

# GENUINE WORLD CUP SPONSORSHIP



INCLUSION



SPORTS



GENUINE WORLD CUP  
HOUSTON 2024



SHARING



FUTURE



**IMAGINE A WORLD  
CUP MORE GENUINE  
THAN ANY OTHER...**

**WE CONTINUE OUR  
JOURNEY TO MAKE  
THAT DREAM A  
REALITY**



# TOURNAMENT LOCATIONS

Several facilities will be used by the visiting teams to play the games and host the round table sessions.

In order to have the best facilities, we will count on the collaboration of several local organizations that will offer the following spaces:



# RICE

## **Soccer Stadium:**

Rice Stadium

## **Roundtable Locations:**

Rice University Facilities

## **Accommodation:**

Rice University Housing



# 2024 PARTICIPANTS



# 2025 TOURNAMENT FORMAT

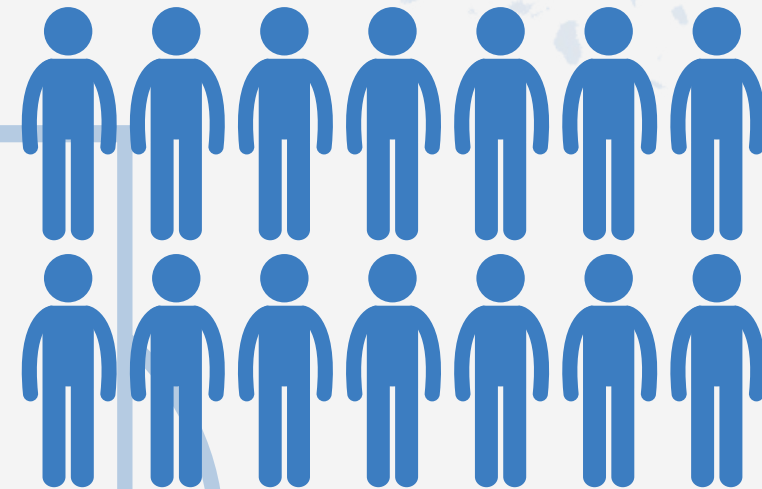
## Rules and Regulations

**32**  
**TEAMS**

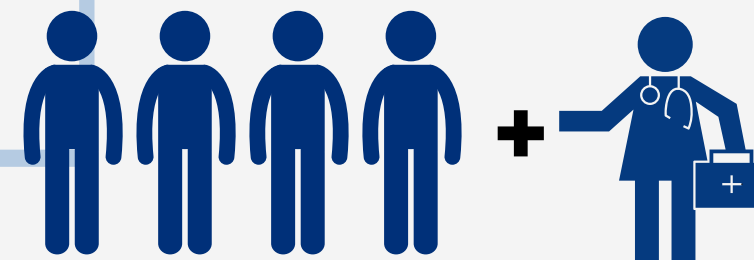
From across  
the globe



### THE TEAM



**14 PLAYERS**  
+  
**4 STAFF + 1 DOCTOR**



\*The players must be over 16 years old  
and the teams can be mixed, formed by  
both boys and girls.

### PLAY FORMAT

#### FOOTBALL 8



Each team will consist of 7  
players and 1 goalkeeper.

#### GROUP STAGE

Qualifying phase among all  
participating teams is divided into  
groups. Each team will play a  
minimum of 4 matches.

#### FINAL STAGES

According to the results from the  
group stage, teams will be separated  
into different brackets

# GENUINE CONNECT EVENT

The Genuine World Cup will be a place of union between teams, but also between organizations, associations and relevant companies

The Connect Event will be a space for dialogue and innovation, and an opportunity to share ideas, projects and experiences. These roundtables will **provide an invaluable opportunity for attendees to share successful practices**, fostering collaboration and learning, but also to gain exposure and network.



# MEDIA EXPOSURE

The Genuine World Cup generated substantial media interaction during the 2024 edition.

