



CORPORATE SPONSORSHIP OPPORTUNITIES

The [United States Table Soccer Federation \(USTSF\)](#) is the National Governing Organization for the sport of table soccer (aka "foosball") in the United States. The USTSF, a 501(3)c non-profit, actively seeks varied levels of sponsorships, donations, and other related support to promote and grow table soccer throughout the USA. Such support occurs at two primary levels: a) grass roots player base development, and b) "Elite" athlete development, such as providing opportunities for [Team USA and the U.S. National Table Soccer Team](#) to qualify for and compete in international competition.

A partnership with the USTSF is an opportunity that provides your business with diverse means of return on your investment, from getting kids off the street and into organized competition at neighborhood youth centers to targeted product placement, corporate branding, and media exposure at international, national, state and local sporting events.

Sponsorship opportunities are divided into eight levels:

- 1) Presenting Sponsor**
- 2) Platinum**
- 3) Gold**
- 4) Silver**
- 5) Bronze**
- 6) Customized Program Partner**
 - **Hall of Fame Sponsor**
 - **Tables for Kids**
 - **Tables for Troops**
 - **Wounded Warriors**
 - **USTSF/ITSF National Training Centers**
- 7) Small Business**
- 8) Private Donor**

1. PRESENTING SPONSOR

The Presenting Sponsor is the most prestigious and visible of all sponsorships available and is reserved for only one or two organizations or companies annually. The Presenting Sponsor is the official USTSF sponsor of the events and activities associated with two of the very largest and most popular international Pro Tour events held in the United States. For 2010-11, a single Presenting Sponsorship Package includes the following exceptional benefits:

Major Tour Event Sponsorship

Title of one of the two largest tour events named after the sponsor or sponsor's product. Provides immediate brand visibility to some 500 of the world's top players via vinyl table laminate advertising on 100 new Pro Tour tables (see below) and via on site event banners/signage, and further provides media visibility worldwide via press releases. But that's not all...

Corporate or Product Brand Advertising

The average USTSF-approved Pro Tour table can last up to 10 years of continuous play. Thus, USTSF's vinyl laminate advertising doesn't just reach players at major USTSF national

or international Pro Tour events as noted above. It further provides table laminate/brand visibility for up to six months as tables are used in follow-up regional and state tournament events nationwide, and for another eight to ten years afterwards as tables are donated to youth centers and student unions, or are placed on location in sports bars, bowling alleys, and corporate break rooms all across the country! The result is enduring visibility for your organization or product brand to key target markets such as youths, young adults and families **at a point of sale level, every single day, for up to ten years!**

Official Sponsor of Team USA or the U.S. National/World Cup Team

Team USA competes each year in the [International Table Soccer Federation \(ITSF\) World Championships](#), traditionally held in Europe in January. In order to be eligible to compete in the World Championships, the members of Team USA will all have qualified through competition in the year-long, 40+ tournament ITSF World Tour. Competition features the national champions from as many as 50 member nations of the ITSF, as well as the leading point winners from the world tour. This year's World Championships will be held January 6-11, 2010 in Nantes, France in combination with the [ITSF World Cup of Table Soccer](#), a playoff between the top 32 men's National Teams in the world, and also between the top 20 women's National Teams in the world. In total, 16 players have qualified for Team USA in the ITSF World Championships (10 men, 6 women, 2 juniors), and for the ITSF World Cup the U.S. National Teams will be composed of 18 players (10 men, 8 women, 6 seniors). **Each Presenting Sponsor is automatically the primary official sponsor of either Team USA or USA's World Cup team.** (Note: USA won the World Cup of Table Soccer in 2009!) That's your logo on team shirts, hats and warm-ups worn at top tournaments in the USA and around the world, and your name in USTSF press releases for the presenting sponsor tour event(s). But perhaps most uniquely, a presenting sponsor also gains access to members of the USA's teams, with the members available to conduct table soccer exhibitions or challenge matches at special events, trade shows, and even point-of-sale venues.

U.S. Table Soccer Federation Logo Licensing For Up To 1 Year

Permission is granted to Presenting Sponsors to use the USTSF logo in connection with their own website links, product branding and other advertisement.* This includes the right to include the statement "Official Sponsor of the USTSF Team USA" on sponsor's products (or similar wording subject to USTSF approval).**

* In turn, USTSF is granted the right to display the logo and web link of the sponsor on the USTSF website and in USTSF promotional materials (consistent with the sponsor's being an "Official Sponsor of the USTSF Team USA (or World Cup Team)") for the duration of the agreement unless otherwise specified.

