



March 30 to April 13, 2025

THE INDOOR NATIONS CUP TOURNAMENT

Calgary United Soccer Association

CONSIDER A SPONSORSHIP WITH CUSA FOR MAXIMUM IMPACT FOR YOUR BRAND

INCREASED VISIBILITY
POSITIVE BRAND IMAGE
ACCESS TO THE ADULT SOCCER COMMUNITY IN CALGARY
PROMOTE YOUR PRODUCT OR SERVICE

- Demographic of who you can reach:

- Teams, players, front-bench staff of the tournament – 50+ teams registered!
- Spectators (in 2024 over 1,000 people attended the finals)
- Website and social channel followers/views: over 5,000
- CUSA boasts 11,000 players + coaches and over 600 teams across our indoor and outdoor seasons



The Nations Cup



The Nations Cup Tournament started as an outdoor tournament in Calgary, Alberta in 2006 in memory of Davinder Singh Kajla who was a soccer player.

Over the years, the tournament has undergone changes to become an indoor tournament, organized and operationalized by the Calgary United Soccer Association.

The tournament is open to nationals who come together and form a team which identifies them by the country of their origin.

With hundreds of spectators coming out each year the tournament has evolved to become a must-see soccer event of the spring and the tournament now averages over 50 teams who participate.

The weekend of the final games has attracted over 1,000 spectators over the last number of years.



THE TOURNAMENT SPIRIT IS;

**FUN, CULTURAL, RELIGIOUS AWARENESS AND ETHNIC PRIDE
AND ALSO HELPING US TO RESPECT AND VALUE ONE ANOTHER
IN OUR WIDER SOCIETY.**

**EXPANDING KNOWLEDGE OF SOCCER, KEEPING YOUNG ADULTS
ENGAGED TO PROMOTE GOOD HEALTH AND HELP BUILD A
COMMUNITY THAT RECOGNIZES DIVERSITY AND WORKING
TOGETHER.**

**BREAKING DOWN BARRIERS AND CREATING RELATIONSHIPS
THAT MIGHT NEVER HAVE BEEN FORMED IN OTHER
ENVIRONMENTS.**

A large crowd of spectators is seated in bleachers at a sports event. The audience is diverse in age and appearance, with many people looking towards the camera or the field. In the foreground, a young boy in a teal hoodie and a man with glasses and a beard are leaning on a metal railing. A young girl with red face paint is also visible in the lower left. The background is filled with more people, some wearing team colors.

GOLD - \$10,000 TOURNAMENT SPONSOR

- Naming rights over the tournament
- Logo on the trophy/medals
'Draw Party' opportunity
- Opportunity to speak at the finals (TBC)
- Reserved Parking at the finals (TBC)
- Recognition on CUSA website and social platforms

SILVER - \$5,000 FAN BLEACHERS SPONSOR

- Sponsor the fan bleachers with your logo on the bleachers and signs
- Recognition on CUSA website and social platforms



BRONZE - \$2,000 (X3)

- **Opportunity #1:** your logo on arm bands/bracelets for bleachers / spectators in the stands
- **Opportunity #2:** your logo on the lanyards for athletes, coaches and referees
- **Opportunity #3:** your logo on the game sheets for all teams (# of teams – TBC)
- **Recognition** on CUSA website and social platforms



Up to 2 signs around
the soccer center
(Banner or Feather
Stand-Style)



Recognition on
CUSA's social
platforms and
website

**SOCCER
SUPPORTERS
(X5) - \$500**

REFEREE CARD SPONSOR (X1) - \$250


Refs have a tough job and are frequently making tough calls



At CUSA, we like to acknowledge good behaviour and sportsmanship



Be the sponsor of a 'Ref Card' that rewards good behaviour in the Beautiful Game!



Refs can give out the cards to players, coaches, other front bench staff, or even spectators for positive behaviour during a match



LIVE STREAM SPONSOR

- Help CUSA help more soccer fans enjoy the Tournament!
- Not everyone can attend, so help sponsor the equipment needed to bring the Beautiful Game to all those who might want to watch from elsewhere, around the world, or even from our Family Fun Zone!
 - Equipment:
 - Projector and Screen
 - Audio equipment



PRIZE SPONSOR

- Would you like to donate a prize or prizes to the tournament? This is an extremely flexible sponsorship category – talk to our CUSA team if you have an idea!
- Join existing prize sponsors Cavalry FC, Calgary Wild FC and World of Soccer!



FAMILY FUN ZONE AND VIEWING PARTY

For a soccer club who is interested in helping CUSA make a successful and fun area for families to watch the Tournament and spread out with their kids with lots of fun and frolicking!

Sponsor/Loan: nets and soccer balls for the youngest soccer fans to enjoy in the viewing area while parents watch the game being live streamed from the West/East fields

Allowed to bring up to 3 signs for your soccer club (banner or feather stands) for the area

WHO IS CUSA?

Organized soccer in Calgary dates back to 1898 when the Calgary Association Football League held its inaugural season with 6 teams and 140 players.

The Calgary Community has continued to develop its interest for soccer and over the last 127 years the Association has grown drastically today consisting of over 600 teams and 11,000 + registered players and coaches.

Soccer remains one of the most commonly played sports in Calgary and Calgary United Soccer Association (CUSA) offers its members two seasons of play annually (indoor & outdoor) in men's, women's and co-ed programs, for both soccer and futsal.



**ALL SPONSOR
PACKAGES
CAN BE
CUSTOMIZED
AND
TAILORED**

- Please reach out to Stacey Hatcher, Executive Director of CUSA to discuss your sponsorship package and ideas now!
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- T: 403-648-0861
- Stacey@cusa.ab.ca