

# SPONSORSHIP HOUSTON GENUINE



INCLUSION



SPORTS



GENUINE WORLD CUP  
HOUSTON 2024



SHARING



FUTURE



**IMAGINE A WORLD  
CUP MORE GENUINE  
THAN ANY OTHER...**

**THIS IS JUST THE FIRST  
STEP IN MAKING THAT  
DREAM, A REALITY**





# THE MOST GENUINE WORLD CUP IN HISTORY

## The opportunity to showcase our worth

Prior to the 2026 World Cup in **Canada, Mexico and the United States**, On the occasion of the 2026 FIFA World Cup, the creation of a parallel event is proposed to promote the inclusion of people with intellectual disabilities, through the practice of soccer.

## A test run in Houston

To demonstrate the viability of the creation of this event during the 2026 World Cup, a pilot tournament will be held between July 30th and August 4th 2024: **the Genuine Houston Cup.**

# THE TOURNAMENT



# TOURNAMENT LOCATIONS



Several facilities will allocate the visiting teams, play the games or host the round table sessions.

In order to have the best options, we will count on the collaboration of several local agents that will offer the following spaces:



**Soccer camp:**  
Dynamo Houston Field

**Roundtable Locations:**  
University of Houston Facilities

**Accommodation:**  
McMurtry College de Rice University



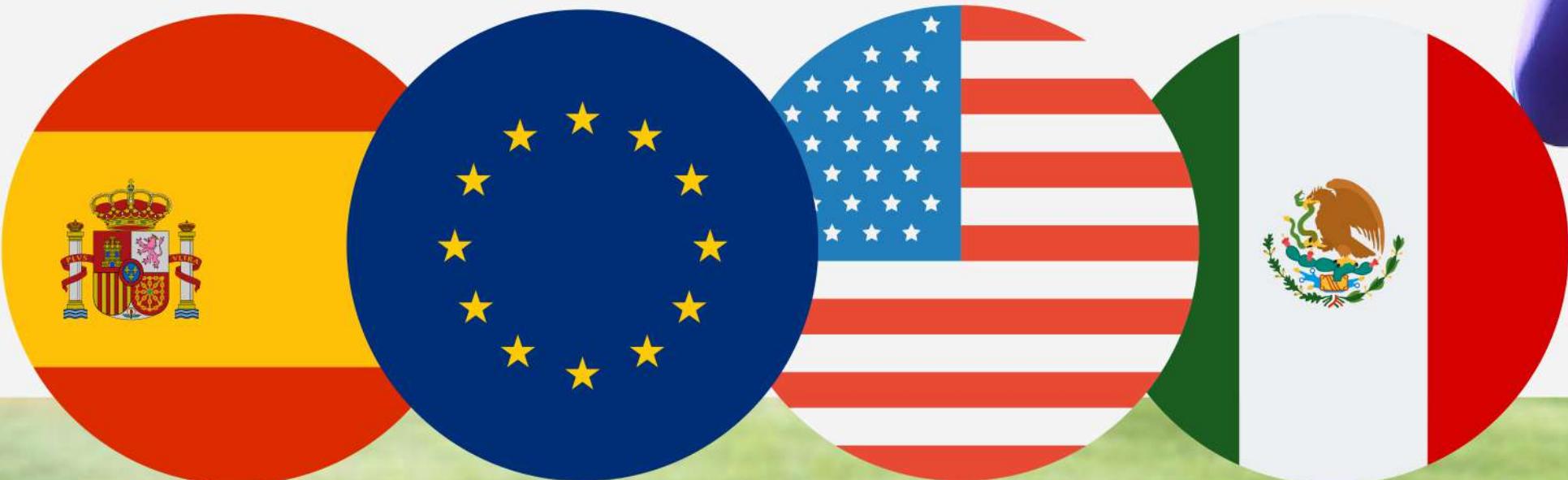
RICE

# TOURNAMENT FORMAT

## Our participating teams

The Genuine Houston Cup will be a place of union between teams and also between countries, as a prelude to the World Cup.

