



Copa Univision 2013 TV, Radio and On-line

Presented by:
Doug Buckley
Account Executive
Univision Radio San Diego



You know when it's real.



Univision San Diego: TV, Radio and On-line

Copa Univision
August 17th – 18th, 2013

Copa Univision has been so successful throughout the years that we decided to make it bigger in 2012 by including our Univision Radio and online partners. Our annual local soccer tournament has over 140 local teams consisting of kids and adults. The first place team in each division wins individual prizes. Sponsors, players and spectators alike enjoy family fun in the sun and competitive soccer throughout the weekend.

ATTENDANCE: 15,000

LOCATION: Hourglass Recreational Center in Central San Diego.

TIME: All Day Event (Sat/Sun, 8am - 5pm)

PROMOTIONAL TIMELINE:

Promo - A - will draw traffic to participating retail outlets where viewers can pick up a team registration form along with tournament rules and regulations. In addition, this promo will give details on how to enter the tournament and provide information on the early registration fee.

Air dates: July 16th – August 5th

Promo - B - will continue to focus on inviting viewers to join the tournament and highlight the late entrance fee. In addition, we will highlight various activities such as, games for kids, food, live music and sponsor booths. Air dates: August 6th – August 18th





Univision San Diego: TV, Radio and On-line

Copa Univision
August 17th – 18th, 2013

Tournament Details:

- *6 on 6 team format
- *12 players maximum per team / 6 minimum
- *Four rounds of play culminating with one (1) champion team per age group
- *Prizes will be awarded to First, Second and Third place teams
- *Rules and Regulations will be available by June 2012



Age Divisions and Categories:

- *Boys and Girls
- *Men and Women
- *Adults and Adults Co-ed
- *8 & under, 10 & under, 12 & under, 14 & under





Univision San Diego: TV, Radio and On-line

Copa Univision
August 17th – 18th, 2013



Gold Sponsorship Includes:

*Inclusion in 100 TV promotional announcements and 100 radio promotional Announcements (200 total) (Value: \$ 40,000)

• Online landing page sponsorship with Printable Bounce-Back Coupon (Value: \$5,000)

• 2 (1Hr.) Van Hits at HDHA Wendy's locations to coincide with the **Univision Cup – San Diego** Sponsorship/Promotion for In-The-Streets Sampling and Coupon Distribution! (Value: \$ 10,000).

*1 (10 X 10) Booth on-site both days of the event for Sampling and Coupon Distribution! With *2 x Banners displayed at the event.
(Value: \$3,500)



Total Value: \$ 58,500
Wendy's Investment: \$ 7,500



Image Source: http://www.google.com/imgres?q=soccer&um=1&hl=en&sa=N&rlz=1R2ADFA_enUS396&biw=1280&bih=812&tbn=isch&tbnid=Lbp3ujxkyw2saM:&imgrefurl=http://www.lhup.edu/camps/MSoccer/msoccamp.htm&docid=XT5sL12RBO9pbM&imgurl=http://www.lhup.edu/camps/MSoccer/gensoocer.jpg&w=1280&h=852&ei=L6LjT4OaMIPu0gGmmvjgCQ&zoom=1





Univision San Diego: TV, Radio and On-line

Copa Univision
August 17th – 18th, 2013

Booth only Sponsorship Includes:

*2 x Banners displayed at the event.

*1 (10 X 10) Booth on-site both days of the event.



Wendy's Investment: \$3,500



Image Source: http://www.google.com/imgres?q=soccer&um=1&hl=en&sa=N&rlz=1R2ADFA_enUS396&biw=1280&bih=812&tbn=isch&tbnid=Lbp3ujxkyw2saM:&imgrefurl=http://www.lhup.edu/camps/MSoccer/msoccamp.htm&docid=XT5sL12RBO9pbM&imgurl=http://www.lhup.edu/camps/MSoccer/gensocer.jpg&w=1280&h=852&ei=L6LjT4OaMIPu0gGmmvjgCQ&zoom=1



Thank you for your consideration!
We look forward to working with you.



You know when it's real.

Doug Buckley

Account Executive - Univision Radio San Diego

600 W. Broadway, Suite 2150

San Diego, Ca 92101

Phone: 619-744-4310 / fax: 619-744-4300

dbuckley@univisionradio.com