



38th
Annual

2020

CANTON CUP

Memorial Day Soccer Tournament

CANTON CUP

ADVERTISING & VENDOR KIT



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ABOUT US

The Canton Cup quality has consistently grown over the years into one of the largest 3-day soccer tournament in the country. It's not without the continuous focus on quality by our hard working volunteer staff and generous sponsors that has made this one of the highest economical impacts on our community.

How is it that we continue to be so successful? It's simple; we have one goal – to provide the highest quality tournament experience in the nation. This year we celebrate our 38th Anniversary and we plan to make this one the best one yet! We hope you join us in 2020 to make this the best quality soccer quality soccer experience for our guests. If you have any questions, please do not hesitate to contact me directly at td@cantoncup.net.

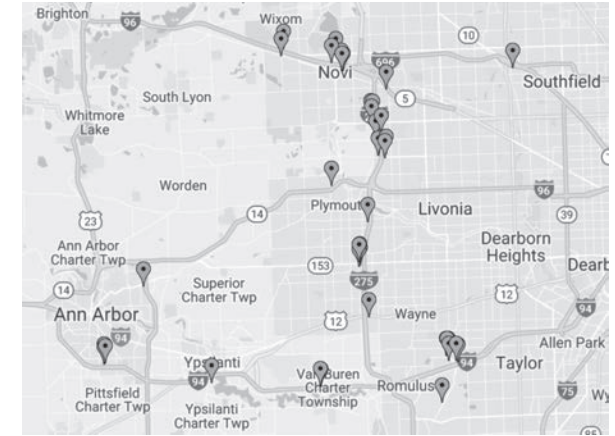
Sincerely,

Darryl Noel
Tournament Director

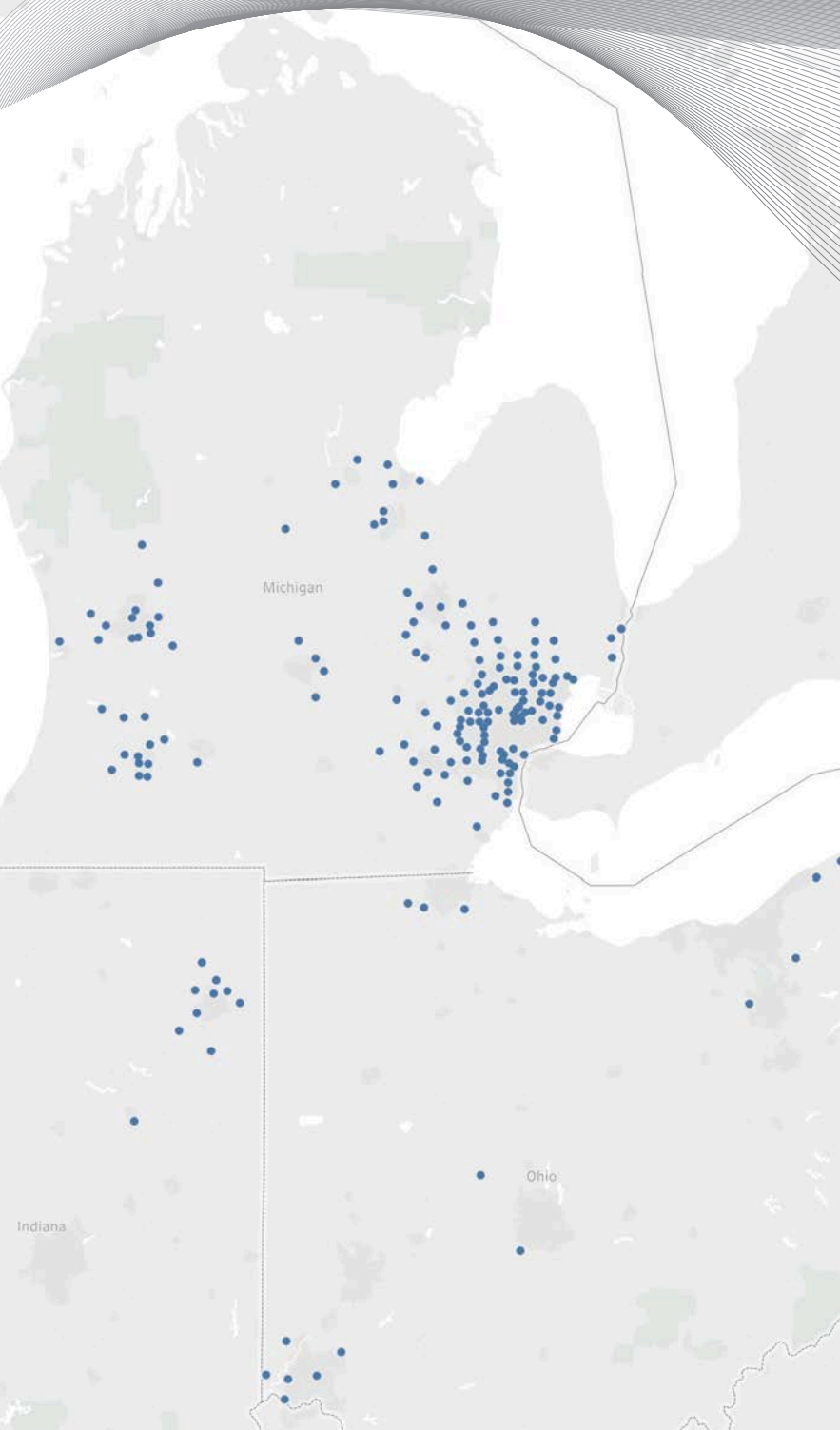
2019 BY THE NUMBERS

OVER
120 CLUBS
600 TEAMS
10,000 PLAYERS
40,000 VISITORS

OCCUPYING 30-40 HOTELS
FROM ANN ARBOR
TO THE AIRPORT
& UP TO WIXOM



YOUR AUDIENCE



# of Teams	Miles from Home	% of Attendees	Est. # of Families
191	0-20	32%	2865
135	20-50	20%	2025
153	50-100	26%	2295
119	100+	22%	1785
598		100%	8970

**Data from 2016 Canton Cup and does NOT include international teams.*



HOTEL WELCOME SPONSOR - \$500

The Canton Cup is a "Stay to Play" tournament, which means teams traveling 50 miles or more must stay in a hotel. According to the 2016 data, that is roughly 50% of the attendees (including international teams).

Advertise on our Hotel Welcome Signs, which are placed in the lobbies of all participating hotels.

Limit four (4) available spots – dimensions are 11"W x 3.35"H.

ADVERTISING PACKAGES



DIAMOND SPONSOR

- Sponsor is considered Diamond Sponsor at club golf outing (with banner), which includes a foursome.
- Premier ad spot on app home page.
- Banners on nets (supplied by sponsor)
- Corporate Banner at each location (supplied by tournament)
- Logo on Websites w/link for one year