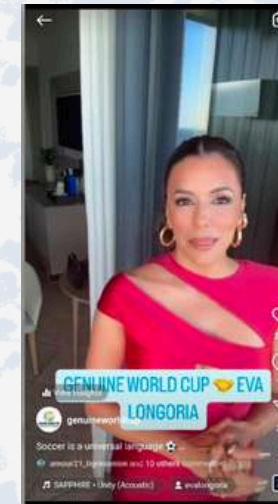
With the number of global teams expanding for 2025, we expect media attention to increase significantly and impact a wider reaching audience..



**JUAN PABLO VIGÓN**  
397K video views



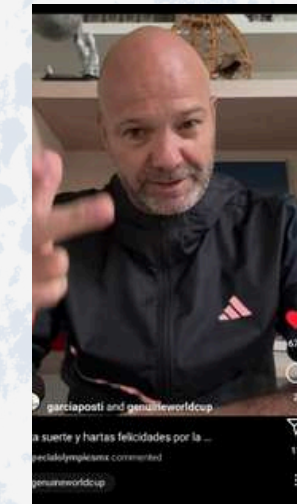
**SEBASTIAN FIERRO**  
251K video views



**EVA LONGORIA**  
218K video views



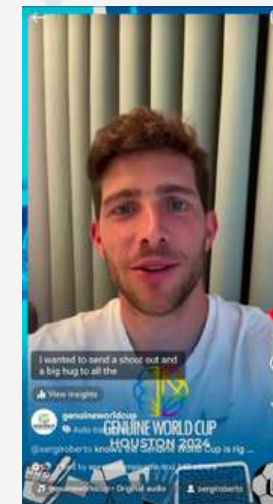
**HÉCTOR HERRERA**  
44K videos views



**LUÍS GARCÍA**  
21K video views



**XAVI HERNÁNDEZ**  
13K video views



**SERGI ROBERTO**  
20K video views



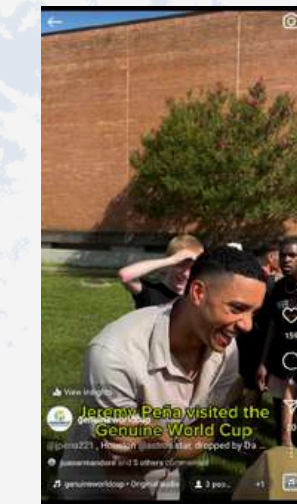
**JORDI CRUYFF**  
5K views



**VICENTE DEL BOSQUE**  
8K views



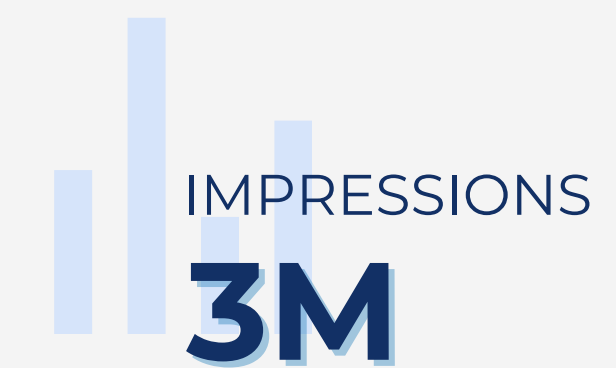
**JOSÉ PABLO COELLO**  
11K views



**JEREMY PEÑA**  
7K views



**JUAN PABLO VIGÓN**  
1.2M views



# MATERIALS FOR BRAND POSITIONING



GENUINE WORLD CUP



THE TENT CO

UIT

SPONSORING  
THE WORLD CUP



# THE BRANDS' VISIBILITY

## Backdrop for round tables, interviews and team pictures

A backdrop is a visual element that is strategically placed behind events, such as a soccer tournament or the Genuine Connect,. This allows greater visibility for the sponsors throughout the event.

. It will be in the field of view of all cameras and spectators during all acts of the event, ensuring continuous and wide exposure of the brands.



# THE BRANDS' VISIBILITY

## On Field Signage and Ball Stand

These two materials offer continued exposure in the field of play for the tournament's partner brands and/or sponsors. This provides sponsors with an invaluable opportunity to increase their visibility and reinforce their presence in the marketplace.



