



USTSF: WHO ARE WE?

In 2002, the United States Table Soccer Federation (USTSF), a non-profit organization registered in the State of Washington, was formed and became one of the first member organizations to affiliate with the International Table Soccer Federation (ITSF). An all-volunteer staff of veteran professional player-promoters coordinates the USTSF: Larry Davis, Executive Director (CO), Kathy Brainard (WA), Bruce Nardoci (NC), and Jim Waterman (MD), with additional assistance from Mury Johnson (MN) and Cissi Whipple (TX). The combined USTSF Staff has over 125 years of experience with table soccer from competitive play, arcade management, and route operating, to tour staff, tournament direction, manufacturer sales and product promotions.

USTSF: WHAT DO WE DO?

The USTSF acts as the United States' officially designated liaison between the ITSF and the various USA-based "member" foosball organizations (e.g., the United States Table Soccer Association [USTSA], Bonzini USA, Independent Foosball Promotions [IFP], etc.) as well as all the table manufacturers and the United States Olympic Committee. The objectives of the USTSF are:

1. To act as the representative agency for the United States in relation to the ITSF, coordinating all affiliated table soccer associations in meeting the ITSF's requirements for Olympic Sport recognition/status,
2. To establish and or coordinate qualification status of players to represent the United States in international competition,
3. To extensively promote the sport of table soccer to players and the public alike, from youth to adult, and from grass-roots all the way up to international competition levels,
4. To ensure fair and equitable representation of U.S. players and play standards in relation to international competition, rules, disciplinary action, rankings and more, and
5. To ethically help grow the sport of table soccer independently of manufacturers and without regard to race, religion or nationality.



USTSF: WHAT WE CAN DO FOR YOU!!

The USTSF can provide you or your business with the opportunity to take advantage of the rapid growth of this sport, from the local grass roots, youth center, dorm and sports bar level all the way up through international tournament competition. More importantly, this is an opportunity that provides your business with *excellent* media exposure in return for your marketing investment – exposure that reaches far beyond the local softball or bowling team sponsorship of providing logo'd shirts in exchange for a tax deduction. Sponsorships and/or donations to the USTSF, in addition to supporting Team USA, provide the following benefits:

Platinum: \$5,000 and up. Professional USTSF press release/electronic media distribution inclusion for six months; Logo'd shirts/hats; USTSF website banner/link for one year; Master/Pro player demo/interviews/product endorsements possible/negotiable.

Gold: \$2,500 - 4,999. Professional USTSF press release/electronic media distribution inclusion for three months; Logo'd shirts/hats; USTSF website banner/link for six months.

Silver: \$1,000 - 2,499. Professional USTSF press release/electronic media distribution inclusion; Logo'd shirts; USTSF website banner/link for three months.

Bronze: \$ 500 - 999. Professional USTSF press release/electronic media distribution inclusion; Logo'd shirts.

Preferred: \$ 100 - 499. Inclusion in tournament write-ups/articles on USTSF website, coin-industry trade magazines, etc.

As you can see, each level entitles the sponsor/donor to various levels of benefits – sponsorship exposure from our professional press release distribution alone is worth more than the Gold Sponsorship level (our last three press releases had more than 550,000 hits/views and were "picked up" by over 1,500 media outlets worldwide). And remember, events such as the ITSF World Championships Finals are international athletic competitions and players competing from the USA *are* "Team USA" -- a team entirely composed of proven champions representing the United States in competition against the champions from some 20-30 other countries. As such, sponsor/donors will in fact receive both local *and* long-term, widespread *international* media exposure as well!!

USTSF: HOW CAN YOU HELP?

Recommendation: Sponsor USTSF and Team USA!!

The U.S. National Table Soccer Federation is actively seeking varied levels of sponsorships, donations, and/or other related support, both in its efforts to promote table soccer (a.k.a. “foosball”) throughout the USA and in support of the U.S. National Table Soccer Team as they compete in the upcoming [International Table Soccer Federation \(ITSF\) World Championships Finals](#) in Italy.

To be held 3-5 November, 2006 in St. Vincent, Valle D’Aoste, Italy, the ITSF World Finals is the culmination of a 35-tournament World Tour, including four World Series Class tournaments and the spectacular [World Cup of Table Soccer](#) in Hamburg, Germany (one of the most sensational events in the 50+ year history of competitive table soccer worldwide)! Organizers (the [International Table Soccer Federation](#) [ITSF] and the [Italian Table Soccer Federation](#)) have significantly leveraged media coverage in connection with the FIFA World Cup of Soccer and other international events, resulting in a huge upsurge in table soccer publicity and tournament & league participation worldwide. *Now* is the time to ride this growing wave of excitement!!!

Contact USTSF now: ustsf@foosball.org.

Table Soccer “Foos Facts” Appendix

For additional details about the ITSF World Cup of Table Soccer and about the sport of table soccer, please see the following websites:

www.vifa.com	- tournament/league information site
www.table-soccer.org	- the ITSF web site/international rankings
www.foosball.com	- general information about the sport of table soccer
www.foosworld.com	- information about players & regional events across the U.S.A.
www.foosball.com/ustsf	- the official USTSF web site

Some other interesting statistics/info regarding table soccer ("foosball"), both nationally and internationally...

In response to demands from tournament and league players worldwide who actively sought increased coordination, organization, standardization and both official and public recognition of table soccer as not just a game, but as a professional, competitive sport, the International Table Soccer Federation (ITSF), was founded in France just over three years ago. Since then, the ITSF has gained 40 Member Countries and has established player contact in nearly every country recognized by the United Nations.

