

PREMIER SUPERCOPA

America's Championship



Presented by

NIKESOCCKER 



BY THE NUMBERS

3

COUNTRIES
REPRESENTED

275

SOCCER
CLUBS

826

TEAMS
PARTICIPATING

12,000

PLAYERS
COMPETING

PREMIER SUPERCOPA DAILY BREAKDOWN

WEDNESDAY
KICK-OFF PARTY



THURSDAY
GROUP ROUND BEGINS
COACHES SOCIAL

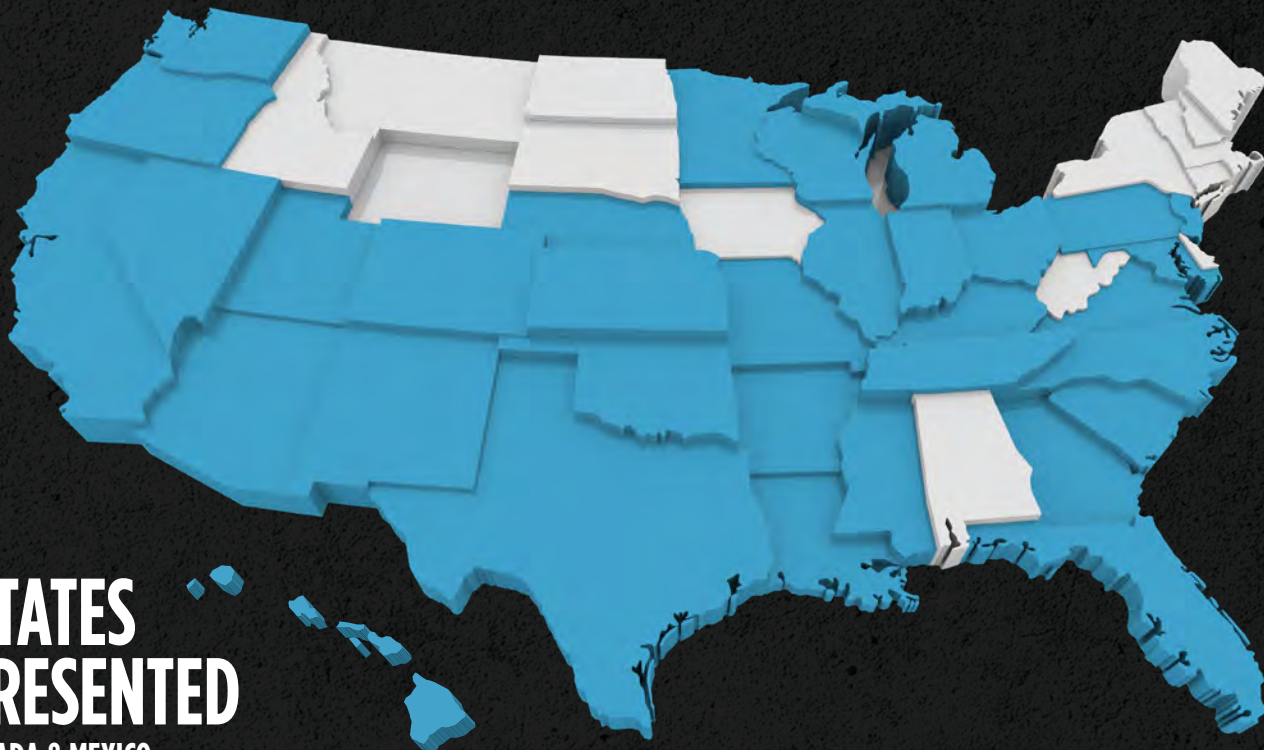


SUPERCOPA HISTORY

Premier SuperCopa began in Dallas, Texas in 2013 with the goal of providing a tournament with the highest level of competition combined with the most diverse team selection in the United States for U9 and U10 boys. Teams this young had never traveled this far, but the group of “*The Original 48*” in the 2013 Premier SuperCopa teams had a superior experience, thus creating such demand that numerous teams began requesting acceptance to the 2014 event while the 2013 event was still in progress. The mission of Premier SuperCopa is unique in that it focuses solely on the young, developing teams throughout the country who are playing soccer at a spectacularly high level for their age. Most

SuperCopa teams struggle to find quality competition in their local leagues and find that their development receives a boost from 4-6 games of high-quality, evenly matched competition. It is the only tournament with a nationwide reach which has grown to include U9 through U12 teams, and both boys and girls. Everything offered, on and off-the-field, at Premier SuperCopa is designed specifically with this age group in mind; providing the experience of an elite player but targeted only to this unique age sub-set while playing at premier soccer facilities nationwide.