For this reason, **teams from Europe, the United States, and Mexico will participate.**



# SOME OF THE TEAMS THAT HAVE ALREADY JOINED THE TOURNAMENT



JUVENTUS  
**J**

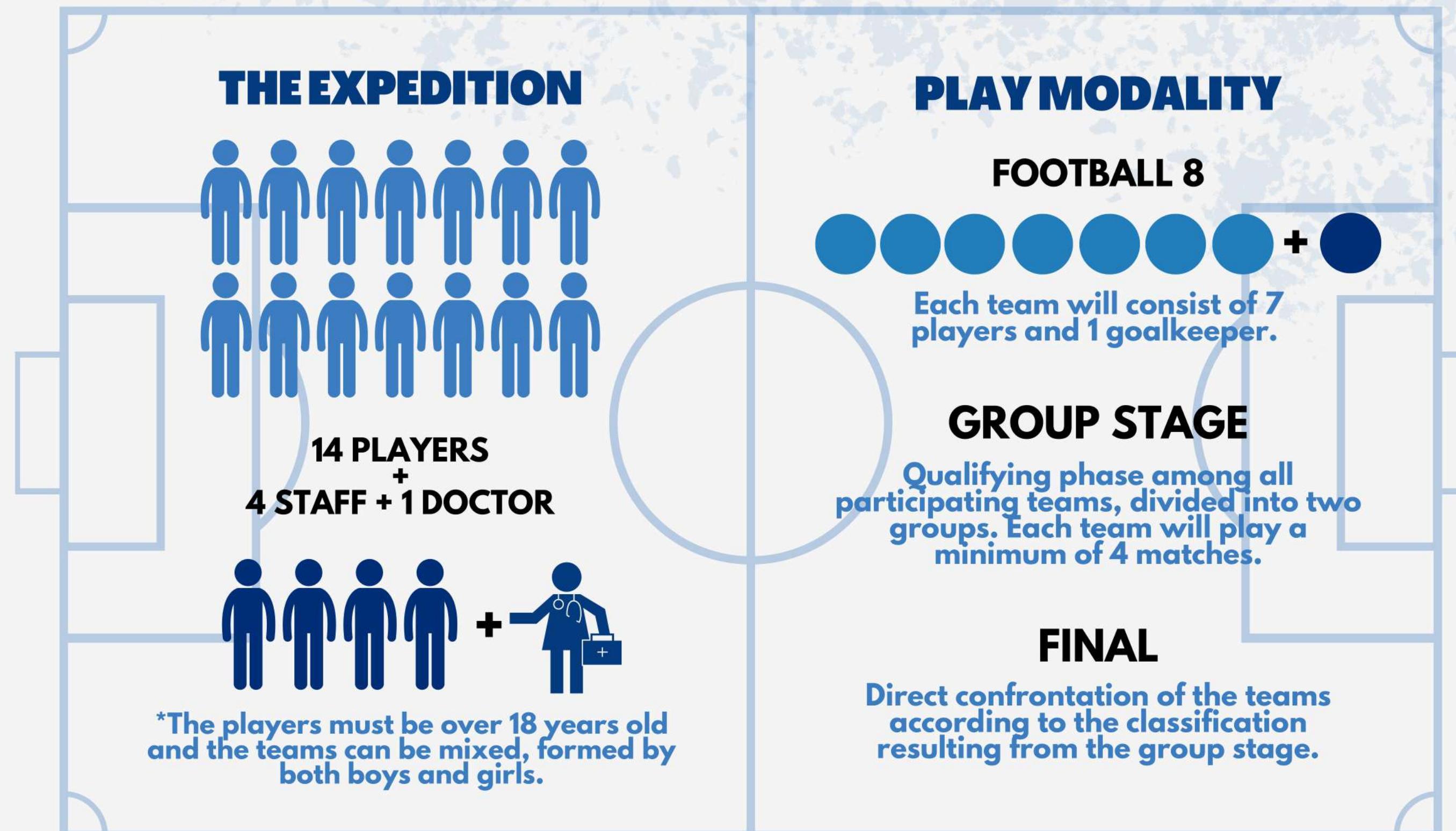


TIGRES  
UANL



# TOURNAMENT FORMAT

## The regulation



# ROUNDTABLE SESSIONS

The Genuine Houston Cup will be a place of union between teams, but also between organizations, associations and relevant personalities.