- Extra Large logo on T-shirts
- Embedded logo on email communication
- One (1) push notification to all app users (content and timing to be approved by committee)
- App Ad Spot includes company logo, info, specials, directions, contact, website link, etc.

PACKAGE PRICE: Call for Pricing

GOLD SPONSOR

- Premier ad spot on app home page.
- Corporate banner at every location (sponsor to provide all banners)
- Medium logo on T-shirts
- Logo link on websites for one year
- Embedded logo on email communication
- App Ad Spot includes company logo, info, specials, directions, contact, website link, etc.

PACKAGE PRICE: \$5,000

SILVER SPONSOR

- Premier ad spot on app home page.
- Corporate banner at every location (sponsor to provide all banners)
- Small logo on T-shirts
- App Ad Spot includes company logo, info, specials, directions, contact, website link, etc.

PACKAGE PRICE: \$3,000

DIGITAL PACKAGES

2016 *BY THE NUMBERS*

Total Visitors 13,794

TAB VISITS

Schedules = 107,447

Restaurants = 2,740

Partners = 2,375

Hotels = 2,283

Number based on just the weekend of the 2016 tournament.



DIGITAL PACKAGES

Website Sponsor - \$100

Rotating logo on tournament homepage and official website interior pages with link to company website

Facebook Post - \$100

Promote your business in the way you want with photos, video, coupons, etc. at the time you want. All content must be provided by advertiser and approved first.

Push Notification - \$300

Send a push notification to all app users with a custom message (limit 128 characters) and link to your website at the specific date and time you choose.

App Ad Spot - \$400

Includes company logo, info, specials, directions, contact, website link, etc.

Digital Double-Play - \$500

Get both (app ad and push notification)

Digital Triple-Play - \$450

Get all 3 (web, facebook and app ad)

Digital Homerun - \$700

Get all 4 (web, facebook, app ad and push notification)

Digital Grand Slam - \$1500 (Limit 2 Spots)

Get app ad, push notification and Scores/Schedule Banner*

DIGITAL PROGRAM ADVERTISING

Be highlighted in our official app that goes to each player (over 10,000).

