



## Sponsorship Opportunities

PRESENTED BY  BNY MELLON

### Background

In 2016 and 2017, PUMP led a collaborative effort to plan and host the Steel City World Cup, a first of its kind event in the region. This 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 750 local individuals from around the world have participated in the tournament to date representing over 25 countries from around the world.

In June 2019, the Steel City World Cup experience returns with an exciting new format that will bring together 32 teams and thousands of participants and spectators. The tournament will feature over 60 group stage and elimination round games in two consecutive days, June 22-23, at the Riverhounds Coraopolis complex. The two final teams will then play the final match on Saturday, June 29<sup>th</sup> immediately following the Riverhounds vs. Birmingham Legion FC game. All tournament participants will receive complimentary tickets to the Riverhounds game and World Cup finals match. The evening will also feature special opportunities to showcase the region's international community on the field and in the stands.

Our goals for the Steel City World Cup remain the same:

- 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.

The Steel City World Cup tournament is gender mixed and open to anyone ages 18 and over, primarily targeting young adults from Pittsburgh's global community. In 2017, well over 50% of participants were immigrants and refugees from around the world. All games with the exception of the finals are free and open to the public.

### Events Schedule

- June 11 – “World Cup Draw” event for all registered teams to finalize groups
- June 22-23 – Group Stage and Rounds of 16, 8, and 4 (60+ total games at Riverhounds Coraopolis complex)
- June 29 – Finals Match following the Riverhounds vs. Birmingham Legion FC game (Highmark Stadium)



# 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 – 26,000+
- Facebook Friends – 4,000+
- Twitter Followers – 3,800+ (multiple platforms)
- Instagram Followers – 1,900+

Note: The new Steel City World Cup website will be launched by April 15, 2019 providing web-based marketing visibility. 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. Sponsor visibility will also be integrated within the Riverhounds marketing campaigns for Finals Night. 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 - **SOLD**

#### 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, tags, 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, either separately held or in conjunction with Draw Event

#### World Cup Draw Event, Group Stage and Round of 16/8/4 – June 22-23

- Premium size / placement for company logo on signage throughout event location
- Field named after your company/organization with signage at field
- 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

#### Final Match and World Night at the Riverhounds - June 29

- VIP location to host clients
- Premium placed sponsor table at event
- Premium size / placement for company logo on signage throughout event location, including Jumbotron
- Opportunity to display up to two sponsor banners onsite
- Public address recognition throughout the evening
- Opportunity to conduct Championship game coin toss
- Opportunity to address attendees and present awards during awards presentation
- Company logo on the back of medals

#### 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 2019 event logo and company logo on website through February 2020
- First right of refusal for *2020 Steel City World Cup* Champion Level Sponsorship (December 31, 2020 deadline)

### Gold Sponsorship Level - **\$7,500 (1 available)**

#### 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, tags, 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 and Round of 16/8/4 – June 22-23

- 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
- Opportunity to display one sponsor banner onsite
- Opportunity to include sponsor swag/give-away in participant bags
- Verbal Acknowledgement at World Cup Draw event

Final Match and World Night at the Riverhounds – June 29

- 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 2020
- First right of refusal for *2020 Steel City World Cup Gold Level Sponsorship* (December 31, 2019 deadline)

**Silver Sponsorship Level - \$5,000 (2 available)**

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, tags, and mentions 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 and Round of 16/8/4 – June 22-23

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

Final Match and World Night at the Riverhounds – June 29

- 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 2020
- First right of refusal for *2020 Steel City World Cup Silver Level Sponsorship* (December 31, 2019 deadline)

## Bronze Sponsorship Level - \$2,500

### 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 and Round of 16/8/4 – June 22-23

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

### Final Match and World Night at the Riverhounds – June 29

- 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 2020

## Sponsor Sign Up and Payment

Sponsor sign up can be done easily online at <https://www.pump.org/world-cup-sponsorship/>. Payment can be made at the time of sign up using a credit card or at a later date via credit card or check. PUMP will send an invoice to all sponsor commitments that do not pay by credit card at the time of sign up.

## Questions?

Should you have any questions about Kickball for a Cause sponsorship, please contact Brian Magee at [brian@pump.org](mailto:brian@pump.org) or 412-338-2133 ext. 10.

