

NORTH AMERICAN SAND SOCCER CHAMPIONSHIPS



NASSC 2018 FACT SHEET

- EVENT:** 25th annual
FERGUSON NORTH AMERICAN SAND SOCCER CHAMPIONSHIPS (NASSC)
- DATES:** June 8-10, 2018
- LOCATION:** Virginia Beach Oceanfront; 8th-34th Streets
- 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 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 24th Street**. Teams competing in 2018 will include:

Antioquia Beach Soccer, Colombia
Beach Soccer Zeeland, Netherlands
Costa Rica National Team, Costa Rica
FLA, Florida

Gobeachsoccer, California
Great Lakes Beach Soccer, Michigan
HRSC Elite, Virginia
Maryzillians, Maryland

New England FC, Massachusetts
PA Azzurri, Pennsylvania
Santa Cruz BSC, California
Syracuse BSC, New York

The Red, White and Blue, California
Tidewater Captains, Virginia
Toronto BSC, Canada
VB Alliance, Virginia

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

ADDITIONAL “SIDEKICK” SPORTS EXPECTED: The 2018 events are expected to include at a minimum, the COED Flag Football Beach Bash, Knockerball and 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”. Miss Virginia 2017, Cecili Weber, will be the 2018 guest celebrity.

NASSC OFFICIAL CHARITIES:

- Hampton Roads Soccer Council
- Special Olympics
- Combat Wounded Coalition
- Joy Fund
- TOPSoccer Disabilities
- 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 or Dick Whalen at 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.

TITLE SPONSOR: FERGUSON

PRESENTING SPONSOR: CITY OF VIRGINIA BEACH

MAJOR AFFILIATE: BEACH SOCCER WORLDWIDE

GOLD SPONSORS:

- * 7-ELEVEN
- * BEST WESTERN PLUS – Oceanfront
- * CHICK-FIL-A – Virginia Beach
- * GEICO
- * iFLY Virginia Beach Indoor Skydiving
- * PEABODY’S Nightclub

- * SAND SOCCER GEAR (SSG)
- * PUGG GOALS
- * SENTARA SPORTS MEDICINE
- * SHOREBREAK PIZZA & TAPHOUSE
- * SOCCER WORLD

SILVER SPONSORS:

- * Bay Breeze Limousines
- * BookMyGroup
- * Big Wave Golden Ale
- * Bud Light
- * Estrella Jalisco
- * Coca-Cola
- * Jones Printing Service
- * MSP Design Group
- * Music Makes You Happy

- * The Oceanfront Inn
- * Papa John’s
- * Port-A-Field
- * Perfect Event Rentals
- * Spartan Nash
- * Towne Bank
- * Papa John’s
- * Ynot Italian

BRONZE SPONSORS:

- * Advocare
- * DOMA Technologies
- * Duck Donuts
- * Harrington Graphics
- * Jimmy John’s
- * Massage LuXe

- * Podiatry Associates of Virginia
- * Strike Force Energy
- * Tidewater Soccer Referees Assn
- * Virginia Podiatric Medical Assn
- * Virginia Beach Field House

Kid's Clinic Sponsor/Official Charity Partner

- * Operation Smile

MEDIA PARTNERS:

- * BRAND USA
- * WAVY TV 10
- * Beach Soccer Worldwide (BSWW) News
- * FOX43 TV

- * Soccer New England
- * WVXX Selecta 1050
- * Southeast Tourism Society
- * Soccer Management Company
- * VA Beach Hotel/Motel Assn
- * 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
- * Sunny Day Guide
- * MAX Media
- * GoalNation News
- * Hampton Roads Chamber of Commerce
- * The Virginian Pilot Newspaper
- * 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

HIGHLITES:

- * 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 19th 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 Wang	kerry.wang@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
Facebook.com/NASSC.HRSC
Instagram.com/sandsoccer_nassc
Twitter.com/NASSC_HRSC
#NASSC