



*WHERE THE MAGIC HAPPENS*



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# WHY FUTSAL

*"Futsal is an extremely important way for kids to develop their skills and understanding of the game. My touch and my dribbling have come from playing Futsal"*

**Ronaldinho - BRA** 

*"As a little boy in Argentina, I played Futsal on the streets and for my club. It was tremendous fun, and it really helped me become who I am today"*

**Lionel Messi - ARG** 

## 10 REASONS ALL FOOTBALLERS SHOULD PLAY FUTSAL

### 1. REWARDS

Futsal rewards the same basic skills, tactics and knowledge of the game as the 11v11 outdoor game.

### 2. BALL TOUCHES

In a statistical study comparing Futsal to indoor arena soccer with walls, players touch the ball 210% more often.

### 3. BALL CONTROL

With limited space, an out of bounds and constant opponent pressure, improved ball control skills and technique are required.

### 4. SPEED OF PLAY

With limited space, constant opponent pressure and a 4 second restart rule players learn to play and think fast.

### 5. SUPPORT PLAY

Without a wall as a crutch, players must make supporting runs when their team mates have the ball.

### 6. CONTINUITY OF PLAY

Action is continuous so players are forced to continue the play instead of stopping and watching.

### 7. KNOWLEDGE

With four court players and all the basic options of the outdoor game in non-stop action mode, players' understanding of the game is enhanced.

### 8. FRAMING THE GOAL

The goal and Penalty Area are a perfect size for narrowing the angle so teams learn to frame the goal to score goals.

### 9. LEARN & PLAY

Laws Of The Game of Futsal, encourage playing a skilled game by punishing all physical contact fouls.

### 10. HAVE FUN

Players enjoy the challenge of playing a fast-paced-fun-skill-oriented game that test their abilities.

*"During my childhood in Portugal, all we played was Futsal."*

*The small playing area helped me improve my close control, and whenever I played Futsal I felt free.*

*If it wasn't for Futsal, I wouldn't be the player I am today"*

**Cristiano Ronaldo - POR** 



# 2019, THE 1<sup>ST</sup> EDITION

3-day tournament at Hawkesbury Stadium – South Windsor



10, 11 & 12<sup>th</sup> of July 2019  
(school holiday)

Age Groups (mixed boys & girls)  
U8's, U9's, U10's, U11's, U12's

**38 teams**  
600 People/day

**160 games**

Participating states:  
NSW and VIC

Tournament sanctioned by  
Football NSW



# 2019, HIGH-LEVEL ORGANIZATION

## A great experience for all involved

DJ & MC



Video production with Interviews



Contests & Prizes



Gourmet BBQ



Awards Ceremony



Qualified Personnel





20 20



# *SYDNEY FUTSAL CUP 2020*



*Major tournament including Academies & Clubs in SYD*

*Opportunity for more children to play at a National & High level every year*

*A tournament that:*

- ✓ *Boosts the passion for the game*
- ✓ *Grows futsal in Australia*
- ✓ *Increases the quality of Aussie football*





# *SYDNEY FUTSAL CUP 2020*



***40 teams***

*400 Players + Families*

***170 games***

*Age Groups*

*(mixed boys & girls)*

*U8's, U9's, U10's, U11's, U12's*



***3 day  
tournament***

*Participating states:  
NSW, QLD, VIC, WA*

*8, 9 & 10<sup>th</sup> of July 2020  
(school holiday)*

*Tournament sanctioned  
By Football NSW*





# THE TOURNAMENT



## *Structure*

- 8 teams per age group (5 age groups - therefore 40 teams in total)
- All teams to play each other - Round Robin
- Top 4 teams make it to the Cup Division (Div 1)
- Bottom 4 teams make it to the Plate Division (Div 2)

## *Number of games*

Day 1 - 3 games per squad

Day 2 - 3 games per squad

Day 3 - 1 game from group stage plus Semis and Final (with trophy & medals)

*MVP, Golden Boot, Golden Glove*

Guarantee a total of 8 games per team (9 for finalists) in 3 days

## *Games per day*

Day 1: 12 games per age group x 5 age groups = 60 games (8am to 5pm)

Day 2: 12 games per age group x 5 age groups = 60 games (8am to 5pm)

Day 3: 20 games group stage + 20 games semis + 10 final games  
games (8am to 5pm)

TOTAL GAMES: 170

**Registration cost: AUS \$1.000 (per team)**





# SPREADING THE WORD



We know that other than participating, people want to share their experience with the family and friends!