Description	Price
Home Page Ad + App Ad Spot	\$600
Division Page Ad + App Ad Spot	\$500

Misc. Sponsorship

- Dealership Package - Car Parking on premises (up to three) - \$1,000
- Banners only (bleachers-first come first serve) for one year - \$500
- Yard signs only available for major sponsors

Area Sponsorship

- Inflatable area - \$1,000
- Main Information/concessions - \$1,000
- Bag stuffer preprinted ads (provided by advertiser) - *Call for pricing.*

Get Creative

- You know your business better than anyone; perhaps you have a unique idea that you don't see here. Please contact us to discuss.





VENDOR OPPORTUNITIES

What makes the Canton Cup stand out from the rest is our wide variety of vendors. Whether you are selling food, displaying a product or selling merchandise, the Canton Cup is the place to be. With 3 main locations within a 5-mile radius, you are sure to attract traffic.

The Canton Cup provides our vendors with a 10x10 booth which includes a tent, a table and chairs with FREE access to electricity and ice. Larger tents are available as well as the ability to bring your own.

Site fees range from \$125-\$200, depending on size and when your payment is received after you have been approved. All Vendors must agree to pay the Canton Cup 15% of all gross sales.

For more information and to secure your spot, please contact:

Joseph Stevens
Vendor Coordinator

734.377.3291
joestevensmi@gmail.com



INDEPENDENCE PARK

Name	Location	Name	Location
Mi Express Care	A	Jelinda Embroidery	T
Body Armor Sport Drink	B	Cotton Candy Jewelry	U
Terry's Tasty Treats	C	Volunteer Tent	V
TBD	D	Oakwood Trainers	W
TBD	E	SoccerWorld	X
Face Flair	F	SoccerWorld	Y
Different Twist Pretzel Bakery	G	Michigan Bucks	Z
Randy's Elephant Ears	H	Blue Sky Soccer	AA
White Dove Concessions	I	Titanium Necklace	AB
Dobos Concessions	J	Cinammon Nuts & More	AC
Lucky's Ice Cream	K	Advocate	AD
Kettle Corn	L	The Jersey Store	AE
Maul Waul	M	TBD	AF
Shuck N Ladder	N	Referee Headquarters	AG
Paisano's Pizza	O	Orange Theory Fitness	AH
Sisu Guard	P	Canton Police Department	CPD
My Chariot	Q	Canton Fire Department	CFD
TBD	R	Scorekeeper - Posted Scores	SK
CELTIC Apparel	S	Security	SEC

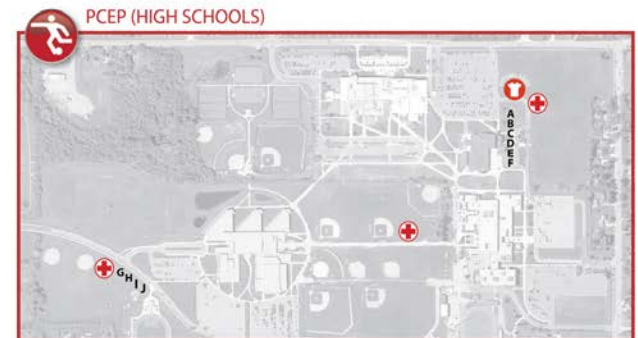
HERITAGE PARK

Name	Location
Bear Affaire Sports	A
Kettle Corn	B
Cold Stone	C
El Charro	D
Blue Sky Soccer	E
Xspresso	F
Titanium Necklace	G
TBD	H
Inflatables	I
Knocker Ball	J
Top Tier Soccer	K
J&J Concessions	L

📍 APPAREL SALES 📍 FIRST AID



Beaumont



PCEP (HIGH SCHOOLS)

EAST	
Name	Location
Tim Hortons	A
Paisano's Pizza	A
Old World Almonds	B
Rainbow Ice	C
Xspresso	D
Bear Affaire Sports	E
Top Tier Soccer	F
WEST	
Time to Chill	G
Old World Almonds	H
B and S Concessions	I
Top Tier Soccer	J

Get Your Apparel Before It's Too Late!

Apparel sales close at 11am on Sunday for PCEP and through all finals at Independence and Heritage.

