

SPONSORSHIP OPPORTUNITIES International Professional and Amateur Tournaments





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What is It?

Totally New and Exciting International Game played by some of the best professional soccer players in the world

Hybrid Sport features lightening quick play with 3 x 3 soccer action on a specially prepared XL Turf[®] regulation tennis court

World Class Players at a much closer distance than any fan ever imagined...close enough to hear talk on the field

Celebrates Soccer, the biggest and best loved sport in the

world, and brings together players and fans of all ages and diverse cultures who love the game

Cool, Fun and Innovative -

based on a well-loved, well-known soccer technical training exercise played by millions around the world

A fast-paced, high-scoring spectator sport, perfect for today's markets





SECCER THE TOURNAMENT

Professional Teams



Mauricio Cienfeugos



Karlheinz Riedle

Aldair

BRAZIL



Luis Hernadez MEXICO



Eric Wynalda USA









Alfredo Raul Cascini ARGENTINA Carlos Valderrama COLOMBIA

Nick Dasovic

Eight 3-Man Teams featuring World Cup players and winners from all over the world with tournament play and promotional activities over a 4 to 5 hour period or spread over several days.

> Big money prizes and some of the biggest names in soccer flying high to win them!





SECCER TENNIS

THE TOURNAMENT

Format – 8 Team Sample

	<u>GROUP 1</u>	Opening Ceremonies/Introduction of Players				GROUP 2	
	Team A	GAMES (2 sets to 11 Points, with possible tie breaker)				Team E	
		Match 1	Group 1	Team A vs.	Team B		
		Match 2	Group 2	Team E vs.	Team F		
	Team B	Match 3	Group 1	Team C vs.	Team D	Team F	
		Match 4	Group 2	Team G vs.	Team H		
		Match 5	Group 1	Team A vs.	Team C		
	Team C	Match 6	Group 2	Team E vs.	. Team G	Team G	
		Match 7	Group 1	Team B vs.	Team C		
		Match 8	Group 2	Team F vs.	. Team G		
	Team D					Team H	
				Team A vs.			
			-	Team E vs.			
				Team B vs.			
A	Real Good	Match 12		Team F vs.			
	Break / Promo Activities						
			Second Group 1 vs. Second Group 2 Winner Group 1 vs. Winner Group 2			ASTO	
		Match 14	Winner Gr	oup 1 vs. W			
AYG	100	170	Awards/Interviews				



SECCER THE TOURNAMENT

Venues



The perfect showcase for advertisers looking to reach the biggest sports market in the world







THE OPPORTUNITY

- Major branded sporting event that features an exciting and new hybrid soccer experience
- Up close and personal with world class soccer players

YOUR COMPANY NAME HERE

 An exclusive sponsorship that offers real value

> Priceless packages for fans ranging from ticket competitions to meeting their favorite players to playing a game against soccer super stars

Exciting, exclusive, big name sporting event targeted to your core market







TV OPPORTUNITIES

Event is advertiser-friendly

TV will be structured in a variety of ways around each tournament event depending on country of origin, media availability and sponsors needs. Possibilities include:

- Live Broadcast with Live remote-feed
- 1 Hour Highlight Show
- "Championship Series" in segments

BONUS: Sponsors always have the opportunity to capture exclusive print and video material featuring fans and soccer stars that can air on tournament show and could be utilized in other relevant advertising.





SECCER TENNIS

Long-Term Opportunities

Professional

By becoming a sponsor of Professional SOCCER-TENNIS, your company will be in the favorable position of securing a longterm relationship with growing ASTO (American Soccer-Tennis Organization) and

(American Soccer-Tennis Organization) and WSTA (World Soccer-Tennis Association). We are currently in the planning stages for 2007 events in Argentina, Brazil, Spain and U.S.

By taking Soccer to the tennis court, we have been able to bring the world's game into the realm of today's vast TV markets. It's a fast, explosive and exciting sport with lots of scoring action and a playing format that is advertiser friendly...something that traditional soccer lacks.

Soccer-Tennis is a format every professional player knows and loves. A professional league is in the planning stages. High stakes, competitive matches attract high profile, international players...which means maximum fan appeal for sponsors.

Because our tournaments are played with "National Team" players, every event has an exclusive, World Cup look and a broad appeal to diverse cultures and generations.







Long-Term Opportunities

Amateur

ASTO and WSTA are also positioned to bring Soccer-Tennis to amateur players worldwide. An 8 city tour of exhibition games and tournaments is currently being planned for some of the largest U.S. amateur soccer tournaments over the next year.

Each one of these well-established, high attendance events offers **unique sponsorship opportunities**.

Overall, our goal is to bring people together ...kids, families, and adult men and women. Everyone can compete against each other as this is also an amateur-friendly sport with no body contact.

