC) to continue global soccer opportunities throughout the year. PSC is a local nonprofit dedicated to creating positive social impact in and around Pittsburgh through the game of soccer.

Tentative Events Schedule

- Early September (Highmark Stadium) – “World Cup Draw” event for all registered teams to finalize groups
- September 23rd (location TBD) – Round Robin games for Groups A – D
- September 24th (location TBD) – Round Robin games for Groups E - H
- September 30th (Highmark Stadium) – Single Elimination Rounds of 16 and 8
- October 1st (Highmark Stadium) – Semi-Finals and Championship matches and Global Festival with food, music, dance, community resource tables, and cultural celebration
- Winter 17 and Spring 18 (The Neighborhood Academy) – Global Games and leagues open to all

The Steel City World Cup tournament is co-ed and open to anyone ages 18 and over, primarily targeting young adults from Pittsburgh’s global community. In 2016, at least 50% of participants were immigrants and refugees from around the world. All games and the Global Festival are free and open to the public.

Event Hosts



Steel City World Cup Key Marketing and Reach Data

PUMP Constituent Profile

- Serve nearly 30,000 individuals each year
- Racially and ethnically diverse
- 56% male, 44% female
- 69% between 25-34 years old
- 64% earn between \$30,000 and \$70,000
- Predominantly live within the city limits
- Civically engaged and socially connected
- Committed to Pittsburgh

PUMP Website, Email, and Social Media Activity

- Annual Website Page Views – 1,500,000+
- Annual Website Visitors – 75,000+
- Email List Subscribers – 22,000+
- Facebook Friends – 3,590
- Twitter Followers – 2,780
- Instagram Followers – 1,501

The World Cup event organizers estimate that the new Steel City World Cup website will be launched by June 30, 2017 providing web-based marketing visibility 24/7 for the remainder of 2017. Additionally, we estimate that a minimum of 10 targeted emails will be sent and several dozen social media posts during the pre-event marketing phase. The post event marketing phase will include 24/7 web visibility, a thank you email, and social media posts.

Collectively, our pre and post marketing activities will produce **hundreds of thousands of impressions** for our event sponsors.



Sponsorship Opportunities

The Steel City World Cup offers a diverse range of sponsorship opportunities for the event. All Steel City World Cup sponsorships are structured to provide maximum visibility and marketing benefits to all sponsors seeking to reach the highly desirable young adult demographic. Collectively, the event organizers will deliver millions of impressions through electronic and web based marketing (key market and reach data is provided at the end).

Champion Sponsorship Level - \$15,000

Pre-Event Marketing

- Sponsor name added to official Steel City World Cup event logo (e.g. *Steel City World Cup presented by...*) and included on all eCommunications, websites, and social media platforms
- Premium size / placement for company logo on Steel City World Cup main website and registration pages
- Premium size / placement for company logo on all Steel City World Cup email and printed marketing communications
- Company logo and mentions on all social media platforms (Facebook, Twitter, Instagram, etc.)
- Premium size / placement for company logo in all captain/participant emails regarding Steel City World Cup
- Acknowledgement in official event media advisory and press release distributed to media (e.g. *Steel City World Cup presented by...*)
- Speaking role in Pre-Event press conference

World Cup Draw Event, Group Stage Days, and Round of 16/8 Day

- Premium size / placement for company logo on signage throughout event location
- Field named after your company/organization with signage at field (Group Stage and Round of 16/8)
- Opportunity to display up to two sponsor banners onsite
- Opportunity to include sponsor swag/give-away in participant bags
- Opportunity to speak to attendees at World Cup Draw event

Semi-Final, Final and Global Festival Event Day

- VIP location or tent to host clients
- Premium placed sponsor table at event
- Premium size / placement for company logo on signage throughout event location
- Championship field named after your company/organization with signage at field
- Opportunity to display up to two sponsor banners onsite
- Opportunity to conduct Championship game coin toss
- Opportunity to address attendees and present awards during awards presentation
- Company logo on the back of medals
- Opportunity to present [Pittsburgh Soccer in the Community](#) with Donation Check during awards with photo posted to social media, event website, and thank you emails.

