

NORTH AMERICAN SAND SOCCER CHAMPIONSHIPS

JUNE 5-7, 2026



Hosted by the Hampton Roads Soccer Council

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NASSC BY THE NUMBERS

The world's largest sand soccer festival benefits the Hampton Roads Soccer Complex.

Hosted by: Hampton Roads Soccer Council (5013c non-profit organization)

Event Stats

- 3 day event
- 100,000+ festival attendance
- 10,000+ athletes
- 800+ sports teams (pro, youth, adult)
- 64 sand soccer fields and 2 pro stadiums
- 2,000 matches played
- 1.5 million media impressions
- \$15 million in economic impact

Demographics

- 70% have a household income above \$100k+
- 70% youth teams, 30% adult teams
- 58% males, 30% females, 12% coed teams
- Top states: VA, NC, MD, SC, OH, PA



Annual Media Stats

Website:

- Total Sessions: 94,716
- Engagement Rate: 48.27%

Facebook:

- Views: 622,300
- Interactions: 7,800
- Total followers: 9,452 (+74.6% in 2025)

Instagram:

- Impressions: 826,038 (up 81% in 2025)
- Interactions: 2,800
- Followers: 6,830 (+221% in 2025)

E-Newsletter:

- Subscribers: 24,080
- Open Rate: 48%

Media Coverage

- Beach Soccer Worldwide, International
- Coastal Virginia Magazine, National
- SportsTravelMagazine.com, National
- Sports Virginia
- Virginian Pilot, Hampton Roads
- VYSA, National
- WAVY - Channel 10, Hampton Roads
- WTKR - Channel 3, Hampton Roads
- WVEC - Channel 13, Hampton Roads

NASSC has an ever-expanding social media & online presence. We have a dedicated and experienced marketing team that will highlight your company.

#NASSC





SAND DOLLARS AT WORK

NASSC has raised over \$6 million to develop and enhance the Hampton Roads Soccer Complex.

The Complex

- Hampton Roads Soccer Complex opened in 1997
- Located in Virginia Beach
- 26 soccer fields (8 Turf fields with lights)
- 75-acre complex
- 750,000+ attendance (annual)
- 20+ tournaments (annual)
- Affiliate soccer clubs: Beach FC, OTSL, SEVWSA, and Virginia Rush (over 8,000 families total)
- Sports hosted: soccer, flag football, lacrosse, field hockey, kickball and more

Tournament Host

- Your host for the NASSC is the Hampton Roads Soccer Council (HRSC). HRSC is a 501c3 non-profit organization that operates and manages the Hampton Roads Soccer Complex in Virginia Beach.
- Our NASSC sponsors have helped HRSC build two turf fields with lights, renovate grass fields, add fencing and netting around the complex, purchase equipment and build an equipment storage building.
- Join the NASSC Family as a sponsor and help us continue to make a positive impact in the Hampton Roads Community!



Thank You To Our 2025 Sponsors

2025 NORTH AMERICAN SAND SOCCER CHAMPIONSHIPS

TITLE SPONSOR



EVENT PARTNERS



In Affiliation With



HRSC AFFILIATE SOCCER CLUBS



In addition to our sponsors, we also had the following vendors on site:

- AmyLuLoves LLC
- Bomber Eyewear
- Coastal Edge
- D1 Training VB
- Dainty & Dazzled
- Gameday Men's Health
- Hampton Roads ALA
- Hatcher and Frey Orthodontics
- JOLYN
- EVMS Group at ODU
- Melan Sun Care
- ODU Athletics
- Onie Tonie
- Regina's Essentials
- Sea Love
- Shibumi
- SoccerWorld FC
- The Well
- U.S. Air Force



PARTNERSHIP OPPORTUNITIES

TITLE AND PRESENTING SPONSOR

Elevate your brand with a customized Title or Presenting Sponsorship at the North American Sand Soccer Championships.

For more information, connect with Kelly Arseneault at Kelly.Arseneault@sandsoccer.com to find the right sponsorship package tailored to your business.

What our sponsors are saying:

“We are committed to giving back to the communities in which we live and work which is why we are proud to sponsor the North American Sand Soccer Championships. Many of our associates, vendor partners and our customers are soccer enthusiasts so a partnership with the Hampton Roads Soccer Council is a natural fit for us. Our sponsorship has provided us with a unique opportunity to give back to the community while strengthening our partnerships both on and off the field.”

