

# NORTH AMERICAN SAND SOCCER CHAMPIONSHIPS



## NASSC 2018 FACT SHEET

**EVENT:** 25th annual  
**NORTH AMERICAN SAND SOCCER CHAMPIONSHIPS  
(NASSC)**

**DATES:** June 8-10, 2018

**LOCATION:** Virginia Beach Oceanfront; 8th-34th Sts

**SIZE:** NASSC is the premier amateur & pro/am beach/sand soccer event worldwide.

\* NASSC 2018 anticipates over 1,000 teams, including nearly 11,000 youth/adult players, plus 100,000 DAILY weekend visitors/spectators; total demographic approximately 200,000; 20 states and several countries; NASSC has hosted over 180,000 players since inception in 1994.

\* NASSC enjoys a rate of returning players of 93%. The average number of prior NASSC participations is 5.3 per player.

\* NASSC is affiliated with **Beach Soccer Worldwide (BSWW)**, FIFA's operational arm for professional beach soccer internationally.

\* NASSC is the annual major charity event (501c3) 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.soccercomplex.org](http://www.soccercomplex.org) for information and photos, including coverage of the nearly two million dollars of new high-end lighted turf fields made possible through NASSC charity revenues.

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

\* NASSC has been repeatedly honored as one of the "Top 20" summer events by the *Southeast Tourism Society (STS)* and was a 2018 selectee

\* **NASSC** is routinely used by the **USA National Beach Soccer** program to identify players for the National Team, competing internationally. A USA National Team tryout was held by USSF during the '16 NASSC festival and several **US OPEN players were selected to the USA National pool.**

\* **NASSC** is a featured USA sports attraction in the tourism "BRAND USA" planning concept jointly developed by **ESPN and Discover America** to enhance European tourism in the United States; the 2015 festival was featured in both **Sports Destination Management** and **Sport Travel Magazines**

\* **NASSC** has been featured in **ESPN Magazine**

## **HOSTS:**

Hampton Roads Soccer Council (HRSC), Virginia Beach, consisting of Virginia Beach Travel Soccer (Beach FC), the Virginia Rush, the Southeastern Virginia Women's Soccer Association (SEVWSA) and the men's Over Thirty Soccer League (OTSL)

Tournament produced by core staff year-round, augmented by 250 HRSC parent, corporate, and military unit volunteers for the event.

## **PLAYERS:**

Boys, girls ages 8-19; adult men and women; college men and women, adult and high school "coed" promoting wellness and teamwork; military entries; all skill levels novice - pro, competing on 63 sand fields positioned oceanside on twenty-five City blocks.

Approximately, a third of the 1,000 teams are in the adult (Over 19) category; remainder in the Under 19 cohorts. Given event proximity to region military installations, numerous members of the Armed Force and their families participate. Per City survey, each player is typically accompanied by 2.7 family members or friends.

**PRO/AM "U.S. OPEN":** Top Pro/Am men's beach soccer teams competing in a 3-day format for cash prizes. The OPEN is the centerpiece of NASSC, routinely drawing international entries and attracting several thousand spectators to the NASSC **Beach Stadium located at 24<sup>th</sup> Street.** Teams competing in 2017 included:

**Alliance BSC, Va Beach, VA**  
**Azzurri, Philadelphia, PA**  
**FC Barcelona, Barcelona, SPAIN**  
**GoBeachSoccer, CA**

**Maryzillians, MD**  
**New England FC, NENG**  
**Norcal BSC, CA**  
**Team Canada, CAN**

*Great Lakes BSC, Grand Haven, MICH  
HRSC Elite, VA Beach, VA*

*Team Pugg, Boston, BRAZIL  
Tidewater Captains, Hampton Roads, VA*

**2017 Results: 1. FC Barcelona 2. GoBeachSoccer**

**The 2018 U.S. OPEN purse is expected to be a minimum of \$25,000 (winner \$15,000).**

- **The women’s first inaugural Pro/Am division is in the works for the 25<sup>th</sup> NASSC Anniversary**

**ADDITIONAL “SIDEKICK” SPORTS EXPECTED:**

The 2018 events are expected to include at a minimum, the COED Flag Football Beach Bash, Beach Wrestling and Beach Sand Hockey.

**GUESTS CELEBRITIES:** NASSC routinely presents nationally recognized sports and entertainment celebrities who interface with festival participants throughout the tournament weekend. Guest Celebrities in 2017 included Spanish soccer legend Ramiro Amarelle from world famous “FC Barcelona” and Savannah Lane, Miss Virginia 2015.

**NASSC OFFICIAL CHARITIES:**

- Hampton Roads Soccer Council
- Joy Fund
- Special Olympics
- TOPSoccer Disabilities
- Combat Wounded Coalition
- REACH for disadvantaged international children

**NASSC OFFICIAL SPONSORS:** Firms or individuals interesting in becoming 2018 sponsors please contact Lauren Bland at [Lauren.Bland@sandsoccer.com](mailto:Lauren.Bland@sandsoccer.com) or Dick Whalen at [Dick.Whalen@sandsoccer.com](mailto:Dick.Whalen@sandsoccer.com). A complete list of standard sponsor opportunities and associated “benefits” for the 501c3 charity festival are shown and continuously updated at [www.sandsoccer.com](http://www.sandsoccer.com).

