

# NORTH AMERICAN SAND SOCCER CHAMPIONSHIPS

## JUNE 6-8, 2025



*Hosted by the Hampton Roads Soccer Council*

**For more information contact**  
Lauren Bland - [Lauren@Soccercomplex.org](mailto:Lauren@Soccercomplex.org)  
Nicole Campbell - Amber Giancola  
Bobby Mathieson - Trey Fisher  
[www.sandsoccer.com](http://www.sandsoccer.com) | (757) 368-4600





# NASSC BY THE NUMBERS

## The world's largest sand soccer festival benefits the Hampton Roads Soccer Complex.

Hosted by: Hampton Roads Soccer Council (5013c non-profit organization)

### Event Stats

- 3 day event
- 100,000+ festival attendance
- 10,000+ athletes
- 800+ sports teams (pro, youth, adult)
- 64 sand soccer fields and 2 pro stadiums
- 2,000 matches played
- 1.5 million media impressions
- \$15 million in economic impact

### Demographics

- 70% have a household income above \$100k+
- 70% youth teams, 30% adult teams
- 58% males, 30% females, 12% coed teams
- Top states: VA, NC, MD, SC, OH, PA

### Annual Media Stats

Website:

- Total Sessions: 108,853
- Engagement Rate: 59.61%

Facebook:

- Impressions: 371,425
- Interactions: 7,483
- Total followers: 8,701

Instagram:

- Impressions: 457,381
- Interactions: 17,754
- Followers: 5,413

E-Newsletter:

- Subscribers: 25,974
- Open Rate: 54.6%

### Media Coverage

- Beach Soccer Worldwide, International
- Coastal Virginia Magazine, National
- SportsTravelMagazine.com, National
- Sports Virginia
- Virginian Pilot, Hampton Roads
- VYSA, National
- WAVY - Channel 10, Hampton Roads
- WTKR - Channel 3, Hampton Roads
- WVEC - Channel 13, Hampton Roads



NASSC has an ever-expanding social media & online presence. We have a dedicated and experienced marketing team that will highlight your company.

#NASSC





# SAND DOLLARS AT WORK

## NASSC has raised over \$6 million to develop and enhance the Hampton Roads Soccer Complex.

### The Complex

- Hampton Roads Soccer Complex opened in 1997
- Located in Virginia Beach
- 26 soccer fields (2 Turf fields)
- 75-acre complex
- 750,000+ attendance (annual)
- 20+ tournaments (annual)
- Affiliate soccer clubs: Beach FC, OTSL, SEVWSA, and Virginia Rush (over 8,000 families total)
- Sports hosted: soccer, flag football, lacrosse, field hockey, kickball and more

### Tournament Host

- Your host for the NASSC is the Hampton Roads Soccer Council (HRSC). HRSC is a 501c3 non-profit organization that operates and manages the Hampton Roads Soccer Complex in Virginia Beach.
- Our NASSC sponsors have helped HRSC build two turf fields with lights, renovate grass fields, add fencing and netting around the complex, purchase equipment and build an equipment storage building.
- Join the NASSC Family as a sponsor and help us continue to make a positive impact in the Hampton Roads Community!



## Thank You To Our 2024 Sponsors

### ★2024 NORTH AMERICAN★ SAND SOCCER CHAMPIONSHIPS

#### PRESENTING SPONSOR

#### Atlantic Union Bank

#### EVENT PARTNERS



#### PREMIER SPONSORS



#### GOLD SPONSORS



#### SILVER SPONSORS



#### BRONZE SPONSORS



#### STAT, MAT, FIELD & BANNER SPONSORS

Divaris Real Estate • WC Carpenter • Hatcher & Frey Orthodontics • Hasty Awards • WPL Beck Roofing Corporation • Carlton Building Services • Electronic Systems, Inc. • K-9 Resorts

#### HRSC AFFILIATE SOCCER CLUBS



In addition to our sponsors, we also had the following vendors on site:

- Autobell Car Wash
- Beach Boss
- Bomber Eyewear
- Brian Barko State Farm
- Coastal Edge
- Hampton Roads ALA
- J&A Racing
- JOLYN
- Kane Footwear
- Lionsbridge FC
- Onie Tonie
- Paramount Builders
- Shibumi
- SoccerWorld FC
- Tesla
- The Adventure Park
- The Larimar Girls
- Thrive Proactive Health
- U.S. Air Force
- VB United



# PARTNERSHIP OPPORTUNITIES

## TITLE AND PRESENTING SPONSOR

Elevate your brand with a customized Title or Presenting Sponsorship at the North American Sand Soccer Championships. For more information, connect with Lauren Bland at [Lauren@Soccercomplex.org](mailto:Lauren@Soccercomplex.org) to find the right sponsorship package tailored to your business.

### What our sponsors are saying:

"We are committed to giving back to the communities in which we live and work which is why we are proud to sponsor the North American Sand Soccer Championships. Many of our associates, vendor partners and our customers are soccer enthusiasts so a partnership with the Hampton Roads Soccer Council is a natural fit for us. Our sponsorship has provided us with a unique opportunity to give back to the community while strengthening our partnerships both on and off the field."