# THE BRANDS' VISIBILITY

## Exit arc for the teams

One of the most emotional moments of the tournament is when the Genuine World Cup participants enter the field of play with their teams under the exit arc. With all eyes and cameras on the entrance, the exit arc is a great opportunity for our sponsors to gain visibility as they show their support for our incredible players. Along with the arc, there will also be informative banners placed strategically around the field that offer our sponsors additional valuable exposure to our spectators and guests.



# THE BRANDS' VISIBILITY

## Volunteer, player and staff workwear and uniforms

Every staff member, coach, volunteer will be wearing Genuine World Cup gear. This offers our sponsors a tremendous opportunity to have a presence to display their brand throughout the tournament.



# THE BRANDS' VISIBILITY

scoreboard, LED TV perimeter or fences (if possible)

It is ideal to surround the perimeter of the playing fields to avoid ball loss and improve the teams' game feeling. For this purpose, it would be a great advantage for our sponsors to be displayed on the perimeter signage and/or LED screens.



# TITLE SPONSOR



# SPONSORSHIP PACKAGES

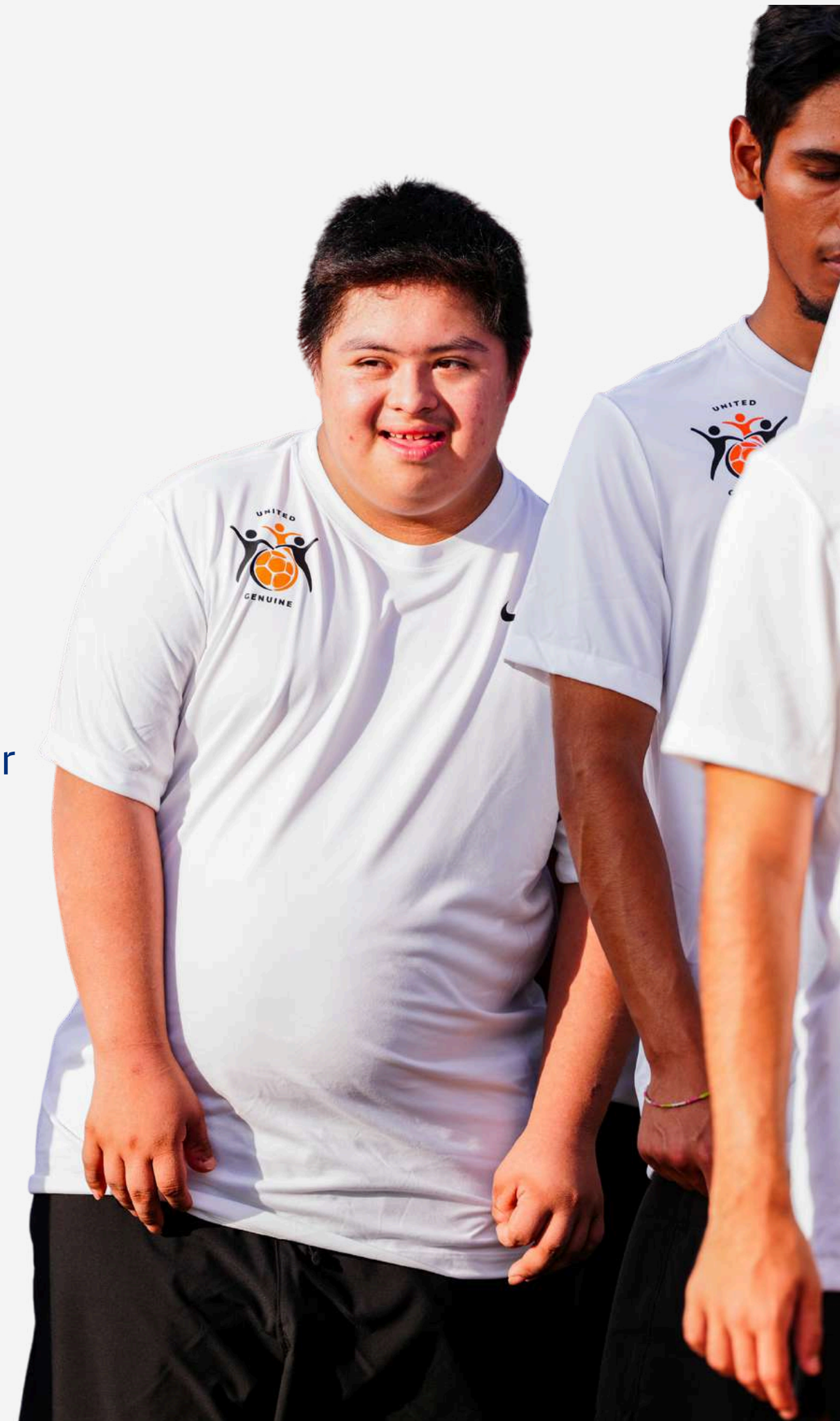
## **TITLE SPONSOR**

**500K\$**

Become the main partner of Genuine World Cup by signing up for this sponsorship and your name will be linked to the tournament. This package is only available to one sponsor.

# TITLE SPONSOR BENEFITS

- The Genuine World Cup presented by---
- Ability to activate at Rice University or Shell Energy Stadium
- Largest On Field Signage
- Entrance archway presented by---
- Logo displayed on front of a tournament team- United Genuine FC
- Customized company branded T-Shirts for tournament participants to wear on excursions
- Largest logo on ball stand signage.
- Press conference back drop signage.
- Feature as title sponsor on social media posts- LinkedIn, Instagram, Tiktok
- Handing out medals for trophy presentation.





# GENUINE CONNECT SPONSOR



# SPONSORSHIP PACKAGES

## **GENUINE CONNECT SPONSOR**

**250K\$**

Become the main partner of Genuine Connect event. In choosing this package you will be able to support the education and proactive discussion for this cause. This package is only available to one sponsor.

