



# SCORES CUP 2024 Kansas City

**Saturday, August 10, 2024**

Central Bank Sporting Complex (one of Sporting KC's Training Ground)  
*part of the World's Largest Annual Charity Corporate Soccer Tournament Series*







# Join us for the inaugural **KC SCORES Cup**, supporting **America SCORES**, a part of the World's **Largest Annual Charity Corporate Soccer Tournament Series**

**Date:** Saturday, August 10, 2024

**Venue:** Central Bank Sporting Complex (one of Sporting KC's Training Ground)

**Format:** 7v7 (including goalies), Coed (2 female players on the pitch), up to 15 players on each roster

**Level:** Recreational or Competitive Division

**Games:** 20-25 minute games, 3 games guaranteed

**Jerseys:** Provided by America SCORES, including your company's logo (as long as submitted before July 10)

**Cause:** Supporting America SCORES soccer and literacy programs in underserved, Title I public schools across the country

**Corporate Team Sponsorship/Donation:** \$3,500 per team (95% tax-deductible)





# What is SCORES Cup?

America SCORES is proud to host the *world's largest annual corporate charity soccer tournament series, the SCORES Cup*, which has run for the past 15+ years across our 13 cities in North America.

**With over 350 corporations having previously participated**, and run in partnership with many Major League Soccer (MLS) and National Women's Soccer League (NWSL) teams, our premier corporate soccer tournaments **raise on average \$1.5 million for SCORES programming each year**, one of the drivers for us being able to run **free programming for 13,000 at-risk youth every year**.

Corporate and independent teams meet in venues across North America such as Gillette Stadium (Boston) and the LAFC Training Ground (LA), playing to enable urban youth from under-resourced communities to lead healthy lives, become engaged students, and gain the confidence and character to make a difference in the world.



# Who has Previously Played in SCORES Cup?

Over the past 15+ years, over 350 corporations from a diverse range of industries have previously played in a SCORES Cup, including:



**Deloitte.**

McKinsey  
& Company



**LATHAM & WATKINS** LLP

**SWINERTON**



# Sponsorship Levels

## Presenting Sponsor: \$15,000

### Includes:

- ✓ Two free team entries to SCORES Cup KC
- ✓ Company logo will be placed on all player jerseys, event marketing materials and the website as the Presenting Sponsor of SCORES Cup KC
- ✓ Logo placement will be prominent at event and on marketing materials
- ✓ Reserved space on the day of the event for company players, employees, friends and family
- ✓ Regular Social Media Postings including Company Name & Logo
- ✓ Framed Team Photo

## Jersey Sponsor: \$11,000

### Includes:

- ✓ Two free team entries to SCORES Cup KC
- ✓ Company logo will be placed on all player jerseys sleeves as the Jersey Sponsor of SCORES Cup KC
- ✓ Logo placement will be prominent at event and on marketing materials
- ✓ Reserved space on the day of the event for company players, employees, friends and family
- ✓ Regular Social Media Postings including Company Name & Logo
- ✓ Framed Team Photo

## Supporter: \$6,000

### Includes:

- ✓ One company entry into SCORES Cup KC for 15 employees
- ✓ Company logo will be placed on specific company's playing jerseys (if submitted before July 10)
- ✓ Framed Team Photo
- ✓ 2 Posts on America SCORES Social Media highlighting sponsorship (1 pre, 1 post)

## Team: \$3,500

### Includes:

- ✓ One company entry into SCORES Cup KC for 15 employees
- ✓ Company logo will be placed on specific company's playing jerseys (if submitted before July 10)