In 2018, Premier SuperCopa continued to solidify itself



**36 STATES
REPRESENTED**
PLUS CANADA & MEXICO

FRIDAY

**GROUP ROUND CONCLUDES
BRACKET REVEAL PARTY**



SATURDAY

**PLAYOFFS BEGIN
MEMBERS PARTY**



SUNDAY

CHAMPIONS CROWNED



as a premier event by gaining accreditation through the US Soccer Federation as a sanctioned Development Academy event. Proving that the Premier SuperCopa has the highest level of competition in the nation for all 4 age groups, both boys and girls. In 2018 our Teams List represented 79 Clubs from 29 States and 3 countries; amassing 2,700 players and an estimated 12,500 attendees. These numbers continue to grow exponentially year after year.

Being a part of the Premier SuperCopa is not about just attending a soccer tournament, it is a complete event. Our on and off-the-field events provide each player, coach and family

in attendance the best possible event experience; an experience that is second to none. We have off-the-field events each day that provide Premier SuperCopa attendees the opportunity to take their "SuperCopa Experience" to a new level. Exclusive events range from mingling with soccer legends such as Mia Hamm, Kristine Lilly and Tisha Venturini, to the SuperCopa Parade of teams during a MLS game, World Cup Watching Parties, a Coaches Social, the Friday night Bracket Reveal Party and the Saturday night SuperCopa Members Party. We also partner with the hosting city to provide SuperCopa attendees access to activities that are unique to that region.



kick-off party





wednesday | KICK-OFF PARTY

**TEAM FIRST | PARADE OF TEAMS
MLS EXPERIENCE**

SuperCopa Wednesday is our SuperCopa Kick-Off. The day historically begins with a special activity like our friends from TeamFirst Soccer Academy: Mia Hamm, Kristine Lilly, Tisha Venturini-Hoch and Angela Kelly conducting a soccer clinic. The day then moves into an MLS Experience like a Pre-game Tailgate Party with vendors displaying their products and having the opportunity for product activation in our Vendor Alley. The Kick-off is highlighted by the SuperCopa Parade of Teams, on the field of a professional MLS team or semi-pro sports stadium when available. This special event typically includes a Coaches/Managers VIP area with complimentary food/drinks. To enhance the activities even further we try to arrange an exclusive "Meet & Greet" with the TeamFirst Legends for Premier SuperCopa VIPs on the stadium Suite Level.

- In 2018, we had over **3,800 SUPERCOPA ATTENDEES** join us at Dicks Sporting Goods Park in Denver, Colorado for the Colorado Rapids vs Chicago Fire game and pre-game activities.
- In 2017, we had in excess of **4,000 SUPERCOPA ATTENDEES** join us at the Rockford Rivets baseball stadium in Rockford, Illinois for our Parade of Teams and TeamFirst Legends Meet & Greet.
- In 2014, we had approximately **3,100 SUPERCOPA ATTENDEES** join us at Toyota Stadium in Frisco, Texas for the FC Dallas home game where each team participated in a Halftime Parade of Teams across the Toyota Stadium field.

Thursday OVERVIEW

GROUP ROUND | FANZONE LIVE STREAMING

SuperCopa Thursday begins tournament play at our world class youth soccer venue. Up to **30 FIELDS** are in play and approximately **160 GAMES** are played, that sees all **184 TEAMS IN ACTION**. Action has always been fierce, and everything is left on the field. Our FanZone area has the unique opportunity to live stream World Cup games, Sponsor videos and live scores that keep our attendees up to date on tournament scores throughout the day. Our apparel sponsor, Nike, has numerous event apparel items for sale at our exclusive Soccer.com apparel tent. With all of our participating vendors and Soccer.com in the SuperCopa FanZone, there is plenty to do for all of our tournament attendees! Product sampling and product demonstrations are attendee favorites and always keep the crowds coming back for more...