The roundtables will be a space for dialogue and innovation. An opportunity to share ideas, projects and experiences. These roundtables will **provide an invaluable opportunity for attendees to share successful practices**, fostering collaboration and learning, but also to gain exposure and network.



# MEDIA EXPOSURE

One of the points to take into account regarding the Genuine Houston Cup, in addition to the tournament, its format and the participating teams, is the dissemination that will be made of it.

To this end, content will be published in both conventional and digital media, such as social media.



**TV &  
RADIO**



**PRESS**



**SOCIAL  
MEDIA**



# MATERIALS FOR BRAND POSITIONING



# THE BRANDS' VISIBILITY

## Backdrop for round tables, interviews and team pictures

A backdrop is a visual element that is strategically placed behind an event, such as a soccer tournament, to give visibility to the brands appearing in it. It will be in the field of view of all cameras and spectators during all acts of the event, ensuring continuous and wide exposure of the brands.



# THE BRANDS' VISIBILITY

## “Toblerone” for team photos on the field and ball stand

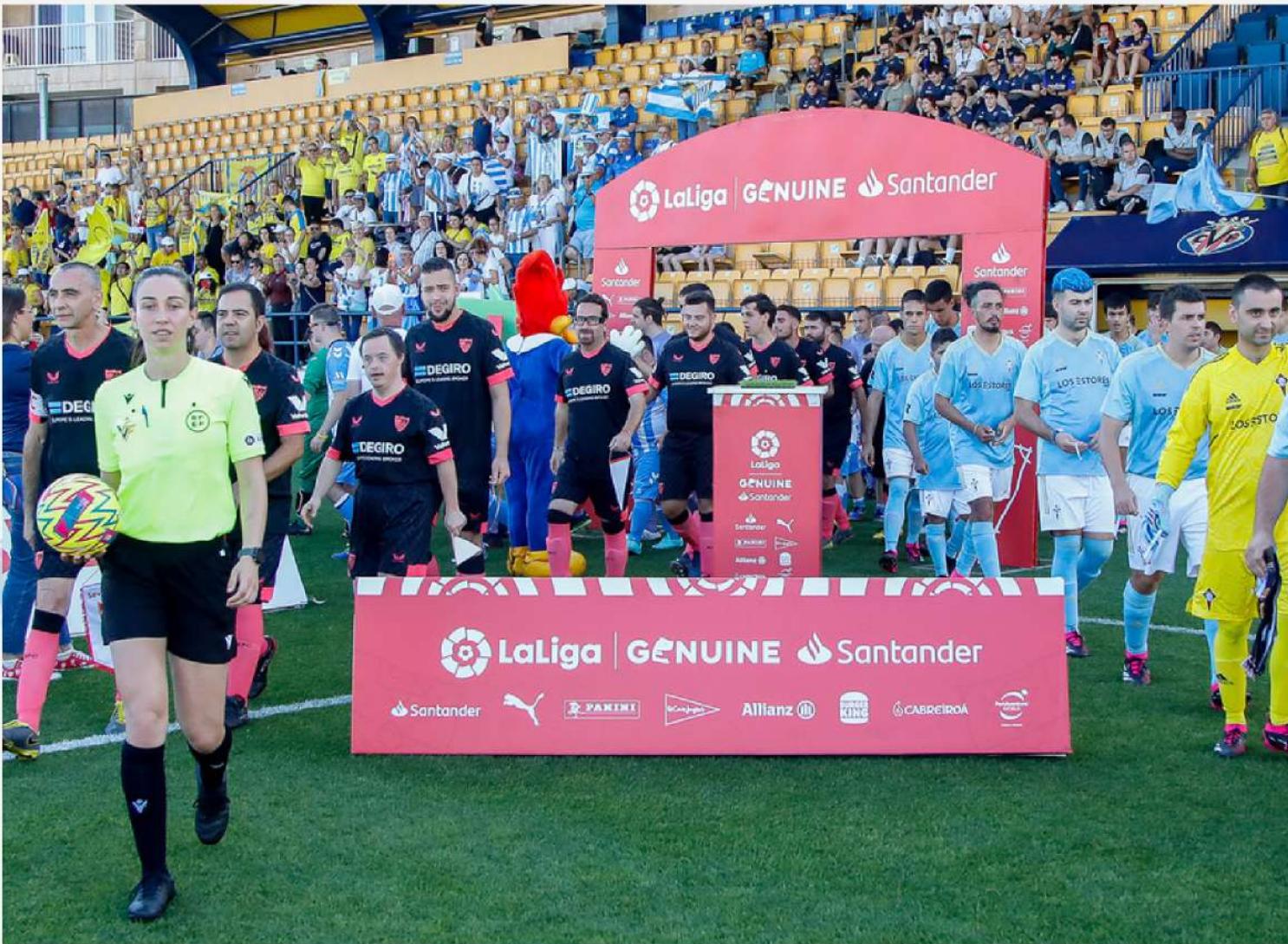
These two materials offer continued exposure in the foreground of the tournament's partner brands and/or sponsors. This provides sponsors with an invaluable opportunity to increase their visibility and reinforce their presence in the marketplace.