*Sydney Futsal Cup* has a dedicated communications platform that will allow participants to share their big moments



*Dedicated  
Social media*



*Live streaming of  
all games on court 1*



*Tournament App  
communicating draws/results*



# ATTRACTIONS



DJ bringing even more life to this big futsal party



Futsal Contests to keep the ball rolling even during the breaks



Prizes for MVP, Golden Boot and Golden Glove



Cameraman and reporter interviewing Players, Coaches and supporters



Photographer capturing all the great moments



Awards Ceremony with trophies and medals to honor all achievements





# VENUE



## Hawkesbury Stadium

- Sports complex in South Windsor, NSW
- 6 courts
- First aid trained staff
- Security team
- Referees team



Indoor stadium



Café



Free parking



Disability access





*SPONSORSHIP*



**GOLD**



INVESTMENT: AUD\$ 20,000 + GST  
ACTIVATION:

### *Tournament's Naming Rights*

- Logo on the front of Staff uniform
- Logo on backdrop (media wall)
- Logo on tournament's app
- Sponsor's banner in the venue (\*banner to be supplied by sponsor)
- Brand activation on site (to be approved by SFC and venue)
  
- Sponsor's mentioning (Tag + Hash Tag) in all posts on social media
- Sponsor's posts and stories (\*content to be supplied by Sponsor)
- Sponsor's mentioning by DJ/MC during the 3 day tournament
  
- Logo and content about Sponsor in all Sydney Futsal Cup email marketing (\*content to be supplied by Sponsor)
  
- Logo in the tournament's video production (signature)





# SILVER



INVESTMENT: AUD\$ 10,000 + GST  
ACTIVATION:

- Logo on the back of Staff uniform
- Logo on backdrop (media wall)
- Sponsor's banner in the venue (\*banner to be supplied by sponsor)
- Brand activation on site (to be approved by SFC and venue)
- Sponsor's mentioning (Tag + Hash Tag) in all posts on social media
- Sponsor's mentioning by DJ/MC during the 3 day tournament
- Logo in all Sydney Futsal Cup email marketing
- Logo in the tournament's video production (signature)

*Silver*





# BRONZE



INVESTMENT: AUD\$ 5,000 + GST  
ACTIVATION:

- Logo on Staff uniform sleeves
- Sponsor's banner in the venue (\*banner to be supplied by sponsor)
- Brand activation on site (to be approved by SFC and venue)
- Sponsor's mentioning by DJ/MC during the 3 day tournament
- Logo in all Sydney Futsal Cup email marketing
- Logo in the tournament's video production (signature)







# BASIC



INVESTMENT: AUD\$ 2,000 + GST  
ACTIVATION:

- Sponsor's banner in the venue (\*banner to be supplied by sponsor)
- Sponsor's mentioning by DJ/MC during the 3 day tournament
- Logo in all Sydney Futsal Cup email marketing
- Logo in the tournament's video production (signature)





# REASONS TO PARTICIPATE

## *Tailor Made Campaigns*

We are opened to discuss new ideas, create special activations to increase your brand exposure so you can get the most of your investment



## *Return On Investment (ROI)*

Through our Sponsorship Report, you will be able to measure the results ensuring you achieve your expectations





# REASONS TO PARTICIPATE



*"Football is the favorite sport of young Australians"*

*\*FFA*

*Football is Australia's most played sport with more than 1M participants*

*\*The World Game*

When you join *Sydney Futsal Cup*, you are:

- ✓ *Supporting the growth of futsal & football in Australia*
- ✓ *Supporting the well being of your Community*
- ✓ *Keeping children and young people active and healthy*





# REASONS TO PARTICIPATE



*Major Futsal tournament including academies & clubs, ever organised in Sydney*

*High-level of organization. More than a well-executed futsal tournament, this is a great experience for all involved*

*The new & only futsal tournament organised in July allowing Players and Coaches to play at a high level mid year*

*Great opportunity for Premier League teams to prepare for the season, just after the trials*

*Tournament organized during July holiday break, allowing players and families to visit and explore Sydney*



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