PACKAGES

PREMIER SPONSOR

Base Items:

- Company logo on NASSC official apparel
- Company logo and link on NASSC website
- Company logo and link on electronic marketing (15,000+ subscribers)
- Company advertisement/video on LED scoreboard in stadium
- (2) Sponsor-provided banners in stadium (avg. attendance: 3,000 per hour)
- (10) Sponsor provided banners along Boardwalk (100,000+ attendance)
- Premier vendor booth location near stadium on boardwalk in Vendor Village
- Opportunity to provide professional teams/players with corporate swag
- 30-second company script announced in stadium
- (15) Drink tickets and access to the beer garden at the stadium
- (2) Full-page ads in the program (10,000+ digital, 750 printed copies)
- Complimentary team in NASSC
- Customized social media opportunities

GOLD SPONSOR

- Company logo on NASSC official apparel
- Company logo and link on NASSC website
- Company logo and link on electronic marketing (15,000+ subscribers)
- Company advertisement/video on LED scoreboard in stadium
- (1) Sponsor-provided banner in stadium (avg. attendance: 3,000 per hour)
- (4) Sponsor provided banners along Boardwalk (100,000+ attendance)
- Vendor booth in prominent location along boardwalk in Vendor Village
- 30-second company script announced in stadium and along Boardwalk
- (1) Full-page ad in the program (10,000+ digital and 750 printed copies)
- Complimentary team in NASSC (U.S. Open not available)
- Customized social media opportunities
- (10) Drink tickets and access to the beer garden at the stadium

SILVER SPONSOR

- Company logo on NASSC official apparel
- Company logo and link on NASSC website
- (3) Sponsor provided banners along Boardwalk (100,000+ attendance)
- 15-second company script announced in stadium and along Boardwalk
- $\frac{1}{4}$ Page ad in the program (10,000+ digital and 750 printed copies)
- Complimentary team in NASSC (U.S. Open not available)
- (6) Drink tickets and access to the beer garden at the stadium

BRONZE SPONSOR

- Company logo on NASSC official apparel
- Company logo and link on NASSC website
- (2) Sponsor provided banners along Boardwalk (100,000+ attendance)
- $\frac{1}{2}$ Page ad in the program (10,000+ digital and 750 printed copies)
- (4) Drink tickets and access to the beer garden at the stadium

Additional Customizable Opportunities:

- Live stream event broadcasting logo / message integration
- Company logo and link on tournament mobile app scoring and schedule page
- Push notifications sent out to attendees leading up to / during the event
- Opportunity to have an in-game promotion for your company during a U.S. Open Game
- Opportunity to speak before: U.S. Open, Semi-Final or Championship Matches (Mens & Womens)
- VIP meet and greet w/ a professional team
- Open to customized requests





PARTNERSHIP OPPORTUNITIES

A LA CARTE OPTIONS

KID'S CLINIC SPONSOR

(1 available)

- Friday, June 7 – estimated 6pm-8pm with an audience of 500
- Opportunity to speak to attendees for 3 minutes
- Opportunity to give out items to participants
- Logo on kids clinic marketing materials (flyers, etc.)
- Company logo and link on NASSC website
- (2) Sponsor provided banners along Boardwalk (100,000+ attendance)
- Social media promotion
- Vendor Booth included during tournament
- ½ Page ad in the program (10,000+ digital and 750 printed copies)
- (4) Drink tickets and access to beer garden at stadium

STAT MAT SPONSOR

(2 available)

- Company name on NASSC official apparel
- Company logo on up to 85 tournament schedule boards
- ¼ Page ad in program (10,000+ digital and 750 printed copies)
- (1) Sponsor-provided banner along Virginia Beach Boardwalk
- (4) Drink tickets and access to beer garden at stadium

FIELD SPONSOR

- Company name on NASSC official apparel
- Company logo and link on NASSC website
- ¼ Page ad in program (10,000+ digital and 750 printed copies)
- (1) Sponsor-provided banner along Virginia Beach Boardwalk
- (2) Drink tickets and access to beer garden at stadium

BANNER ADD-ON

- (1) Sponsor-provided banner near designated age group soccer fields



VENDOR

ON-SITE VENDOR OPPORTUNITIES

STADIUM VENDOR

- 10'x20' vendor booth set up in Vendor Village near Pro Stadium
- Open to: food, marketing or product sales vendors

BOARDWALK VENDOR

- 10'x20' vendor booth set up along boardwalk
- Open to: food, marketing or product sales vendors

HOW OUR PARTNERS INTERACT

- Giving out promotional items
- Sampling
- Selling their products
- Handing out coupons
- Doing demonstrations
- Launching new products



**SCAN HERE TO
LEARN MORE ON
OUR WEBSITE**

**OR CLICK HERE
TO CHECK OUT OUR
SPONSOR VIDEO**

