

NASSC 2017 FACT SHEET

EVENT: 24th annual ALL*PRO TACTICAL
NORTH AMERICAN
SAND SOCCER CHAMPIONSHIPS (NASSC)

DATES: June 9-11, 2017

LOCATION: Virginia Beach Oceanfront; 8th-34th Sts

SIZE: NASSC is the premier amateur & pro/am
beach/sand soccer event worldwide.

* NASSC 2017 anticipates over 1,050 teams, including nearly 10,000 youth/adult players, plus 100,000 DAILY weekend visitors/spectators; total demographic approximately 200,000; 20 states and several countries; NASSC has hosted over 170,000 players since inception in 1994.

* NASSC enjoys a rate of returning players of 93%. The average number of prior NASSC participations is 5.3 per player.

* NASSC is affiliated with **Beach Soccer Worldwide (BSWW)**, FIFA's operational arm for professional beach soccer internationally.

* NASSC is the annual major charity event (501c3) conducted for the development of the Hampton Roads Soccer Complex in Virginia Beach, one of the nation's premier such facilities, hosting 400,000 visitors yearly. Please visit www.soccercomplex.org for information and photos, including coverage of the nearly two million dollars of new high-end lighted turf fields made possible through NASSC charity revenues.

* NASSC has been recognized by *CosmoGirl* magazine as one of the top 100 free summer attractions in the USA

* NASSC has been repeatedly honored as one of the "Top 20" summer events by the *Southeast Tourism Society (STS)* and is a 2017 selectee

* NASSC is routinely used by the USA National Beach Soccer program to identify players for the National Team, competing internationally. USA

National Team tryout was held by USSF during the '16 NASSC festival and three **US OPEN players were selected to the USA National pool and are now in training, including HRSC Elite's Neil Harrison**

* NASSC is a featured USA sports attraction in the tourism "BRAND USA" planning concept jointly developed by *ESPN and Discover America* to enhance European tourism in the United States; the 2015 festival was featured in both *Sports Destination Management* and *Sport Travel Magazines*

* NASSC has been featured in *ESPN Magazine*

HOSTS:

Hampton Roads Soccer Council (HRSC), Virginia Beach, consisting of Virginia Beach Travel Soccer (Beach FC), the Virginia Rush, the Southeastern Virginia Women's Soccer Association (SEVWSA) and the men's Over Thirty Soccer League (OTSL)

Tournament produced by core staff year-round, augmented by 250 HRSC parent, corporate, and military unit volunteers for the event.

PLAYERS:

Boys, girls ages 8-19; adult men and women; college men and women, adult and high school "coed" promoting wellness and teamwork; numerous military entries; all skill levels novice - pro, competing on 63 sand fields positioned oceanside on over twenty-five City blocks.

Approximately a third of the 1,100 teams are in the adult (Over 19) category; remainder in the Under 19 cohorts. Given event proximity to region military installations, numerous members of the Armed Force and their families participate. Per City survey, each player is typically accompanied by 2.7 family members or friends.

PRO/AM "U.S. OPEN": Top Pro/Am men's beach soccer teams competing in a 3-day format for cash prizes. The OPEN is the centerpiece of NASSC, routinely drawing international entries and attracting several thousand spectators to the NASSC **Beach Stadium located at 24th Street**. Teams competing in 2017 included:

Alliance BSC, Va Beach, VA

Azzurri, Philadelphia, PA

FC Barcelona, Barcelona, SPAIN

GoBeachSoccer, FL

Great Lakes BSC, Grand Haven, MICH

HRSC Elite, VA Beach, VA

Maryzillians, MD

New England FC, NENG

Norcal BSC, CA

Team Canada, CAN

Team Pugg, Boston, BRAZIL

Tidewater Captains, Hampton Roads, VA

2016 Results: 1. Team Pugg 2. Florida Beach Soccer 3. FC Barcelona 4. Costa Rica

The 2017 U.S. purse is expected to be a minimum of \$25,000 (winner \$15,000).

ADDITIONAL “SIDEKICK” SPORTS EXPECTED:

2017 events are expected to include the COED Flag Football Beach Bash, Beach Wrestling, the North American SANDLAX Championships, Beach Sand Hockey and Volley Futbol.

GUESTS CELEBRITIES: NASSC routinely presents nationally recognized sports and entertainment celebrities who interface with festival participants throughout the tournament weekend. Guest Celebrities in 2016 included Spanish soccer legend Ramiro Amarelle from world famous “FC Barcelona” and Savannah Lane, Miss Virginia 2015.

NASSC OFFICIAL CHARITIES:

- Hampton Roads Soccer Council
- Special Olympics
- Combat Wounded Coalition
- Joy Fund
- TOPSoccer Disabilities
- REACH for disadvantaged international children

NASSC OFFICIAL SPONSORS: Firms or individuals interesting in becoming 2017 sponsors may contact seamanseye@cox.net; 757-496-0274. A complete list of standard sponsor opportunities and associated “benefits” for the 501c3 charity festival are shown on www.sandsoccer.com. Lead sponsors on the 2017 team include thus far:

TITLE SPONSOR: ALL PRO TACTICAL (APT)

PRESENTING SPONSOR: CITY OF VIRGINIA BEACH

MAJOR AFFILIATE: BEACH SOCCER WORLDWIDE

KEY SPONSORS:

