



2020 Sponsorship Opportunities

PRESENTED BY  BNY MELLON

Background

In 2016, 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 2,000 local individuals from around the world have participated in the tournament or watched the games to date representing over 35 countries.

Now it's fourth year, the Steel City World Cup experience returns in June 2020 to 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 at late June at the Montour Junction Sports complex in Coraopolis (pending confirmation). The two final teams will then play the final match immediately following a Riverhounds 2020 game (pending confirmation). 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 immigrants, refugees and international students 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 age 18 and over, primarily targeting young adults from Pittsburgh's global community. In 2019, 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

- Early June – "World Cup Draw" event for all registered teams to finalize groups
- Late June – Group Stage and Rounds of 16, 8, and 4 (60+ total games at Riverhounds Coraopolis complex)
- Summer 2020 – Finals Match following a Riverhounds 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 – 4,500+
- Twitter Followers – 4,000+ (multiple platforms)
- Instagram Followers – 2,150+

Note: The Steel City World Cup website (www.steelcityworldcup.com) will feature all sponsors in prominent ways. 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 - \$15,000 (1 available)

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...*)

World Cup Draw Event, Group Stage and Round of 16/8/4

- Premium size / placement for company logo on signage throughout event location
- Hospitality Tent sponsor for player beverages and snacks (sponsor provides branded tent)
- Field named after your company/organization with signage at field
- Opportunity to display up to two sponsor banners onsite
- Premium size company logo on all participant "draw string" bags
- Event logo with sponsor logo on all volunteer and staff t-shirts
- Opportunity to include sponsor swag/give-away in participant bags
- Opportunity to speak to attendees at World Cup Draw event

Final Match at the Riverhounds Game

- 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 2020 event logo and company logo on website through February 2021
- First right of refusal for 2021 *Steel City World Cup* Champion Level Sponsorship (December 31, 2020 deadline)

Gold Sponsorship Level - \$5,000 (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
- Verbal acknowledgement during pre-event Captain's meeting

World Cup Draw Event, Group Stage and Round of 16/8/4

- Verbal Acknowledgement at World Cup Draw event
- Sponsor table at the event
- 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
- Premium size company logo on all participant "draw string" bags
- Opportunity to include sponsor swag/give-away in participant bags

Final Match at the Riverhounds

- Sponsor table at event
- Premium size company logo on jumbotron and signage throughout event location
- Opportunity to display up to 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 2021
- First right of refusal for *2021 Steel City World Cup Gold Level Sponsorship* (December 31, 2020 deadline)

Silver Sponsorship Level - \$2,500 (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
- Verbal acknowledgement during pre-event Captain's meeting

World Cup Draw Event, Group Stage and Round of 16/8/4

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

Final Match at the Riverhounds

- 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 2021
- First right of refusal for *2021 Steel City World Cup Silver Level Sponsorship* (December 31, 2020 deadline)

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
- Verbal acknowledgement during pre-event Captain's meeting

World Cup Draw Event, Group Stage and Round of 16/8/4

- Company name on signage throughout event location
- Premium size company logo on all participant "draw string" bags
- Opportunity to include sponsor swag/give-away in participant bags
- Verbal Acknowledgement at World Cup Draw event

Final Match at the Riverhounds

- 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 2021

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 the Steel City World Cup sponsorship, please contact Brian Magee at brian@pump.org or 412-338-2133 ext. 10.