Post-Event

- Premium logo size / placement in post event "Thank You" email to all participants
- Featured interview and premium logo size / placement in event promotional and highlight video
- Active official 2017 event logo and company logo on website through February 2017
- First right of refusal for 2018 Steel City World Cup Champion Level Sponsorship (December 31, 2017 deadline)
- Signage at all Winter 17 and Spring 18 Global Games at The Neighborhood Academy

Gold Sponsorship Level - \$7,500

Pre-Event Marketing

- Premium size for company logo on Steel City World Cup main website and registration pages
- Premium size company logo on all Steel City World Cup email and printed marketing communications

- Company logo and mentions on all social media platforms (Facebook, Twitter, Instagram, etc.)
- Premium size company logo in all captain/participant emails regarding Steel City World Cup
- Acknowledgement in official event media advisory and press release distributed to media
- Acknowledgement at Pre-Event press conference
- Verbal acknowledgement during pre-event Captain's meeting

World Cup Draw Event, Group Stage Days, and Round of 16/8 Day

- Hospitality Tent sponsor for player beverages and snacks (sponsor provides branded tent)
- Premium size company logo on signage throughout event location
- Field named after your company/organization with signage at field (Round of 16/8)
- Opportunity to display one sponsor banner onsite
- Opportunity to include sponsor swag/give-away in participant bags
- Verbal Acknowledgement at World Cup Draw event

Semi-Final, Final and Global Festival Event Day

- Hospitality Tent sponsor for player beverages and snacks (sponsor provides branded tent)
- Sponsor table at event
- Premium size company logo on signage throughout event location
- Field named after your company/organization with signage at field
- Opportunity to display up one banner onsite
- Verbal acknowledgement during awards ceremony

Post-Event

- Premium size company logo in post event "Thank You" email to all participants
- Premium size company logo in event promotional and highlight video
- Premium size company logo on website through February 2017
- First right of refusal for *2018 Steel City World Cup* Gold Level Sponsorship (December 31, 2017 deadline)
- Signage at all Winter 17 and Spring 18 Global Games at The Neighborhood Academy

Silver Sponsorship Level - \$3,750

Pre-Event Marketing

- Company logo on Steel City World Cup main website and registration pages
- Company logo on all Steel City World Cup email and printed marketing communications
- Company name on all social media platforms (Facebook, Twitter, Instagram, etc.)
- Company logo in all captain/participant emails regarding Steel City World Cup
- Acknowledgement in official event media advisory and press release distributed to media
- Acknowledgement at Pre-Event press conference
- Verbal acknowledgement during pre-event Captain's meeting

World Cup Draw Event, Group Stage Days, and Round of 16/8 Day

- Company logo on signage throughout event location
- Opportunity to display one sponsor banner onsite
- Field named after your company/organization with signage at field (Group Stage)
- Opportunity to include sponsor swag/give-away in participant bags
- Verbal Acknowledgement at World Cup Draw event

Semi-Final, Final and Global Festival Event Day

- Sponsor table at event
- Company logo on signage throughout event location
- Opportunity to display one sponsor banner onsite
- Verbal acknowledgement during awards ceremony

Post-Event

- Company logo in post event “Thank You” email to all participants
- Company logo in event promotional and highlight video
- Company logo on website through February 2017
- First right of refusal for 2018 Steel City World Cup Silver Level Sponsorship (December 31, 2017 deadline)
- Signage at all Winter 17 and Spring 18 Global Games at The Neighborhood Academy

Bronze Sponsorship Level - \$1,000

Pre-Event Marketing

- Company logo on Steel City World Cup main website and registration pages
- Company name on all Steel City World Cup email and printed marketing communications
- Company name on all social media platforms (Facebook, Twitter, Instagram, etc.)
- Company name in all captain/participant emails regarding Steel City World Cup
- Acknowledgement at Pre-Event press conference
- Verbal acknowledgement during pre-event Captain’s meeting

World Cup Draw Event, Group Stage Days, and Round of 16/8 Day

- Company name on signage throughout event location
- Opportunity to include sponsor swag/give-away in participant bags
- Verbal Acknowledgement at World Cup Draw event

Semi-Final, Final and Global Festival Event Day

- Company name on signage throughout event location
- Verbal acknowledgement during awards ceremony

Post-Event

- Company name in post event “Thank You” email to all participants
- Company name in event promotional and highlight video
- Company logo on website through February 2017





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Steel City World Cup

Sponsorship Commitment Form

Please complete this form and (e)mail to:

Pittsburgh Urban Magnet Project
ATTN: Brian Magee
100 Ross St., Suite 502
Pittsburgh, PA 15219
brian@pump.org

Contact Name & Title: _____

Company/Organization Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

My company/organization would like to sponsor at the:

___ Champion Presenting Level (\$15,000)

___ Gold Level (\$7,500)

___ Silver Level (\$3,750)

___ Bronze Level (\$1,000)

___ I cannot sponsor but would like to make a smaller donation of: \$_____

- My check made payable to PUMP is enclosed.
- Please send an invoice. Payment will be made by _____.
- I will donate through the web at www.pump.org/donations
- Please contact me for payment instructions.