- * **DEER PARK *Natural Springs Water***
- * **BEST WESTERN OCEANFRONT (Command Center)**
- * **LANGLEY FEDERAL CREDIT UNION**
- * **LIBERTY & SIEMPRE Tax Services**
- * **7-ELEVEN Convenience Stores**
- * **PEABODY’S Nightclub**
- * ***The PUGG Company***

- * **SAND SOCCER GEAR (SSG)**
- * **SENTARA SPORTS MEDICINE**
- * **STUDIO CENTER**

MAJOR SPONSORS:

- | | |
|---------------------------------|--|
| * Oceanfront Inn | * BookMyGroup |
| * Jones Printing Service | * Perfect Event Rentals |
| * Bay Breeze Limousines | * Shorebreak Pizza & Taphouse |
| * MSP Design Group | * Papa John's |
| * DOMA Technologies | * Soccer World |
| * Port-A-Field | * Dubli |
| * Peabody's Night Club | * Chick-Fil-A |
| * Inlet Fitness Center | |

CONTRIBUTING SPONSORS:

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|-------------------------------------|--|
| * Advocare | * Podiatry Associates of Virginia |
| * Virginia Beach Field House | * Tidewater Soccer Referees Assn |
| * Duck Donuts | * Virginia Beach Podiatry |
| * Harrington Graphics | * Eastern Virginia Medical Center |
| * Jimmy John's LLC | * Virginia Podiatric Medical Assn |

MEDIA PARTNERS:

- | | |
|------------------------------------|---|
| * BRAND USA | * Beach Soccer Worldwide (BSWW) News |
| * WAVY TV 10 | * FOX43 TV |
| * Soccer New England | * Sunny Day Guide |
| * WVXX Selecta 1050 | * MAX Media |
| * Southeast Tourism Society | * GoalNation News |
| * Soccer Management Company | * Hampton Roads Chamber of Commerce |
| * VA Beach Hotel/Motel Assn | * The Virginian Pilot Newspaper |
| * Astro Entertainment | * City of Virginia Beach |
| * WVEC TV 13 | * Virginia Beach Sun |
| * TIDE Radio 92.3 FM | * SportsEvents Magazine |
| * VBTV | * Hampton Roads Sports Commission |
| * Adams Outdoor Advertising | * Richmond Times Dispatch |
| * Virginia is for Lovers | * Sports Virginia |
| * Sports Travel Magazine | * Sports Destination Management Magazine |
| * Virginia Beach.com, Inc | * SvenskaFans.com (Sweden) |
| * Vista Graphics | * BBC UK Travel Show |

HIGHLIGHTS:

- * NASSC has raised over \$6 million dollars for charity since '94; approximately one-third of the 10,000 youth and adult soccer players calling the "Hampton Roads Soccer Complex "home" are "military affiliated"
- * Total NASSC demographic estimated at 200,000 over the three days of the event.
- * Men's 17th annual Pro/Am U.S. OPEN in 3,000 seat beach stadium
- * June 8th US OPEN coaches/players welcoming reception
- * June 9th Registration at 19th St Virginia Beach Convention Center
- * June 9th Sponsor/media VIP reception (by invitation)
- * June 9th free evening sand soccer Kid's Clinic; followed by evening pro match
- * Live beach music, food and retail sales

TIMELINE:

- * Site construction Monday - Friday by HRSC, military and contractors
- * Pro/Am team arrivals Thursday; pro matches commence Friday morning
- * Regular registration Friday 5-10 PM @ Va Beach Convention Center; fields open for practices at oceanfront
- * Evening matches Friday and Saturday

MILITARY: Approximately 100 field volunteers from military units; 0

CONTACTS:

- | | | |
|---|-----------------------------|---|
| * Tournament Director & sponsor inquiries | Dick Whalen
Marc Michals | 757-496-0274
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| * Asst Director: Ops, vending, U.S. OPEN | Matt Whalen | matt.whalen@sandsoccer.com
C757-407-1421 |
| * Administration | Gina Koehler | gina@sandsoccer.com
757-368-4600 |
| * Scheduling/Acct | Karen Knott | 757-368-4600 |
| * Best Western HQ | Amy Miller | 757-428-5380 |
| * Lodging | Andrea Casperson | 1-888-832-6745 |
| * Social Media | Kerry Sentiff | kerry.sentiff@sandsoccer.com |
| * email | - | sandsoccervb@aol.com |
| * US OPEN | Dick Whalen
Matt Whalen | seamanseyeye@cox.net
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| * Sand Soccer Gear | Noah Taylor (SSG) | 757-286-5536C |
| * Beach Field Hockey | Dena Soter-Reardon | de0916@live.com |
| * Beach Flag Football | Jay Del Vecchio | witsjd@cox.net |
| * Beach Lacrosse | Frank Logan | fglogan@v3lax.org |
| * Beach Wrestling | Dennis Cannon | canndnn@aol.com |
| * Volley Futbol | Brandon Wright | volleyfutbol@gmail.com |

* NASSC Gear Store	MSP Design Group	diane@mspdesigngroup.com
* Referee Assignments	Katherine Horton	kkhorton9@gmail.com (TSRA)
* BSWW	Joan Cusco	www.beachsoccer.com
	Inaki Uribarri	inaki.uribarri@beachsoccer.com
* Registration & Vols	Kristen Whalen	smallhokie@gmail.com
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