



October 22-24, 2010
U10- U15 Boys and Girls

February 19-21, 2011
U15 – U19 Boys and Girls

Tournament Program Advertising

Downtown Las Vegas Soccer is co-hosting the City of Las Vegas Mayor's Cup. This year, the Tournament will be held in two stages: the International Tournament, which will be held October 22-24, 2010, and the International Showcase, which will be held February 19-21, 2011. Both tournament combined will have over 500 teams with over 21000 participants, players, parents, college coaches and fans. Each year, the tournament welcomes more international teams from Mexico, Canada, Russia, Germany, Sierra Leone and the UK. Downtown Las Vegas Soccer Club will be publishing the tournament program. This is a great opportunity for our players and teams to raise funds by selling advertising space in the program. Almost every participant receives the tournament program. It contains all official tournament information including game schedules, rules and maps.

The Program size is a tabloid size newspaper. There will be an initial printing of about 5000 per tournament, which will be given to every player. The program will also be available free of charge on a first come first served basis at the tournament headquarters.

The advertising deadline for the International Tournament October 5th, 2010. The deadline for the International Showcase is February 1, 2011. It is preferred that the ads are emailed in a PDF format to rbriare2@cox.net. If it is a business card ad, or other camera ready format, that can be mailed to:

Downtown Las Vegas Soccer
Tournament Advertising
2908 Bryant Ave
Las Vegas, NY 89102

Be sure to include the order sheet and payment with the Ad. If the ad copy is emailed, we will need the order sheet and payment mailed before the ad will get placed. DO NOT STAPLE ANYTHING TO YOUR AD. Banner advertising is available at the fields. If you know someone that wants to get their name out there, this would be a great way to promote their brand. To hang a banner is only \$500.00 for the duration of the tournament. Banner placement is on a first come first served basis. If the advertiser buys a 1/2 page ad or greater in the program, they get a banner placement for free. This offer does not include the banner, but we would be happy to help create one for a nominal fee.

Las Vegas Mayors Cup
Tournament Program
Advertising

2908 Bryant Ave.
Las Vegas, Nevada 89102
702-283-3724