



## CHICAGO STREET SOCCER CUP SPONSORSHIPS AVAILABLE



### CHICAGO STREET SOCCER CUP

In 2022 Mettle Sports will take the tournament on the road by bringing pitches to 15 pre-identified neighborhood venues April–October to garner excitement in parks, parking lots, and sites under development. Each stop will transform a previously quiet space into a festival for 2 weeks. Each site will feature 4 branded portable pitches, 2 branded trucks, banners, flags, corporate sponsor opportunities, music, food trucks, and more! In all, that's 30 STRAIGHT WEEKS of Street Soccer across Chicago!

**Sterling Bay**

LINCOLN  YARDS

### 2021 SPONSORS





## BECOME A SPONSOR

# OPPORTUNITIES FOR 2022 ACTIVATION SPONSORS ARE NOW AVAILABLE.

In the last 90 days at a dual street soccer set up in Chicago, over 25 ethnic backgrounds were represented by over 1,000 participants for FREE, UNSTRUCTURED, PICKUP STREET SOCCER!

As a Sponsor, over the course of the 30 weeks as well as the final Championship week in October, you will have access to hundreds of thousands of participants, site visitors, digital media, news coverage, and more.

You will also have access to vibrant, robust engagement and volunteer opportunities for your employees, who will have the chance to participate at and support each site to connect with neighborhoods all throughout Chicago.

## TURNKEY OPERATIONS AND SERVICES BY METTLE SPORTS PROVIDE:

- Four portable pitches—including labor for set up, maintenance, tear down, and transportation
- Full curation and promotion, working in concert with local community groups, NGOs, and aldermen
- Music
- Lights
- Branding decals for pitch walls and transportation trucks
- Additional options such as live music, tents, games, bleachers, picnic tables, videography, etc.

To hear more or to sign up for a sponsorship at any level, please contact Neal Levin at **312-757-6373** or [neal@mettlesports.com](mailto:neal@mettlesports.com).

[www.mettlesports.com](http://www.mettlesports.com)

**METTLE** SPORTS

# SPONSORSHIP TIERS

METTLE  SPORTS



Sponsorships are for the entire Tour, over 30 weeks in over 15 neighborhoods.

Each sponsorship level includes packaged or individualized volunteer opportunities for employees and executives alike, allowing engagement with and connection to thousands of Chicagoans from diverse ethnic and socioeconomic backgrounds. Also, Mettle will provide your organization with presentations about DEI, social impact, and neighborhood empowerment and transformation that is the byproduct of the “culture” of street soccer. Participation on select panels or as a keynote with area social justice and related organizations will also be available.

Additionally, our team will collaborate with CSR or other departments to design and deliver creative content and messaging specific to your participation.

## PLATINUM SPONSOR \$500K (x1)

- Naming Rights “[Brand name] Chicago Street Soccer Cup”
- Two site selections for stops on the tour (subject to criteria and access to site)
- Truck Wraps
- Vertical flag banners
- Landing page web and social media, with hyperlinks
- Banner ads on registration/information pages
- Press releases
- 50% inside and outside panel decals
- Bleacher and concourse tourney banners
- All PA sponsor recognitions
- VIP tour (festival night) and tourney tent
- Tourney t-shirts

## GOLD SPONSOR \$100K (x4)

- Truck Wraps
- Vertical flag banners, shared
- Landing page web and social media, with hyperlinks
- Banner ads on registration/information pages
- Press releases
- 25% inside and outside panel decals
- Bleacher and concourse tourney banners and flags
- All PA sponsor recognitions
- VIP tour (festival night) and tourney tent
- Tourney t-shirts

## SILVER SPONSOR \$50K (x4)

- Truck Wraps
- Vertical flag banners, shared
- Sponsor page web and social media, with hyperlinks
- 15% inside and outside panel decals
- Concourse tourney banners and flags
- All PA sponsor recognitions
- VIP tour (festival night) and tourney tent

## BRONZE SPONSOR \$25K (x4)

- Truck wraps
- Vertical flag banners, shared
- Sponsor page web and social media, with hyperlinks
- 10% inside and outside panel decals
- Concourse tourney banners and flags
- All PA sponsor recognitions
- VIP tour (festival night) and tourney tent

## IN KIND

- Championship Jerseys
- T-shirts
- Water bottles
- Balls

