



THE BOSTON UNITY CUP

Uniting Boston's Community Through A Shared Passion For Sport

July 8, 15 at Carter Fields in Roxbury

July 18-19 at Memorial Park in East Boston

With its international popularity and fierce fandom, soccer (football) is a common thread that engages diverse populations throughout the world. Oft described as a universal language, soccer has the power to unify people and break down barriers in a way little else does.

The Unity Cup truly is a moment like no other in Boston where cultures and ethnicities have a common space to connect, interact, learn about each other and represent themselves. It's a way to unleash the power of sport to generate real social, economic, and environmental change and provides our city with the opportunity to:

- Challenge and change mindsets
- Bring together diverse and disconnected populations
- Build a stronger community
- Create a welcoming environment for cultural awareness and cross-cultural connections
- Celebrate competition that builds bridges, trust, and relationships
- Deepen cultural competence through teamwork, play, and competition
- Develop a community of collaboration

Strengthened by our partnerships with the City of Boston Mayor's Office, the Office for Immigrant Advancement, the Office of Economic Development, and the Parks & Recreation Department among others, the Boston Unity Cup is powered by a team of partners from all sectors committed to building a stronger Boston.

We believe in the power of sport, the strength of community, and the impact of partnership. We hope you share those values and will join us in 2020!



For more information on the opportunities listed or to discuss a unique engagement, please contact Greta Teller (Director of Marketing + Partnerships) at unitycuppartnerships@gmail.com



TOURNAMENT DETAILS + INFORMATION

Join us in our 3rd year of celebrating sports and community! Because of the growth in participation and enthusiasm for this event, we are excited to announce our expansion to two new venues and the unveiling of a new schedule format that will create a memorable experience for all involved.

This year's event will kick off with group stage play on July 8 + 15 at Carter Fields in Roxbury ahead of our tournament celebration weekend July 18-19 at Memorial Park in East Boston featuring final group stage and knock out play.

Our 2019 event set new standards for participation, attendance, and play and we look forward to welcoming back old faces and meeting new ones in 2020!

- 20 Men's Teams + 8 Women's Teams Representing 20+ Nationalities
- 500+ Players and Coaches
- 100+ Volunteers and Staff
- 1,000+ Fans and Spectators
- 66+ Games Played
- NEW VENUE! Carter Field in Roxbury and Memorial Stadium in East Boston
- NEW SCHEDULE! Preliminary Group Stage Play to Be Held In Advance of Tournament Weekend

COMMUNITY EVENTS

Off the field, the action continues leading up to and during the final tournament weekend. Opportunities for community participation and engagement include:

- Registration + Community Information Evenings
- Kick Off Party
- Youth + Community Clinics
- Parade of Flags Opening + Closing Celebrations
- Resource Fair
- Youth Jamboree
- Community Performances





PARTNERSHIP PACKAGES

COMMUNITY \$1,000	<ul style="list-style-type: none"> • Branding featured on Boston Unity Cup marketing assets (digital + print) • Branding featured on tournament program and event marketing assets • Invitation to participate at all Unity Cup events
BRONZE \$2,500	<ul style="list-style-type: none"> • Branding featured on Boston Unity Cup marketing assets (digital + print) • Branding featured on tournament program and event marketing assets • 10x10 on-site activation footprint during tournament group play + championship weekend • Invitation to participate at all Unity Cup events
SILVER \$5,000	<ul style="list-style-type: none"> • Branding featured on Boston Unity Cup marketing assets (digital + print) • Branding featured on tournament program and event marketing assets • 10x10 on-site activation footprint during tournament group play + championship weekend • Logo feature on tournament jersey sleeves • Targeted email marketing opportunity to Unity Cup network • Invitation to participate at all Unity Cup events
GOLD \$10,000	<ul style="list-style-type: none"> • Branding featured on all Boston Unity Cup marketing assets – web, social, print, and other • Branding featured on all tournament collateral and pertinent on-site signage • 15x15 on-site activation footprint during tournament group play + championship weekend • Logo feature on tournament jersey sleeves • Naming rights for tournament field(s) • Targeted digital marketing opportunities to Unity Cup network • Invitation to participate at all Unity Cup events
PLATINUM \$15,000	<ul style="list-style-type: none"> • Boston Unity Cup sub-event and/or program naming rights • Branding featured on all Boston Unity Cup marketing assets – web, social, print, and other • Branding featured on all tournament collateral and pertinent on-site signage • 20x20 on-site activation footprint during tournament group play + championship weekend • Prominent logo feature on tournament jersey • Naming rights for tournament field(s) • Targeted digital marketing opportunities to Unity Cup network • Invitation to participate at all Unity Cup events
PREMIER \$20,000+	<ul style="list-style-type: none"> • Boston Unity Cup presenting sponsor opportunities • Boston Unity Cup sub-event and/or program naming rights • Branding featured on all Boston Unity Cup marketing assets – web, social, print, and other • Branding featured on all tournament collateral and pertinent on-site signage • 30x30 on-site activation footprint during tournament group play + championship weekend • Prominent logo feature on tournament jersey • Naming rights for tournament field(s) • Targeted digital marketing opportunities to Unity Cup network • Invitation to participate at all Unity Cup events

All packages offer additional community, media, and engagement opportunities as they arise.