# Who is America SCORES?








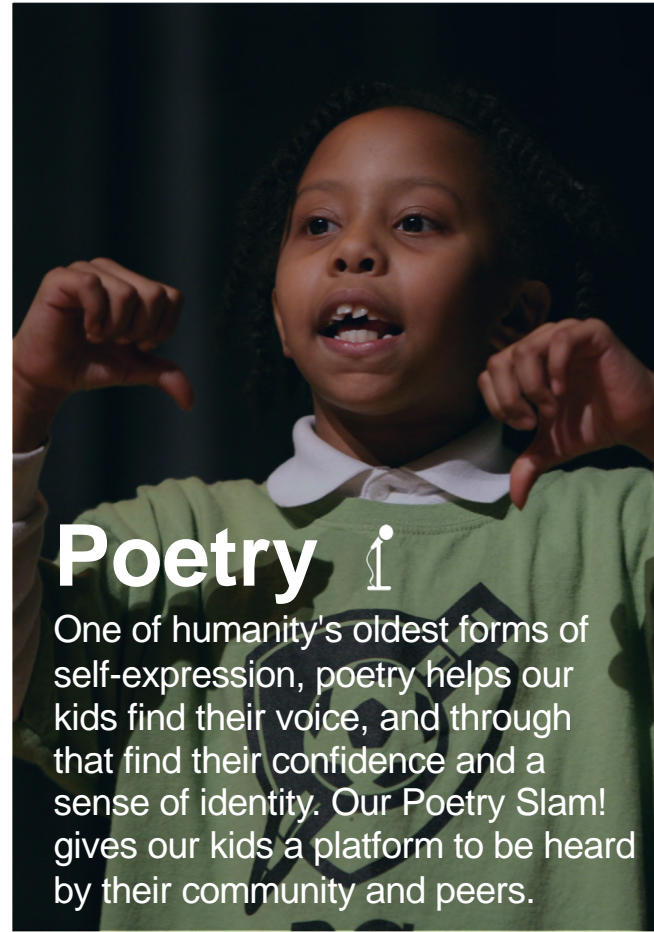
# The America SCORES Model: Soccer + Poetry + Service Learning




**Soccer** 

The most popular game in the world teaches kids teamwork, leadership, and commitment. Our year-round program helps level the playing field for at-risk youth, and keeps kids healthy and active.

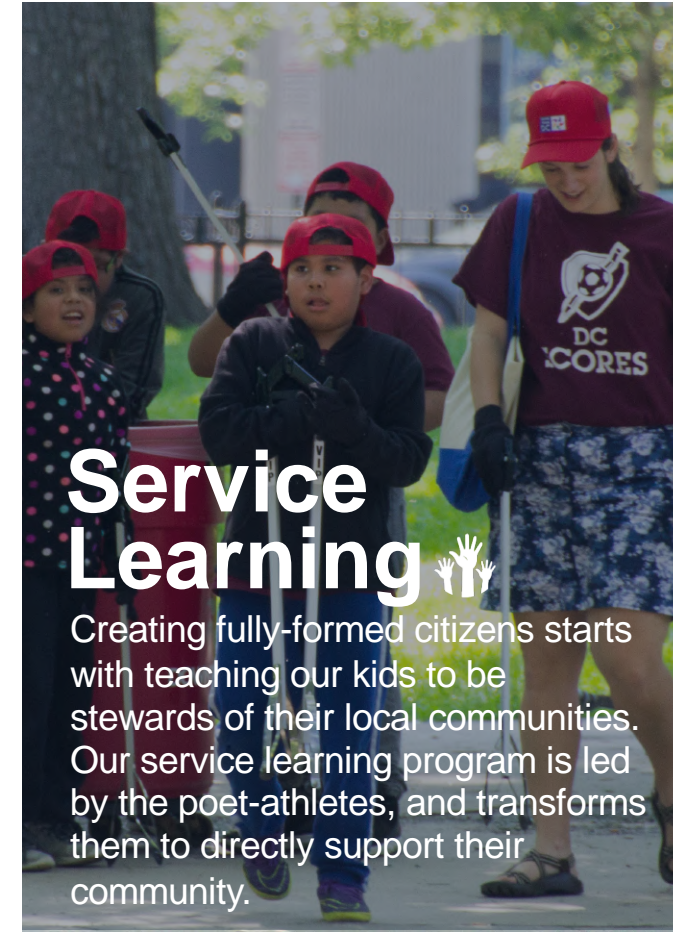
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**Poetry** 

One of humanity's oldest forms of self-expression, poetry helps our kids find their voice, and through that find their confidence and a sense of identity. Our Poetry Slam! gives our kids a platform to be heard by their community and peers.

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**Service Learning** 

Creating fully-formed citizens starts with teaching our kids to be stewards of their local communities. Our service learning program is led by the poet-athletes, and transforms them to directly support their community.