** Product endorsements by USA elite players must be separately negotiated with those players.

Summary of Presenting Sponsor Investment

In essence, a presenting sponsor's investment is \$3,000 per table for a minimum of 100 tables: \$300,000. In return you'll get 26 sq. ft. of advertising space on the sides of each table a total of 2,600 sq. ft of advertising placed in front of your exact target market – every single day for up to ten years – AND you'll get sponsorship of the current top team in the world AND you'll get all the other standard benefits of the presentation tournament title, logo's on the team's outfits, tournament banners, web marketing, logo licensing and electronic press distribution. On top of all that, the presenting sponsor will be giving back to the community with USTSF's donation of 50% of the tables to youth centers all across the country at the end of each year. Everyone's a winner – the sponsor, the tour tournaments, player base and the sport, and the kids in communities nationwide!

2. PLATINUM SPONSOR - \$25,000 and higher

A Platinum Sponsor provides key sponsorship to Team USA and the U.S. National/World Cup Team which in turn provides some of the highest visibility available of any sponsorship level.

The ITSF currently provides airfare to the World Championships held each year in France for top ranked and top placing Men's, Women's, Seniors and Juniors Singles players at ITSF tour majors. That leaves the following expenses to be covered through Platinum Sponsorship:

1. Airfare for up to 10 additional USA qualifiers @ \$900 each....\$9000
 2. 5 hotel nights (double rooms) for up to 16 players,
8 rooms x 5 nights = 40 nights @ \$100.....\$4000
 3. Team shirts with embroidered sponsor patch for up to
16 players, 4 shirts per player = 64 shirts @ \$50 per shirt....\$3200
 4. USTSF administrative costs.....\$1800
- SUB-TOTAL: \$18,000**

Presently, the ITSF also holds it's World Cup of Table Soccer at the same site and time as their World Championships. **The USA currently holds the World Cup title** in the Men's division, and ranks near the top among Women's division teams. Since many of the USA's World Cup team members are also World Championship qualifiers, the USTSF estimates the additional cost to sponsor both teams as a package deal would just above \$7,000. Therefore, the Platinum Sponsorship level includes both, at a total of \$25,000 per year.

Additional Platinum sponsorships are available in sending the U.S. National Team to compete in one or more of several prestigious World and International class tournaments held overseas.

2010-11 Platinum Sponsorship receives:

1. Sponsorship of the USTSF's Team USA and/or U.S. National/World Cup Team;
 2. Logo/Link at USTSF website for one year;
 3. Inclusion on wall banner at all USTSF-sanctioned tournaments for one year;
 4. Inclusion in all USTSF press releases (electronic media distribution) for one year;
 5. The right to include the statement "Official Sponsor of the USTSF/Team USA/U.S. National-World Cup Team" on sponsor's products (or similar wording subject to USTSF approval) for one year;
 6. Logo worn on Team USA shirts (below USTSF Presenting Sponsors, if any) at ITSF World Championships and/or ITSF World Cup;
- Note: Product endorsements by USA elite players must be separately negotiated with those players.

3. GOLD SPONSOR - \$15,000

A Gold Sponsor is a State Championships level tour event sponsor, or a Regional Championships level tour event co-sponsor. A \$15,000 donation to the USTSF will typically provide the following benefits:

2010-11 Gold Sponsors receive:

1. Title/co-Title sponsor recognition at a State or Regional Pro Tour event;
2. Secondary logos on the team shirts of Team USA and the U.S. National/World Cup team;
3. Logo/Link at USTSF website for one year;
4. Inclusion on wall banners at USTSF-sanctioned tournaments for one year;
5. Inclusion in all USTSF press releases (electronic media distribution) for one year; and

6. The right to include the statement "Official Sponsor of the USTSFS" on sponsor's products (or similar wording subject to USTSFS approval) for one year;

Note: Product endorsements by USA elite players must be separately negotiated with those players.

4. SILVER SPONSOR - \$5,000

A Silver Sponsor may choose from a variety of options to support the USTSFS. A \$5,000 donation to the USTSFS will typically provide the following benefits:

2010-11 Silver Sponsors will receive:

1. Secondary sponsor recognition at a State or Regional Pro Tour event
2. Tertiary logos on the team shirts of Team USA or the U.S. National/World Cup team;
3. Logo/Link at USTSFS website for one year;
4. Inclusion in all USTSFS press releases (electronic media distribution) for one year; and
5. The right to include the statement "Official Sponsor of the USTSFS" on sponsor's products (or similar wording subject to USTSFS approval) for up to six months;

Note: Product endorsements by USA elite players must be separately negotiated with those players.