# THE BRANDS' VISIBILITY

## Exit arc for the teams and banderolas

One of the most emotional images of the tournament are the entrances of the participating teams into the field. With all the cameras pointing at the players and the goal through which they pass as they enter the field. Also the banners that will be placed around the fields and at the entrance of the facilities, to announce the tournament.



# THE BRANDS' VISIBILITY

## Volunteers and staff clothes'

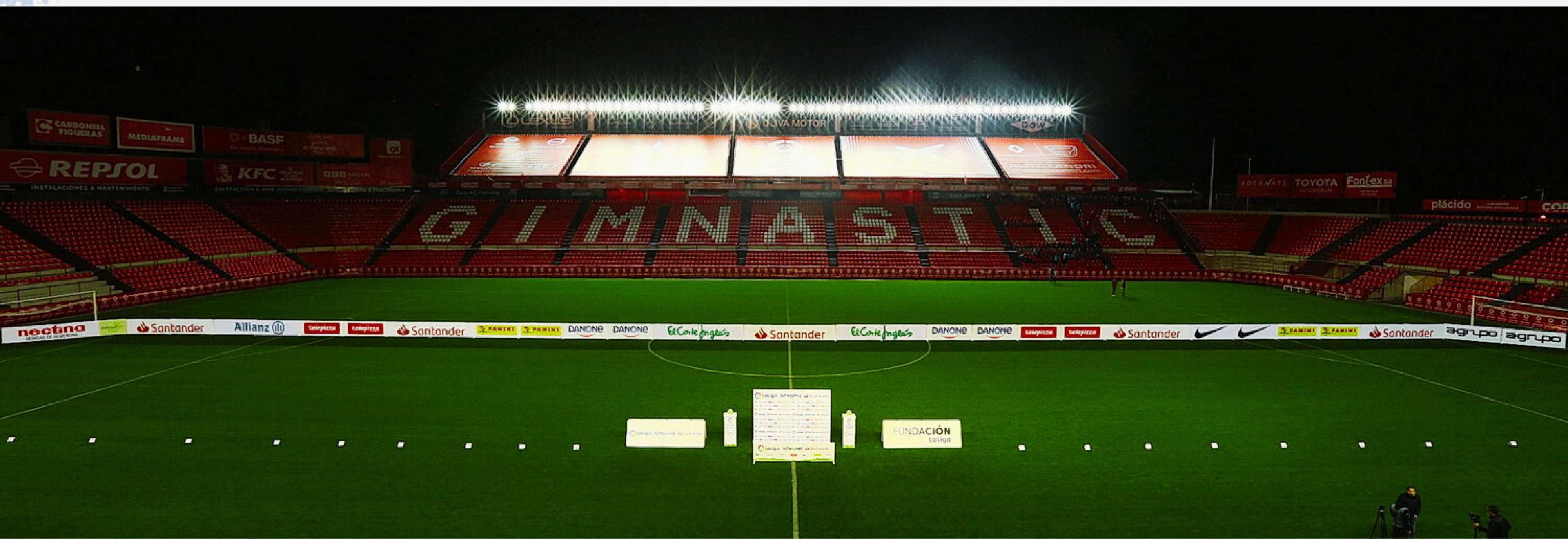
A constant element that the tournament has in common throughout all its days, from start to finish, is the presence of its workers and/or volunteers. So, what better visibility proposal than to appear on their clothing?