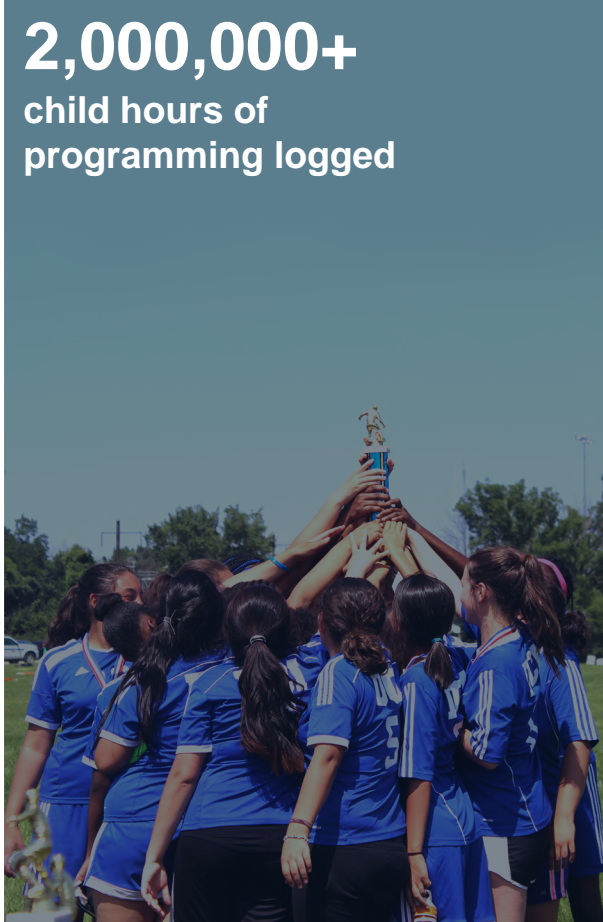
# America SCORES Reach: National Influence, 11 affiliates across North America + Miami and Toronto Coming in 2024!



<b>245</b> Schools	<b>787</b> Coaches	<b>13K</b> Kids	<b>40K</b> social media followers
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# America SCORES Impact: In a Year with America SCORES



# America SCORES' Impact: Because of America SCORES, kids:

Physical:

**89%**

improve aerobic capacity

**73%**

reach "health fitness zone" for age group

Source: America SCORES and Kaiser Permanente

Academic:

**98%**

graduate high school

**3x**

more likely than peers to meet ELA standards

Source: LA SCORES and AS New York

Mental:

**98%**

are more confident

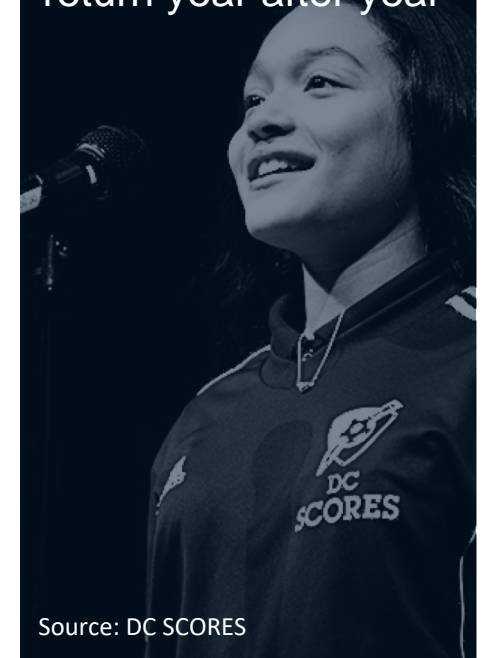
**90%**

are more resilient

Source: AS Bay Area and California Healthy Kids Survey (CHKS)

**80%**

return year after year



Source: DC SCORES



# What Does a Typical Week with America SCORES Look Like:

## A Typical Week:

Free After-school Programming 5 days/week, 1.5 hours/day

<b>Monday</b> <b>SOCCER PRACTICE</b>	<b>Tuesday</b> <b>POETRY/ SERVICE</b>	<b>Wednesday</b> <b>SOCCER PRACTICE</b>	<b>Thursday</b> <b>POETRY/ SERVICE</b>	<b>Friday</b> <b>GAME DAY!</b>
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## School Team Structure

America SCORES is committed to ensuring equal participation between male and female students. Each school has a boys team and a girls team, each consisting of 15-20 students from grades 3-5.

# More Information / To Register for the KC SCORES Cup:

For More Information or to Register Your Company for SCORES Cup, please contact:

➤ Rob Uvanović, Chief Growth Officer, 508.446.3748, [RUvanovic@AmericaSCORES.Org](mailto:RUvanovic@AmericaSCORES.Org)

For More Information on America SCORES, please visit: [www.americascopes.org](http://www.americascopes.org)





**AMERICA  
SCORES**

**THANK  
YOU**