

# Calvert Beach International Invitational Cup V



"To promote the well-being of the greatest sport in the world to youth soccer players through competition, culture, and education."



**June 15 – June 17, 2012**

**Sponsorship Package**

Presented by

Calvert Beach International Invitational Cup



# 2012 CBI Soccer Tournament

Hosted by  
Patuxent Football Academy

CBI Cup V  
PO Box 1250  
Greenbelt, MD 20768  
Tel. 301.442.6455 Fax. 301.577.5580  
[www.calvertbeachcup.com](http://www.calvertbeachcup.com)

Dear Prospective Sponsor,

For the past 5 years, businesses like yours have given back to our community by becoming sponsors of the Calvert Beach International Invitational Cup Soccer Tournament in Calvert County. Over the past four years we have received sponsorships from Kelly's Generators, Rita's, Glover's Septic, Lunchbox Caterers, and many more. We are expecting more sponsors this year as this will be a fabulous free community event to be apart of.

This highly publicized signature event provides a meaningful investment for sponsorship participants. Nearly 2,000 spectators including soccer teams throughout the Washington, DC metropolitan area, U.S. Continental East Coast, and International teams from the Caribbean, Europe, Asia are expected to be in attendance. All proceeds attained from sponsorships will assist in funding youth soccer programs in Calvert County and assisting with a scholarship fund to help soccer players of low income families.

We invite you to take advantage of this exceptional advertising and promotional opportunity as a sponsorship participant. Expose your business in newspaper & media advertising, reaching over 15,000 recipients through direct mail collateral materials, T-shirts, banners, vendor spaces, and much more. We have provided details of all your sponsorship benefits in this packet and hope you will join us for this worthwhile community event.

Please submit the enclosed Sponsorship Letter of Agreement to be included in all promotional material.

If you have any questions or would like more information, please contact us at the CBI office at (301) 442-6455 or via email at [jreid@euphoriashe.com](mailto:jreid@euphoriashe.com). We look forward to working with you. In advance, thank you for your support.

Sincerely,

Justin Reid  
Tournament Sponsorship Director

# Event Sponsorship Levels

Sponsor Benefits	Presenting Sponsor \$10,000	Corporate Sponsor \$5,000	Associate Sponsor \$2,500	Corporate Sponsor \$1,500	Supporting Sponsor \$500
<b>Sponsor Benefits</b>	<b>*Exclusive Level</b> Sponsorship offers the highest degree of promotional exposure	<b>*Second Level</b> Sponsorship is featured just below the Presenting Level in descending size & order.	<b>*Third Level</b> Sponsorship descends in size & order from previous level and offers an outstanding mid-level value.	<b>*Fourth Level</b> Sponsorship descends in size & order from previous level and offers excellent lower level promotional exposure.	<b>*Fifth Level</b> Sponsorship offers Event Day Exposure.
<b>*Print Advertising</b> Features your logo on newspaper & publication ads reaching thousands throughout Calvert County.	<b>Featured</b>	✓	✓		
<b>*Press Releases</b> Features your business on all distribution.	<b>Featured</b>				
<b>*Direct Mail</b> Features your logo to over 15,000 local recipients on marketing materials.	<b>Featured</b>	✓	✓		
<b>*Tournament Magazine</b> Features your logo to over 2,000 recipients.	<b>Front Cover Exclusivity</b>	✓	✓	✓	
<b>*Website</b> Features your logo on the CBI Cup website.	<b>Featured</b>	✓	✓	✓	
<b>*Company Name on Trophy</b> Features your company on championship trophy.	<b>Logo Exclusivity</b>	✓	✓		
<b>*T-shirts</b> Features your logo on Collectible Event T-shirts	<b>Featured</b>	✓	✓	✓	
<b>*CBI Cup Apparel</b> Features your logo on All CBI Cup Soccer Apparel for 1 full year.	<b>Featured</b>	✓			
<b>*Event Banner</b> Features your logo on Event Day stage.	<b>Featured</b>	✓			
<b>*Vendor Space</b> Receive vendor space for 2 event days. Saturday and Sunday.	✓	✓	✓	✓	✓

The proceeds support youth soccer programs and scholarship funding programs

# CBI Cup V

## Presenting Sponsor

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***One event sponsorship available***