Thursday night concludes with our Coaches Social that is hosted by one of our Premier Sponsors and is exclusive to SuperCopa coaches only. Our Premier Sponsor has the opportunity to invite and engage all tournament coaches for a night of food and beverage at an exciting off-site location. This is a great opportunity for a SuperCopa partner to have uninterrupted access to the team's decision makers about your services, equipment, etc. The Coaches Social kicks off our week long SuperCopa Village which is hosted at the same off-site location.





friday OVERVIEW

GROUP ROUND CONCLUDES
RE-SEEDING OF TEAMS
BRACKET REVEAL

SuperCopa Friday opens with all **30 FIELDS** in play again. The action is intense as we see another full day of approx. **180 GAMES** being played across all age groups. Our SuperCopa FanZone continues the live streaming of live World Cup games coupled with vendor social media contests and activities. Approximately **14,000 ATTENDEES** which include families, players and coaches who are all hungry to see how their teams will finish up Group Play are on site for the event. Our SuperCopa Friday ends with the Bracket Reveal Party where we see in excess of 500 attendees pack the host hotel ballroom to see who they will play the following day during the knockout rounds. Live music and a DJ keep the attendees in a festive mood until the brackets are released. The excitement and anticipation of the Bracket Reveal Party makes for another great sponsorship opportunity.







supercopa members party



playoff saturday

PLAYOFFS | SUPERCOPA EXCHANGE MEMBERS PARTY

Saturday sees the intensity sky rocket at the host facility; fans, parents and players are buzzing around the facility and the atmosphere is at all all-time high as we are now into the knockout rounds. It is win or go home time. The action is intense and hour by hour, tears and excitement are all across the facility. All **30 FIELDS** are in play with approx. **90 GAMES** being played throughout the day and all **2,700 PLAYERS** are in action. Historically we see a spike in attendance at the event for a high of approx. **15,000 ON SATURDAYS**. The FanZone is packed with fans and players, and the vendors continue to be busy with social media contests and onsite activities. After the knockout round games come to a close, there is a brief break in the action until our Members Party kicks off at the SuperCopa Village host venue.

- In 2018, we had over **4,000 ATTENDEES** join us at the host venue, Stanley Marketplace, with music, and kids' activities that featured the Colorado Rapids Street teams and inflatables. Mini pick-up games were being played across the activities area. In addition, inside the Stanley Marketplace, we had food trucks providing incredible local cuisine and a player pin exchange taking place. We also recognized our only 5-Time SuperCopa Participant with a commemorative Nike Premier SuperCopa jersey.





supercopa champions





championship sunday

FINALS | AWARDS STAGE SPECIAL PRESENTATIONS

The day we have all been waiting for is upon us and we are now in the fourth and final day of games. Today is when all 24 of the Premier Supercopa Champions will be crowned. There will be approximately **75 GAMES** played, all concluding by approximately 4:00PM. The awards stage, located inside the SuperCopa FanZone, is overflowing with our SuperCopa trophies and medals. The SuperCopa Jumbotron continues to stream World Cup games, Sponsor videos and live scores as our SuperCopa Finals are being played ac-ross the facility. Our Premier Sponsor Championship fields are buzzing with action and the excitement is growing as the games are being played. As the first wave of games conclude, the agony of defeat and the excitement of victory are upon us. Both teams make their way to the SuperCopa Awards stage for their medals and trophies. Our Tournament Executives hand out the individual trophies and our emcee reads off every name of each SuperCopa Champion team member. The moment is special, and we ensure that each player and coach are announced and recognized. As the day ends, Champions are crowned, and finalist reflect on what it takes to win a Premier Supercopa Championship, our motto rings loud: "Do you have what it takes?"



do you have
what it
takes?



CONTACT

MONTY HOLLOWAY

EXECUTIVE DIRECTOR | FOUNDER

office: 469.587.7454 Ext 400 | mobile: 972.567.8708

monty.holloway@u90c.com

PREMIERSUPERCOPA.COM