In addition to that, Soccer-Tennis is the best training exercise to develop soccer technique. There is **no better exercise that is more fun** to learn "the touch" with the ball.

The promotion of Soccer-Tennis as a competitive sport can really help build better soccer players. In doing so, it will also focus more attention and excitement on the professional level.







2007 Event Calendar

Professional Invitationals

JANUARY – Mar del Plata, Argentina (Beach)

MARCH – Rio de Janeiro, Brazil (Beach)

MAY – Mallorca, Spain (Beach)

JULY – Los Angeles, USA – Home Depot Center

Toronto, Canada and Puerto Vallarta, Mexico are being targeted for August and October.

Amateur

These are the cities we have targeted in 2007 for Professional Exhibitions/Amateur Tournaments:

Orlando Dallas Chicago San Fransisco Orange County Huston Boston New York

Sponsorships Available

on four levels: Main, Sponsor, Trophy and Jersey

For more information contact: Thomas Dooley

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www.soccertennis.org



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Former U.S. Defender Goes on **Offense With Project**

By GRAHAME L. JONES *Times Staff Writer*

On the eve of the United States selecting its 2006 World Cup roster, veterans of the l European campaign in 1998 find thems scattered around the globe, pursuing a y careers.

Army, says a fr cross-pollinate

tennis courts

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Some, such as Kasey Keller, Brian Brad Enio



Thomas Hoffarth, Columnist If you've bought into the idea that hybrid technology is the way to go. Thomas Dooley has something to

show you. He promises it's a gas. The former U.S. national team soccer captain doesn't claim to have any patents on this thing he modestly refers to as Soccer-Tennis. The energy-efficient activity has long been used as a way for kickballers young and old to hone their ball-control and passing skills on an area much smaller than the grassy, pot-

But the thing Dooley hopes to do today by filling a holed pitch. few thousand seats at the Los Angeles Tennis Center on the UCLA campus is, by inviting a few of his high-profile soccer pals from around the world and throwing a few thousand dollars on the table, show the open-minded sports fans of Southern California that there's more than one way to crossdress.

"Think of playing tennis with soccer skills - no racquet, no hands, but anything else, " said Dooley, who is basically the self-appointed commissioner of the American Soccer-Tennis Organization (ASTO) and can make up the rules as he goes along. "You move the ball around to find the open spot on the court to place it for a point. But not like soccer, you

It's a hybrid called soccer-tennis, and Dooley, the calmest and most elegant of defenders during his 81 international matches for the U.S., becomes positively giddy when talking about the prospects for a new sport that he will



Soccer-Tennis kicks off at LATC After years as just a training drill, U.S. Invitational at UCLA "It's the most exciting training exercise, and it's the

Though the tournament was the first of its

kind, the sport itself is by no means new. It

has been played for decades across the

level," said Paul Caligiuri, a member of the 1990 and 1994 U.S. World Cup teams.

The U.S. was represented by Caligiuri, best

known for scoring the goal that led the U.S.

who was joined by teammates Eric Wynalda,

the U.S. all-time leading scorer, and UCLA

coach Jorge Salcedo, who played both at the

to its first World Cup in 40 years in 1990,

By Ajaybir Behniwal DAILY BRUIN SENIOR STAFF The top court at the Los Angeles Tennis Center was a bit more green than usual this Sunday during the

ILY 🐠



The Canadian and German national teams play Sunday in the 2006

The Canadian and German national teams play Sunday in the zuk U.S. Soccer Tennis Invitational at the Los Angeles Tennis Center (1997) A many parameter of the Calanda and Devia Income David U.S. Soccer lenns invitational at the Los Angeles lenns uenter. UCLA men's soccer coach Jorge Salcedo and Bruin legend Paul Caliniuri ranneeanted the U.S. in the international tournament UCLA men a soccer coach vorge saicedo and bruin legen Caligiuri represented the U.S. in the international tournam JENNIFER HUANG/Daily Bruin senior staff

With Astroturf laid out on the court, eight teams from around the world represented their respective

countries in the inaugural tournament. Thomas Dooley, a former captain of the U.S. World

Cup team, founded the American Soccer-Tennis Organization with the idea of having professionals come together to compete in an intense tournament

professional level in Major League Soccer and at the national level for the youth national team. Salcedo uses the game as a form of practice for his

Sarceoo uses me game as a rorm or practice ror mo Bruin squad and finds it very useful in improving the "It's something that we do every v

50¢

THOMAS DOOLEY

Former U.S. National Team captain and twotime MLS All-Star is the founder of ASTO and the creator of the SOCCER-TENNIS U.S. Invitational to be played on May 7th.

a soccer ball, but with no hands allowed, only head and feet. Soccer skills very definitely come