5. BRONZE SPONSOR - \$1000

A Bronze Sponsor may choose from a variety of options to support the USTSFS. A \$1000 donation to the USTSFS will typically provide the following benefits:

2010-11 Bronze Sponsors receive:

1. Logo/Link at USTSFS website for one year;
2. One-page advertisement space in six issues of the new bi-monthly online USTSFS newsletter;
3. The right to include the statement "Official Sponsor of the USTSFS" on sponsor's products (or similar wording subject to USTSFS approval) for up to six months;

Note: Product endorsements by USA elite players must be separately negotiated with those players.

6. CUSTOMIZED PARTNER PROGRAMS (SPECIAL PROJECTS)

The USTSFS is actively seeking sponsoring partners for a variety of promotional programs and operational needs:

a) USTSFS TABLE SOCCER HALL OF FAME - ongoing

The USTSFS is seeking sponsoring partners to support the annual Table Soccer Hall of Fame induction ceremony. The Table Soccer Hall of Fame was founded in 1986 with a charter class of twelve deserving table soccer legends. Since then, twenty-six more have been added. Each year, the new inductees are honored at the Hall of Fame ceremony.

Annual costs for this prestigious program include travel (airfare and hotel), a plaque and a jacket for each inductee. **Ideally, two to four inductees will be honored each year.**

Average Estimated Cost Per Inductee:

1. Airfare.....	\$ 600
2. Hotel & Meals (4 days, 3 nights)	\$ 600
3. Plaque	\$ 100
4. Jacket.....	\$ 200
Total sponsorship cost <u>per inductee</u>:	\$1500

b) "TABLES FOR KIDS" NATIONAL YOUTH DEVELOPMENT PROGRAM

1. Co-Title Sponsor: Table Manufacturer - \$10,000 in cash and/or products.

The USTSFS is seeking table manufacturers to provide 10-30 tables for state, regional and national youth competitions. The tables could be used for up to one year, making this a potentially on-going partnership. These tables would be on loan, with the USTSFS's expectation that they would either be donated by the sponsor directly to youth centers at the end of each year, or that proceeds from the used tables' sales be donated to USTSFS as prize and funding (administrative offset) for the next year's national youth competitions.

2. Co-Title Sponsor: Prize / Funding Sponsor - \$10,000 in cash and/or Products. A table manufacturer may choose to provide prizes and funding for this program, or a second, non-table soccer related Title Sponsor may be added that may provide comparable funding and youth-oriented prizes for regional and national youth competitions.

Program Format

The details of this new program will be developed in discussions with the sponsoring partners. **One possible format could be as follows:**

1. An eight-week league program or "points race" tournament program would be offered at the local level twice a year (spring/fall, or summer/winter) at any youth (under 18) location in the U.S.;
2. All local league teams or tournament players would be invited to a state or regional competition following the eight-week session;
3. If added funding is available, the top teams from the state/regional competition could win expense-paid trips to a national competition.

Program Goals

Healthy Recreation: The USTSFS seeks to expand the popularity the sport of table soccer with American youth. Table soccer provides a healthy and wholesome social and recreational activity for young people ages 6 and up. Both boys and girls can excel at table soccer, regardless of physical strength and stature.

Junior Competition: The USTSFS and ITSF sanction Junior (18 and under) competition at the national and international level. If the USA is to be competitive at the international Junior level, it is imperative to develop and/or expand the base of Junior players. Top Junior players have the opportunity to qualify for Team USA and U.S. National/World Cup Teams and to compete in ITSF international competitions.

Program Partner Benefits

Brand Awareness: The sponsoring partners will have an opportunity to create brand awareness with several levels of consumers, including the players and their families as well as the location owners and their patrons.

Sales: The USTSF staff will actively seek to increase the number of youth locations that offer table soccer and the promotional program, enhancing partner visibility in target markets and leading to an increase in sales for the products of the sponsoring partners.

Additional Youth Development Program Partner Benefits:

1. Logo/Link at USTSF website;
2. Inclusion in all USTSF press releases (electronic media distribution) for one year;
3. The right to include the statement "Official Sponsor of the USTSF" on sponsor's products (or similar wording subject to USTSF approval);

c) "TABLES FOR TROOPS" PROGRAM 2010-11

The USTSF has received several requests for table soccer tables from U.S. soldiers, airmen, marines and sailors assigned to units overseas. As most of those requests have indicated, the arduous, often dangerous environments our brave military members find themselves in demands an outlet for the often extraordinary stress they endure – with a perfect relief being an engaging (if not raucous) game of foosball. In this inspirational use of our favorite game, the USTSF is actively seeking sponsoring partners for this program.

