

NASSC 2010 FACT SHEET

(as of May 2010)

EVENT: 17th Annual NORTH AMERICAN
SAND SOCCER CHAMPIONSHIPS (NASSC)

DATES: June 12-13, 2010 (pros 11-13 June)

LOCATION: Virginia Beach Oceanfront; 14th -37st Sts

SIZE: NASSC is the premier amateur & pro/am
beach/sand soccer event world-wide.

* NASSC 2010 anticipates over 1,000 teams, including 10,500 youth/adult players, plus 100,000 weekend visitors/spectators, based on weather; up to 20 states and several countries; NASSC has hosted over 85,000 players since inception

* NASSC is the annual major charity event conducted for the development of the Hampton Roads Soccer Complex in Virginia Beach, one of the nation's premier such facilities, hosting 400,000 visitors yearly. Please visit www.hamptonroadssoccercomplex.org for information and photos

* NASSC has been recognized by *CosmoGirl* magazine as one of the top 100 free summer attractions in the USA

* NASSC has been reselected as one of the "Top 20" summer events by the *Southeast Tourism Society (STS)*

* NASSC is routinely used by the **USA National Beach Soccer** program to identify players for the National Team, competing internationally

HOSTS: Hampton Roads Soccer Council (HRSC), Virginia Beach, consisting of 9,500 families/players from Virginia Beach Travel Soccer (Beach FC/ Neighborhood Youth Soccer League), the Virginia Rush recreation/travel soccer club and the Southeastern Virginia Women's Soccer Association (SEVWSA)

Tournament produced by core staff of year-round volunteers, augmented by 150 HRSC parents and military unit volunteers for the actual event

PLAYERS: Boys, girls ages 9-19; adult men and women; college men and women, adult and high school “coed” promoting wellness and teamwork; numerous military entries; all skill levels novice - pro, competing on over 60 sand fields

PRO/AM “U.S. OPEN”: Top Pro/Am men’s beach soccer teams competing in a 3-day format for cash prizes. The U.S. OPEN is the centerpiece of NASSC, routinely attracting several thousand spectators to the NASSC *Beach Stadium located at 27th Street*. U.S. OPEN 2010 selected entries will be announced by May 1st.

ADDITIONAL “SIDEKICK” SPORTS EXPECTED:

- No. American Beach Wrestling Championships
- Beach Cornhole “Nationals”
- Coed Flag Football Beach Blast
- Beach Lacrosse
- Beach Volleyball

NASSC OFFICIAL CHARITIES:

- Hampton Roads Soccer Council
- Joy Fund
- Special Olympics
- TOPSoccer Disabilities
- Ronald McDonald House
- Fun Fours for Food Festival
- REACH for disadvantaged international children

NASSC OFFICIAL SPONSORS: Firms or individuals interesting is becoming 2010 sponsors may contact seamanseye@cox.net; 757-496-0274

2010 SPONSOR TEAM PARTNERS THUSFAR:

EQUIPMENT SPONSOR: PUGG COMPANY

KEY SPONSORS:

- * **CITY OF VIRGINIA BEACH**
- * **DEER PARK *Natural Springs Water***
- * **BEST WESTERN OCEANFRONT (HQ)**
- * **SANDSOCCERGEAR**
- * **SENTARA SPORTS MEDICINE**
- * **VERVE/VEMMA *sports drinks***

MAJOR SPONSORS:

- * **JAZ Enterprises**
- * **Vincere Sand Socks**
- * **BookMyGroup**
- * **Jones Printing Service**
- * **Perfect Party Connections**
- * **Martin Screen Printing & Embroidery**
- * **Coastal Training Technologies Corp**
- * **HBA Architecture & Interior Design, Inc.**
- * **American Beach Soccer (ABS)**
- * **Papa John's Pizza**
- * **Bay Breeze Limousines**
- * **Net Travel**

CONTRIBUTING SPONSORS:

- * **BB&T Bank**
- * **FedEx**
- * **BookMyGroup (Lodging HQ)**
- * **3DSoccer**
- * **Hampton Roads Piranhas**
- * **BeachEvents**
- * **Lunasea Key West Café**
- * **Hampton Roads Shipping Association**
- * **Seaman's Eye Marine Art**
- * **Podiatry Associates of Virginia**
- * **Tidewater Soccer Referees Assn**
- * **TFC Recycling**
- * **Ocean Potion Sunscreen**
- * **Guadalajara's Mexican Restaurant**

MEDIA PARTNERS:

- * **WVEC CH13 TV**
- * **Admobile**
- * **WVXX Selecta 1050**
- * **Southeast Tourism Society**
- * **El Eco Hispanic newspaper**
- * **Sports Travel Magazine**
- * **Soccer New England Magazine**
- * **Va Beach Hotel/Motel Assn**
- * **97.3 Eagle**
- * **92.9 Wave**
- * **HOT 100.5**
- * **ESPN 1310 AM**
- * **Sunny Day Guide**
- * **Virginia Living Magazine**
- * **Hampton Roads Chamber of Commerce**
- * **Flagship Newspaper**

HIGHLITES:

- * Celebrating 17th year of NASSC, raising over \$3 million dollars for charity since '94
- * 10,000 players; total NASSC population 35,000 families/friends/players
- * Men's 10th Pro/Am U.S. OPEN in 3,000 seat beach stadium
- * June 11th registration at 19th St Virginia Beach Convention Center
- * Free sand soccer Kid's Clinic Friday evening
- * Free fireworks display Friday or Saturday evening
- * Free new beach movie night on the sand Friday night
- * Live beach music

TIMELINE:

- * Site construction Monday - Friday by HRSC, military and contractors
- * Pro/Am team arrivals Thursday; pro matches commence Friday
- * Regular registration Friday 5-10 PM @ Va Beach Convention Center; fields open for practices at oceanfront
- * Media and Sponsor reception/demonstrations Friday afternoon
- * Matches Saturday and Sunday 8:30 AM thru Sunset
- * Pro/am International Exhibition Sat evening; 7:30, stadium
- * U.S. OPEN Championship semifinal and final matches Sunday

MILITARY:

Approximately 100 field volunteers from several local military units and Deloitte Corporation

CONTACTS:

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|---|--------------------|---|
| * Tournament Director & sponsor inquiries | Dick Whalen | 757-683-3018
seamanseye@cox.net |
| * Administrator | Karen Knott | 757-368-4600 |
| * Operations/Vending | Matt Whalen | tallhokie@gmail.com |
| * NASSC HQ Hotel | Group Sales | 757-428-5380 |
| * Lodging | Andrea Casperson | 1-888-832-6745 |
| * Website | Lee VanDeman | www.sandsoccer.com |
| * email | - | sandsoccervb@aol.com |
| * US OPEN | Joe Ruddy | jruddy@vit.org |
| * Premier Soccer | Noah Taylor | 757-286-5536C |
| * Beach Wrestling | Jim Lambert | 757-513-6898C |
| * Beach Flag Football | Jay Del Vecchio | witsjd@cox.net |
| * Beach Volleyball | Sean Wreggelsworth | www.playtva.org |
| * Beach Lacrosse | Chuck Meade | cameade@cox.net |
| * Cornhole Games | Debbie Lowrance | beachcornhole@gmail.com
757-675-7724 |
| * Officiating | TSRA | kkhorton@cox.net |
| * Pro Beach Soccer | | www.beachsoccer.com |
| * Volunteer inquires | Kristen Whalen | kwhalen@vwc.edu |
| * Military volunteers | Kevin Callahan | kandtcallahan@cox.net |