**TITLE SPONSOR: FERGUSON**

**PRESENTING SPONSOR: CITY OF VIRGINIA BEACH**

**MAJOR AFFILIATE: BEACH SOCCER WORLDWIDE**

## **GOLD SPONSORS:**

- \* **DEER PARK *Natural Springs Water***
- \* **BEST WESTERN PLUS – Virginia Beach Oceanfront (Headquarters)**
- \* **iFLY Virginia Beach – Indoor Skydiving**
- \* **Chick-fil-A – Virginia Beach**
- \* **GEICO**
- \* **7-ELEVEN Convenience Stores**
- \* **PEABODY’S Nightclub**
- \* ***The PUGG Company***
- \* **SAND SOCCER GEAR (SSG)**
- \* **SENTARA SPORTS MEDICINE**
- \* **SPORTS WORLD**

## **SILVER SPONSORS:**

- \* **BookMyGroup**
- \* **Jones Printing Service**
- \* **Bay Breeze Limousines**
- \* **MSP Design Group**
- \* **DOMA Technologies**
- \* **Port-A-Field**
- \* **Perfect Event Rentals**
- \* **Shorebreak Pizza & Taphouse**
- \* **Papa John’s**
- \* **Soccer World**

## **BRONZE SPONSORS:**

- \* **Advocare**
- \* **Virginia Beach Field House**
- \* **Duck Donuts**
- \* **Harrington Graphics**
- \* **Virginia Podiatric Medical Assn**
- \* **Podiatry Associates of Virginia**
- \* **Tidewater Soccer Referees Assn**
- \* **Virginia Beach Podiatry**
- \* **Eastern Virginia Medical Center**

## **MEDIA PARTNERS:**

- \* **BRAND USA**
- \* **WAVY TV 10**
- \* **Soccer New England**
- \* **WVXX Selecta 1050**
- \* **Southeast Tourism Society**
- \* **Soccer Management Company**
- \* **VA Beach Hotel/Motel Assn**
- \* **Beach Soccer Worldwide (BSWW) News**
- \* **FOX43 TV**
- \* **Sunny Day Guide**
- \* **MAX Media**
- \* **GoalNation News**
- \* **Hampton Roads Chamber of Commerce**
- \* **The Virginian Pilot Newspaper**

- \* Astro Entertainment
- \* WVEC TV 13
- \* TIDE Radio 92.3 FM
- \* VBTv
- \* Adams Outdoor Advertising
- \* Virginia is for Lovers
- \* Sports Travel Magazine
- \* Virginia Beach.com, Inc
- \* Vista Graphics
- \* WTAR TV 3
- \* City of Virginia Beach
- \* Virginia Beach Sun
- \* SportsEvents Magazine
- \* Hampton Roads Sports Commission
- \* Richmond Times Dispatch
- \* Sports Virginia
- \* Sports Destination Management Magazine
- \* SvenskaFans.com (Sweden)
- \* BBC UK Travel Show

## **HIGHLIGHTS:**

- \* NASSC has raised over \$6 million dollars for charity since '94; approximately one-third of the 10,000 youth and adult soccer players calling the "Hampton Roads Soccer Complex "home" are "military affiliated"
- \* Total NASSC demographic estimated at 200,000 over the three days of the event.
- \* Men's 18th annual Pro/Am U.S. OPEN in 3,000 seat beach stadium
- \* June 8th US OPEN coaches/players welcoming reception
- \* June 9th Registration at 19<sup>th</sup> St Virginia Beach Convention Center
- \* June 9th Sponsor/media VIP reception (by invitation)
- \* June 9th free evening sand soccer Kid's Clinic; followed by evening pro match
- \* Live beach music, food and retail sales

## **TIMELINE:**

- \* Site construction Monday - Friday by HRSC, military and contractors
- \* Pro/Am team arrivals Thursday; pro matches commence Friday morning
- \* Regular registration Friday 5-10 PM @ Va Beach Convention Center; fields open for practices at oceanfront
- \* Evening matches Friday and Saturday

**MILITARY:**                    Approximately 100 field volunteers from military units;

## CONTACTS:

* Tournament Director & sponsor inquiries	Dick Whalen	757-496-0274 dick.whalen@sandsoccer.com
* Asst Director: Ops, vending, U.S. OPEN	Matt Whalen	matt.whalen@sandsoccer.com C757-407-1421
* HRSC Executive Drctr	Lauren Bland	lauren.bland@sandsoccer.com
* Administrator	Travis Ansell	travis.ansell@sandsoccer.com
* Administrator	Gina Koehler	gina.koehler@sandsoccer.com
* Scheduling	Travis Ansell	757-368-4600
* Best Western HQ	Amy Miller	757-428-5380
* Lodging	Andrea Casperson	1-888-832-6745
* Media & Promotions	Kerry Sentiff	kerry.sentiff@sandsoccer.com
* Info email	-	info@sandsoccer.com
* US OPEN	Dick Whalen	dick.whalen@sandsoccer.com
	Matt Whalen	matt.whalen@sandsoccer.com
* Military Marketing	Marc Michals	michals2000@yahoo.com
* Sand Soccer Gear	Noah Taylor (SSG)	757-286-5536C
* Beach Field Hockey	Dena Soter-Reardon	de0916@live.com
* Beach Flag Football	Jay Del Vecchio	witsjd@cox.net
* Beach Wrestling	Dennis Cannon	canndnn@aol.com
* NASSC Gear Store	MSP Design Group	diane@mspdesigngroup.com
* Referee Assignments	Katherine Horton	kkhorton9@gmail.com (TSRA)
* BSWW	Joan Cusco	www.beachsoccer.com
	Inaki Uribarri	inaki.uribarri@beachsoccer.com
* Registration & Vols	Kristen Whalen	matt.whalen@sandsoccer.com
* Military volunteers	Kevin Callahan	volunteers@sandsoccer.com
* Site Contractor	Scott Cust	757-428-5987

**[www.SandSoccer.com](http://www.SandSoccer.com)**  
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