# THE BRANDS' VISIBILITY

## LED TV perimeter or fences (if possible)

It is preferable to surround the perimeter of the playing fields to avoid ball loss and improve the teams' game feeling. For this purpose, it would be ideal to use signage and/or LED screens with the branding of our sponsors.



# SPONSORSHIP PACKAGES

## TITLE SPONSOR

**100K\$**

Become the main partner of Genuine Houston Cup by signing up for this sponsorship and your name will be linked to the tournament forever. This package is only available to one sponsor and includes all premium sponsor benefits.

# SPONSORSHIP PACKAGES

## PREMIUM SPONSOR 50K\$

Premium Sponsor is the **most important one**, and has the privilege of filling the visual space of the event. **Their logo will be bigger and appear x2 times more** as the rest of the logos.

This package includes:

- ✓ Institutional presence
- ✓ Roundtables' naming
- ✓ On-field main visibility
- ✓ Roundtables visibility
- ✓ Social Media exposure
- ✓ Exclusive products

## MAIN SPONSOR 25K\$

The Main Sponsors will have a privileged place in the event, appearing in most of the branding elements. **Their logo will be bigger and appear x1,5 times more** as the rest of the logos.

This package includes:

- ✓ Roundtables' naming
- ✓ On-field visibility
- ✓ Roundtables visibility
- ✓ Social Media exposure

## ON-FIELD SPONSOR 10K\$

This pack gives visibility to the brands that want to be present in the Genuine Houston Cup. **Their logo will appear in the on-field branding elements.**

This package includes:

- ✓ On-field visibility
- ✓ Visibility in interviews

# SPONSORSHIP PACKAGES

|                                  | PREMIUM SPONSOR | MAIN SPONSOR | ON-FIELD SPONSOR |
|----------------------------------|-----------------|--------------|------------------|
| <b>Roundtable Session Naming</b> | ✓               | ✓            |                  |
| <b>Roundtable Roll-up</b>        | ✓               | ✓            |                  |
| <b>Roundtables Backdrop</b>      | ✓               | ✓            |                  |
| <b>Social Media</b>              | ✓               | ✓            |                  |
| <b>STAFF attire</b>              | ✓               | ✓            |                  |
| <b>Commemorative flags</b>       | ✓               | ✓            | ✓                |
| <b>Corporate Documentation</b>   | ✓               | ✓            | ✓                |
| <b>Commemorative T-shirt</b>     | ✓               | ✓            | ✓                |
| <b>Opening Ceremony</b>          | ✓               | ✓            |                  |
| <b>Fences - UTV</b>              | ✓               | ✓            | ✓                |
| <b>Competition Backdrop</b>      | ✓               | ✓            | ✓                |
| <b>Entrance Arch</b>             | ✓               | ✓            | ✓                |
| <b>Ball Stand</b>                | ✓               | ✓            | ✓                |
| <b>Super Flash</b>               | ✓               | ✓            | ✓                |
| <b>Toblerone</b>                 | ✓               | ✓            | ✓                |
| <b>Customized Awards</b>         | ✓               |              |                  |
| <b>Awards Delivery</b>           | ✓               |              |                  |

WE CAN REVOLUTIONIZE LIVES,  
UNITE PASSIONS, AND  
CREATE HISTORY...

WILL YOU HELP US  
MAKE IT HAPPEN?



GENUINE WORLD CUP  
HOUSTON 2024



INCLUSION



SPORTS



SHARING



FUTURE