Co-Title Sponsor: Table Manufacturer - \$10,000 in tables

The USTSF is seeking a table manufacturer to provide 5-10 tables per year to ship factory-direct overseas to our troops. USTSF identifies the troops in need, the manufacturer provides some or all of the tables, extras parts and assembly tools, and pays shipping costs.

Co-Title Sponsor: Funding Sponsor - \$10,000 in cash or services

The table manufacturer may choose to provide administrative and shipping costs to fund this program, or a second, non-table soccer related Title Sponsor may be added (such as a shipping company!).

d) "WOUNDED WARRIOR" PROGRAM 2010-11

The game of table soccer owes much of its original growth in popularity as a result of its use in Europe after WWI and WWII as a unique and enjoyable means of physical therapy /rehabilitation. Following on that tradition, the USTSF has made a good connection with the military Morale, Welfare and Recreation program at Walter Reed Hospital in the National Capital region, and has supported coordination of tournaments and pro demos at Walter Reed's new recreation center. In an effort to better support both the morale and rehabilitation of our bravest in our military – those wounded or injured in the line of duty – the USTSF hopes to expand this program to include replacement of their existing old, run-down tables with new, durable tournament grade tables. Maintenance/upkeep and tournament/event organization expenses, as well as modest door prizes (so that everyone's a winner) are also needed. USTSF actively seeks table and/or cash donations/sponsors for this worthy cause.

e) USTSF/ITSF TRAINING CENTERS (new program for 2010-11)

The USTSF seeks to establish five USTSF/ITSF Training Centers for elite players in geographically important locations across the U.S. Each training center must have at least three different of the five official ITSF-sanctioned tables (and ideally at least one of each of the five) so that members of Team USA and the U.S. National Team may have the opportunity to practice on the non-USA tables prior to international competition.

Co-Title Sponsors: ITSF-Sanctioned Table Manufacturers - \$5000-\$10,000 in tables (plus shipping)

The USTSF is seeking donations of five tables annually from each of the current ITSF-sanctioned table manufacturers (or equivalent cash donations from non-table soccer sponsors to purchase such tables) in order to establish five National Training Centers. The locations are to be determined, but possible choices could include Los Angeles, Denver, Dallas, Minneapolis, Lexington, Chicago and Tampa, among others. The locations of the Training Centers may change from year to year, based on the geographic make-up of the members of Team USA, or additional sponsorship funding by the title sponsor(s).

Co-Title Sponsors: Host City Convention & Visitors Bureaus/Sports Authorities \$5,000-\$10,000 in cash or services

Typical National Training Centers would attract not only local tournament players, but traveling Pro Tour players from around the world. The CVB/SAs of cities, counties or regions across the USA may petition USTSF for an opportunity to host a USTSF/ITSF National Training Center. Funds from bids (or services to be provided in kind) will be used for the operation and maintenance of tables at the venues of the winning/selected cities.

7. SMALL BUSINESS SPONSORS (Ex: Sports Bars, Family Entertainment Centers, Bowling Alleys, Video Arcades, Coin-op Distributors & Operators, Indoor Soccer Centers, Billiard Halls, Home Entertainment Retailers, Sporting Goods Stores, etc.)

USTSF provides customized sponsorship opportunities for small business owners, with a typical minimum investment of \$500.00. Standard benefits include:

1. Logo/Link at USTSF website for one year and authorized use of the USTSF logo/link on the sponsor's website (ex: "Proud supporter of USTSF");
2. One-page advertisement space in three issues of the new bi-monthly online USTSF newsletter;

a) BUSINESS/OPERATIONAL/PROMOTIONAL PARTNERS – ALL LEVELS

The following operational needs provide other Partner opportunities and benefits:

1. Player transportation – airline and rental car partners, domestic and international
2. Equipment transportation – shipping company partners for all shipping needs, including transportation of tables, U.S. and international
3. Banner/signs partner
4. Communications partners – cell phone and computer needs
5. Athletic gear & equipment accessories – equipment partners for all player-related uniforms and/or accessories

Table soccer is enjoyed by both men and women of all ages, so there is sure to be a program to reach your target demographic group!

8. PRIVATE DONOR - \$10 and up

Donors may donate any amount of cash and/or relevant products to the USTSF. Donors will have their name listed on the USTSF website and may elect to specify a particular USTSF program to which they wish to donate. Private donors who support the U.S. National/World Cup Team or a member of Team USA with a minimum of a \$100 donation will receive an autographed US World Cup Team photo. Private donors are welcome to donate via the PAYPAL link on the [USTSF website](#)'s main page, or by check/money order to USTSF, P.O. Box 14455, Washington, DC 20044.

USTSF is a 501(c)3 non-profit charitable organization