



STREET SOCCER USA CUP **OAKLAND**



DIA DE LOS MUERTOS
Festival

SUNDAY, OCTOBER 29th, 2023





3rd ANNUAL STREET SOCCER USA CUP OAKLAND

OCTOBER 29th, 2023

The SSUSA Cup returns to Oakland's iconic Día de Los Muertos Festival for its third year. Presented by the Oakland Roots & Soul and Anthem Blue Cross, the Cup spotlights the power of soccer for social good and celebrates our community's strength and passion for the Town.

The annual Cup will bring SSUSA's Street Soccer Stadium to the heart of Oakland's Día de Los Muertos Festival, gathering teams together from across the Town to participate in a day-long goodwill competition. Join us for action-packed games, live music, food and drinks, and special guest appearances.

ABOUT STREET SOCCER USA

SSUSA is a leading national sport-based youth and community development nonprofit with over a decade of experience creating lasting impact in the lives of participants and their families.

ABOUT OAKLAND ROOTS & SOUL

Oakland Roots & Soul is a purpose-driven soccer club that seeks to harness the magic of Oakland and the power of sports as a social force for good.



Cup Details

- Youth Social Impact Cup featuring 200+ Oakland youth from SSUSA programs & purpose partners
- Open & Corporate Cup teams compete for the Cup Championship title, drawing from local businesses, rec leagues, and sponsors
- Fast-paced, 4v4 adult tournament on SSUSA fields
- Live DJs and bilingual game emcees

Agenda

- 9am** Lower Elementary Co-ed Cup
- 10:40am** Upper Elementary Boys Cup
- 12pm** Guardians of the City Match
- 12:20pm** Upper Elementary Girls Cup
- 1:40pm** Special Feature
- 2pm** Middle School Boys Cup
- 3pm** Middle School Girls Cup
- 4pm** High School Tournament





Sponsorship Opportunity

Join us as a sponsor! Showcase your brand's commitment to social good, engage with the passionate Oakland community, and support youth and community development through the power of soccer.

Sponsor Benefits

- Press Release & Website Recognition
- Email Marketing to 50k+ subscribers
- Social Media Exposure to 100k+ followers
- Onsite exposure to 100k Foot Traffic
- On-Site Activation & Tent Space
- Day-of Social Media Spotlight
- On-Field Recognition & Speaker Opportunity
- Street Soccer USA Stadium Branding
- Emcee Recognition & Brand Promotion
- Tickets for Oakland Roots Home Match
- Corporate Cup Team Entry
- Logo on back of T-Shirt (Team Jerseys)



Youth Team Sponsorship

Sponsor a SSUSA youth team in the Cup! Your sponsorship covers uniforms, gear, and coaching for a youth squad. Highlight your brand's dedication to social good, connect with Oakland's vibrant community, and fuel youth and community development through soccer. Your support for youth teams in the Cup enables us to expand our impactful year-round programs even further!

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OAKLAND

PRESENTED BY



BECOME A SPONSOR - CONTACT:

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STREETSOCGERUSA.ORG/OAKLAND CUP