## PACKAGES

### PREMIER SPONSOR - Starting at \$7,500

#### Base Items:

- Company logo on NASSC official apparel
- Company logo and link on NASSC website
- Company logo and link on electronic marketing (15,000+ subscribers)
- Company advertisement/video on LED scoreboard in stadium
- (2) Sponsor-provided banners in stadium (avg. attendance: 3,000 per hour)
- (10) Sponsor provided banners along Boardwalk (100,000+ attendance)
- Premier vendor booth location near stadium on boardwalk in Vendor Village
- Opportunity to provide professional teams/players with corporate swag
- 30-second company script announced in stadium
- (15) Drink tickets and access to the beer garden at the stadium
- (2) Full-page ads in the program (10,000+ digital, 750 printed copies)
- Complimentary team in NASSC
- Customized social media opportunities

#### Additional Customizable Opportunities:

- Live stream event broadcasting logo / message integration
- Company logo and link on tournament mobile app scoring and schedule page
- Push notifications sent out to attendees leading up to / during the event
- Opportunity to have an in-game promotion for your company during a U.S. Open Game
- Opportunity to speak before: U.S. Open, Semi-Final or Championship Matches (Mens & Womens)
- VIP meet and greet w/ a professional team
- Open to customized requests

### GOLD SPONSOR - \$5,000

- Company logo on NASSC official apparel
- Company logo and link on NASSC website
- Company logo and link on electronic marketing (15,000+ subscribers)
- Company advertisement/video on LED scoreboard in stadium
- (1) Sponsor-provided banner in stadium (avg. attendance: 3,000 per hour)
- (4) Sponsor provided banners along Boardwalk (100,000+ attendance)
- Vendor booth in prominent location along boardwalk in Vendor Village
- 30-second company script announced in stadium and along Boardwalk
- (1) Full-page ad in the program (10,000+ digital and 750 printed copies)
- Complimentary team in NASSC (U.S. Open not available)
- Customized social media opportunities
- (10) Drink tickets and access to the beer garden at the stadium



### SILVER SPONSOR - \$3,000

- Company logo on NASSC official apparel
- Company logo and link on NASSC website
- (3) Sponsor provided banners along Boardwalk (100,000+ attendance)
- 15-second company script announced in stadium and along Boardwalk
- ¾ Page ad in the program (10,000+ digital and 750 printed copies)
- Complimentary team in NASSC (U.S. Open not available)
- (6) Drink tickets and access to the beer garden at the stadium

### BRONZE SPONSOR - \$1,500

- Company logo on NASSC official apparel
- Company logo and link on NASSC website
- (2) Sponsor provided banners along Boardwalk (100,000+ attendance)
- ½ Page ad in the program (10,000+ digital and 750 printed copies)
- (4) Drink tickets and access to the beer garden at the stadium





# PARTNERSHIP OPPORTUNITIES

## A LA CARTE OPTIONS

### KID'S CLINIC SPONSOR - \$2,500 (1 available)

- Friday, June 7 – estimated 6pm-8pm with an audience of 500
- Opportunity to speak to attendees for 3 minutes
- Opportunity to give out items to participants
- Logo on kids clinic marketing materials (flyers, etc.)
- Company logo and link on NASSC website
- (2) Sponsor provided banners along Boardwalk (100,000+ attendance)
- Social media promotion
- Vendor Booth included during tournament
- ½ Page ad in the program (10,000+ digital and 750 printed copies)
- (4) Drink tickets and access to beer garden at stadium

### STAT MAT SPONSOR - \$1,000 (2 available)

- Company name on NASSC official apparel
- Company logo on up to 85 tournament schedule boards
- ¼ Page ad in program (10,000+ digital and 750 printed copies)
- (1) Sponsor-provided banner along Virginia Beach Boardwalk
- (4) Drink tickets and access to beer garden at stadium

### FIELD SPONSOR - \$500

- Company name on NASSC official apparel
- Company logo and link on NASSC website
- ¼ Page ad in program (10,000+ digital and 750 printed copies)
- (1) Sponsor-provided banner along Virginia Beach Boardwalk
- (2) Drink tickets and access to beer garden at stadium

### BANNER ADD-ON - \$300 or \$1,000

- (1) Sponsor-provided banner near designated age group soccer fields
- \$300 for each banner or 4 for \$1,000



## VENDOR

### ON-SITE VENDOR OPPORTUNITIES

#### STADIUM VENDOR - \$2,000

- 10'x20' vendor booth set up in Vendor Village near Pro Stadium
- Open to: food, marketing or product sales vendors

#### BOARDWALK VENDOR - \$1,500

- 10'x20' vendor booth set up along boardwalk
- Open to: food, marketing or product sales vendors

\*Upgrade to Bronze Sponsor for \$750 savings

### HOW OUR PARTNERS INTERACT

- Giving out promotional items
- Sampling
- Selling their products
- Handing out coupons
- Doing demonstrations
- Launching new products



SCAN HERE TO  
LEARN MORE ON  
OUR WEBSITE

OR CLICK HERE  
TO CHECK OUT OUR  
SPONSOR VIDEO





# PARTNERSHIP AGREEMENT

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_ LinkedIn: \_\_\_\_\_

## PARTNERSHIP SPONSOR PACKAGES

PREMIER: \$7,500+

GOLD: \$5,000

SILVER: \$3,000

BRONZE: \$1,500

## A LA CART SPONSOR OPTIONS

KIDS' CLINIC: \$2,500

FIELD SPONSOR: \$500

BOARDWALK VENDOR: \$1,500

STAT MAT: \$1,000

BANNER ADD-ON (1): \$300

STADIUM VENDOR: \$2,000

BANNER ADD-ON (4): \$1,000

VENDOR BRONZE/SILVER  
ADD-ON: \$750

\*additional paperwork required for all on-site vendor displays

## VENDORS

PAYMENT METHOD: Payments \$2,500 and above are accepted by check or bank transfer only.

Check Enclosed

VISA

Mastercard

Discover

AMEX

Name on Card: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp: \_\_\_\_\_ CVN: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature (authorizing payment): \_\_\_\_\_

Make checks payable to Hampton Roads Soccer Council, 2276 Recreation Drive, Virginia Beach, 23456.