The ITSF World Tour featured 35 sanctioned tour tournaments in 2006, including the World Cup of Table Soccer and five World Series class events, with tens of thousands of participants spanning five continents. Each of the World Series events was played on a different "ITSF Official Table," the manufacturers of which include Brunswick's Tornado Table Soccer, Jupiter's Euro-Soccer, Garlando, Bonzini, and Roberto-Sport -- the "big five" in the industry (all having been in the table soccer business for over 30 years apiece). Of these most popular foosball tables in the world, nearly 50% of the National Teams competing at the World Cup in Hamburg, Germany chose the American-made Tornado as their "home" table.

The ITSF World Cup of Table Soccer, held in Hamburg, Germany May 24-28, 2006, drew over 1,000 spectators, not the least of which should included many of the over 20,000 news-sport media press corps that were already on station in Hamburg to cover FIFA's Soccer World Cup. ITSF, together with its host country partner, the German Table Soccer Federation (DTFB) was able to significantly leverage the connection between the two events and highlight table soccer as a professional sport with a news media very hungry for a unique story angle.

Additional “Foos Facts” of interest:

Table Soccer skills and tactics are now taught as a course of study in the athletic curriculums of numerous schools in China and India, and it is officially recognized as a sport by the governments of Argentina, China, Italy and France. Italy has a 24/7, 365-day a year dedicated table soccer sport training hall, while China has state funding, coaches, tournaments, AND a training facility in the Guangzhou Olympic Center. Many countries like Germany, Belgium, Italy, France and Luxembourg have as many as 10,000 players in their National Leagues, while the United States has had organized tournaments and pro tours with as much as \$1 million in prizes for over 30 years.

Additonal "Foos Facts" of interest (cont.):

Table soccer has been featured in movies from documentaries to feature films; television, in everything from ESPN to the popular show "Friends;" and in television commercials from Pepsi to Right Guard. Tournament and player sponsors worldwide have included Pepsi, Schlitz, Carlsberg, Paul Mitchell, Dell, Microsoft, IBM, and even various clothing manufacturers, among others.

The United States Table Soccer Federation (USTSF) was one of the first member organizations to affiliate with the ITSF. An all-volunteer staff of veteran professional player-promoters coordinates the USTSF: Larry Davis, Executive Director (CO), Kathy Brainard (WA), Bruce Nardoci (NC), and Jim Waterman (MD). The USTSF acts as the United States' liaison between the International Table Soccer Federation and the various USA-based foosball organizations (e.g., the United States Table Soccer Association (USTSA), Bonzini USA, Independent Foosball Promotions (IFP), etc.) as well as all the manufacturers and the United States Olympic Committee.

The USTSF also provides professional press release services for ITSF-sanctioned tournaments in the United States. Some statistics on a typical USTSF press release distribution are below, and are provided as a bit of additional documentation of one of the significant benefits/value of ITSF sanctioning (in the form of the press release distribution provided by USTSF) and/or possible media exposure benefits to potential sponsors of tournaments, the U.S. National Team, or individual players. This is a breakdown of statistics from just one of our electronic newswire services in connection with the release of the 2006 International Series Tour Kickoff tournament in March. These numbers are after about two weeks, and do not reflect additional results that may have been obtained via USTSF's other newswire service, search engine services, the direct emails, or the direct mail press releases, or numbers since the event ended:

PRESS RELEASE STATISTICS

TENTH ANNUAL INTERNATIONAL TABLE SOCCER CHAMPIONSHIP KICKS OF IN LAS VEGAS

- U.S. National "Foosball" Team Makes Debut in Preparation for World Cup -

Statistic Count/Description

Reads 246,054* / This number tells you how many times your press release was accessed ('hits') from our site and other distribution points where we have the ability to measure a click through. This number does not include the number of journalists who have received your release through email. In addition there are online distribution points that we currently have no ability to track.

Estimated Pickup 743 / This number estimates the number of times your press release was picked up by a media outlet. This does not tell you how many times your story appears in the media. It simply attempts to estimate media interest of your release.

Prints 60 / This is the number of times that someone has printed your press release. We measure this by the number of times that the "printer friendly version" link is pressed. In reality, only a small percentage of users actually click this link before printing a release.

Additonal “Foos Facts” of interest (cont.):

USTSF press releases target local, state, national and international news and sports wire-services, websites, television stations, radio stations, newspaper and magazine media, and local convention, tourism and chamber of commerce organizations; recreation and amusement industry trade magazines and media; national and international sports organizations; local, state and national soccer organizations and media; universities, pool halls, sports bars and amusement machine distributors, operators and locations in the area of the promoted tournament. Of interest, you may also want to try a cut-and-paste of the press release headline (above) and use it to do a search on almost any Internet search engine (try yahoo news, excite, dogpile, metacrawler, webcrawler, lycos news, msnbc, etc). By also using various search engine services, we get highest placement on internet search inquiries, which means getting your tournament information into the hands of millions of people worldwide at a substantially faster rate (than if it was solely posted on a website, for example).

* Note: Total views ('hits') for our last three press releases exceeded 550,000 (with worldwide media "pickup" of over 1,500 outlets) indicating an exceptional untapped interest in the sport of table soccer. USTSF first began wire service/search engine enhanced distribution with the IFP SuperBowl of Foosball in January, but will be using these additional distribution techniques from now on...

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Very respectfully,

Larry "Euro-Foosin" Davis

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www.ustsf.org