### **Sponsor Opportunities**

1. **Top billing on all advertising**
2. **Recognition on all media promotions**
3. **Sponsor name or logo on event T-shirt**
4. **Logo on CBI Apparel for 1 full year**
5. **Sponsor name or logo in Tournament Magazine**
6. **Only sponsor logo on commemorative**
7. **Complimentary framed event photo of one age group champion.**
8. **Sponsor logo on advertising poster**
9. **Sponsor logo on direct mail piece**
10. **Ten complimentary event entries (includes tournament T-shirts)**
11. **Company vendor space at event**
12. **Logo on CBI Website**
13. **Exclusive invitation to all Tournament functions**
14. **Logo on event day banner**
15. **Company name on Tournament trophy**



**Sponsorship: \$10,000**

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# CBI Cup V

## Corporate Sponsor

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*Two event sponsorships available*

### Sponsor Opportunities

1. Recognition on media promotions
2. Sponsor name/logo on promotional brochure
3. Sponsor name in magazine
4. Complimentary framed event photo of one age group champion.
5. Sponsor logo on race T-shirt (to be sized by sponsor level)
6. Logo on CBI Cup Apparel for 1 year
7. Sponsor logo on direct mail piece
8. Company vendor space at event
9. Four complimentary event entries (includes event T-shirt)
10. Logo on CBI Cup website
11. Exclusive invitation to all Tournament functions
12. Company name on Tournament trophy



**Sponsorship: \$5,000**

**The proceeds support youth soccer programs and scholarship funding programs**

# CBI Cup V

## Associate Sponsor

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### Sponsor Opportunities

1. Sponsor name/logo in print advertisement
2. Sponsor name/logo on event t-shirt
3. Sponsor name/logo in promotional brochure
4. Complimentary framed event photo of one age group champion.
5. Sponsor name on advertising poster
6. Company vendor space at event
7. Display your banner on event day
8. Exclusive invitation to all Tournament functions
9. Sponsor name in magazine



**Sponsorship: \$2,500**

**The proceeds support youth soccer programs and scholarship funding programs**

# CBI Cup V

## Contributing Sponsor

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### Sponsor Opportunities

1. Sponsor logo on event T-shirt (to be sized by sponsor level)
2. Sponsor name or logo on promotional brochure
3. Display your banner on event day
4. Sponsor name in magazine
5. Sponsor recognition on CBI Cup website
6. Complimentary framed even art poster
7. Company vendor space at event
8. Exclusive invitation to all Tournament functions



**Sponsorship: \$1,500**

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# CBI Cup V

## Supporting Sponsor

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### Sponsor Opportunities

1. Display your banner on event day
2. Company vendor space at event

**Sponsorship: \$500**



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# 2012 CBI Cup V

## Sponsorship

### Letter of Agreement

Company Name: \_\_\_\_\_

Agrees to provide financial sponsorship for the Calvert Beach International Invitational Cup in Calvert County from Friday, June 15, 2012 – Sunday, June 17, 2012. As a sponsor I understand that I will receive the applicable sponsorship opportunities described in this packet. I further understand that these opportunities will not be valid until this agreement is signed and my check has been issued to and accepted by CBI Cup. As a sponsor, I agree to provide digital art work for all promotional advertising.

Please check appropriate sponsorship:

\_\_\_\_\_ Presenting Sponsor: \$10,000  
\_\_\_\_\_ Corporate Sponsor: \$5,000  
\_\_\_\_\_ Associate Sponsor: \$2,500  
\_\_\_\_\_ Contributing Sponsor: 1,500  
\_\_\_\_\_ Supporting Sponsor: \$500  
\_\_\_\_\_ Donation: Any amount \$ \_\_\_\_\_

\_\_\_\_\_  
Sponsor Name

\_\_\_\_\_  
Address City State Zip Code

\_\_\_\_\_  
Representative Name Email Phone Number/Fax

\_\_\_\_\_  
Authorized Sponsor Signature Date

Please send this completed agreement with check made payable to:

CBI Cup V

PO Box 1250

Greenbelt, MD 20768

Or fax: (301) 577-5580

Investment Payment and Reservations

( ) A check payable to CBI Cup is attached

( ) I will be sending a check payable to CBI Cup

( ) I would like to pay by Visa/MasterCard

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_