# GENUINE CONNECT TITLE SPONSOR BENEFITS

- Genuine Connect presented by---
- Shown on all social media posts related to Genuine Connect and featured on Genuine connect material.
- Genuine Connect Backdrop
- VIP invites to Genuine Connect event
- On Field Signage
- Arch Signage
- Ball stand signage
- Press conference back drop signage.
- Handing out medals at Trophy Presentation
- Company name and logo on an excursion shirt



# PREMIUM SPONSOR



# SPONSORSHIP PACKAGES

## PREMIUM SPONSOR SPONSOR

**200K\$**

Become a premium partner of the Genuine World Cup. In choosing this package you will be able to have a significant presence throughout the tournament and support this incredible cause.

# PREMIUM SPONSOR BENEFITS

- Larger On Field Signage
- Shown on social media posts related to Genuine World Cup
- Company name/ logo on participant hats
- VIP invites to Genuine Connect event
- Larger Arch Signage
- Ball stand signage
- Press conference back drop signage.
- Ability to activate on site throughout the tournament.
- Handing out medals at Trophy Presentation



# SPONSORSHIP PACKAGES

## MAIN SPONSOR 50K\$

- ✓ On Field Signage
- ✓ Arch Signage
- ✓ Social Media Posts
- ✓ Back Drop Signage
- ✓ Company name and logo on tournament T shirt.
- ✓ Ball Stand Signage
- ✓ Ability to activate on site throughout the tournament

## TEAM SPONSOR 25K\$

- ✓ Sponsor 1 teams travel to the tournament.
- ✓ Custom Company clothing for the team to wear.
- ✓ Custom interactions with chosen team.
- ✓ Backdrop Space
- ✓ On Field Signage
- ✓ Company name and logo on tournament T shirt.

## ONE GOAL SPONSOR 15K\$

- ✓ Company name and logo on tournament Tshirt.
- ✓ Backdrop Space

# SPONSORSHIP PACKAGES

**PREMIUM SPONSOR**

**MAIN SPONSOR**

**ON-FIELD SPONSOR**

**Company Name on Participant Hats**

✓

**Larger Presence on all signage**

✓

**Arch Signage**

✓

✓

**Ball Stand Signage**

✓

✓

**Social Media posts and exposure**

✓

✓

**On Field Signage**

✓

✓

✓

**Backdrop Signage**

✓

✓

✓



**WE CAN REVOLUTIONIZE LIVES,  
UNITE PASSIONS, AND  
CREATE HISTORY...**

**WILL YOU HELP US  
MAKE IT HAPPEN?**



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