



**CANADA
SCORES
Toronto**



Proudly Supported By:



TORONTO SCORES CUP

PART OF THE WORLD'S LARGEST ANNUAL CHARITY CORPORATE SOCCER TOURNAMENT SERIES

Sunday, July 28, 2024

Zanchin Automotive Soccer Centre (formerly known as the Ontario Soccer Centre)

Join us for the inaugural Toronto SCORES Cup,
supporting Canada SCORES

Part of the World's Largest Annual Charity Corporate
Soccer Tournament Series





JOIN US!

Date: Sunday, July 28, 2024

Venue: Zanchin Automotive Soccer Centre (formerly known as the Ontario Soccer Centre)

Format: 7v7 (including goalies), Coed (2 female players on the pitch), up to 15 players on each roster

Level: Recreational or Competitive Division

Games: 20-25 minute games, 3 games guaranteed

Jerseys: Provided by Canada SCORES, including your company's logo (as long as submitted before June 28)

Cause: Supporting Canada SCORES soccer and literacy programs in priority public schools in vulnerable communities in Toronto

Corporate Team Sponsorship/Donation: \$4,000 per team (Business Receipt Available)





WHAT IS SCORES CUP?

America and Canada SCORES are proud to host the world's largest annual corporate charity soccer tournament series, the SCORES Cup, which has run for the past 15+ years across our 13 cities in North America.

With over 350 corporations having previously participated, and run in partnership with many Major League Soccer (MLS) and National Women's Soccer League (NWSL) teams, our premier corporate soccer tournaments raise on average \$1.5 million for SCORES programming each year, one of the drivers for us being able to run free programming for 13,000 at-risk youth every year.

Corporate and independent teams meet in venues across North America such as Gillette Stadium (Boston) and the LAFC Training Ground (LA), playing to enable urban youth from under-resourced communities to lead healthy lives, become engaged students, and gain the confidence and character to make a difference in the world.

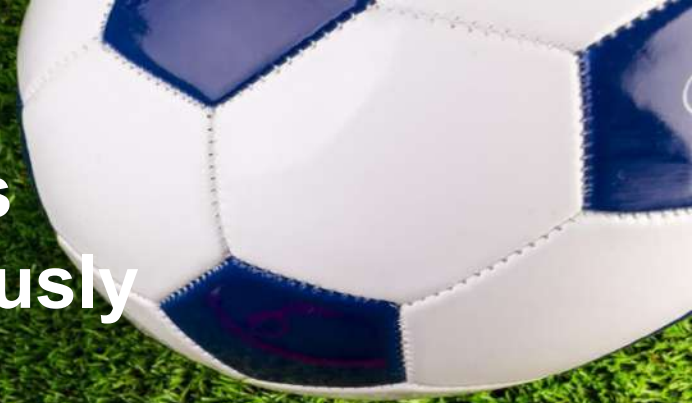


“

Play is the shortest route between
children and their creative calling.

Vince Gowman

”



Over the past 15+ years, over 350 corporations from a diverse range of industries have previously played in a SCORES Cup, including:



SPONSORSHIP LEVELS

Presenting Sponsor: \$16,000

Includes:

- Two free team entries to SCORES Cup Toronto
- Company logo will be placed on all player jerseys, event marketing materials and the website as the Presenting Sponsor of SCORES Cup Toronto
- Logo placement will be prominent at event and on marketing materials
- Reserved space on the day of the event for company players, employees, friends and family
- Regular Social Media Postings including Company Name & Logo
- Framed Team Photo

Jersey Sponsor: \$12,000

Includes:

- Two free team entries to SCORES Cup Toronto
- Company logo will be placed on all player jerseys sleeves as the Jersey Sponsor of SCORES Cup Toronto
- Logo placement will be prominent at event and on marketing materials
- Reserved space on the day of the event for company players, employees, friends and family
- Regular Social Media Postings including Company Name & Logo
- Framed Team Photo

Supporter: \$7,000

Includes:

- One company entry into SCORES Cup Toronto for 15 employees
- Company logo will be placed on specific company's playing jerseys (if submitted before June 28)
- Framed Team Photo
- 2 Posts on Canada SCORES Social Media highlighting sponsorship (1 pre, 1 post)

Team: \$4,000

Includes:

- One company entry into SCORES Cup Toronto for 15 employees
- Company logo will be placed on specific company's playing jerseys (if submitted before June 28)

Value In Kind

Includes:

- Onsite self promotion of brand/product
- Company recognition will be included in event collateral

Who are Canada / America SCORES?



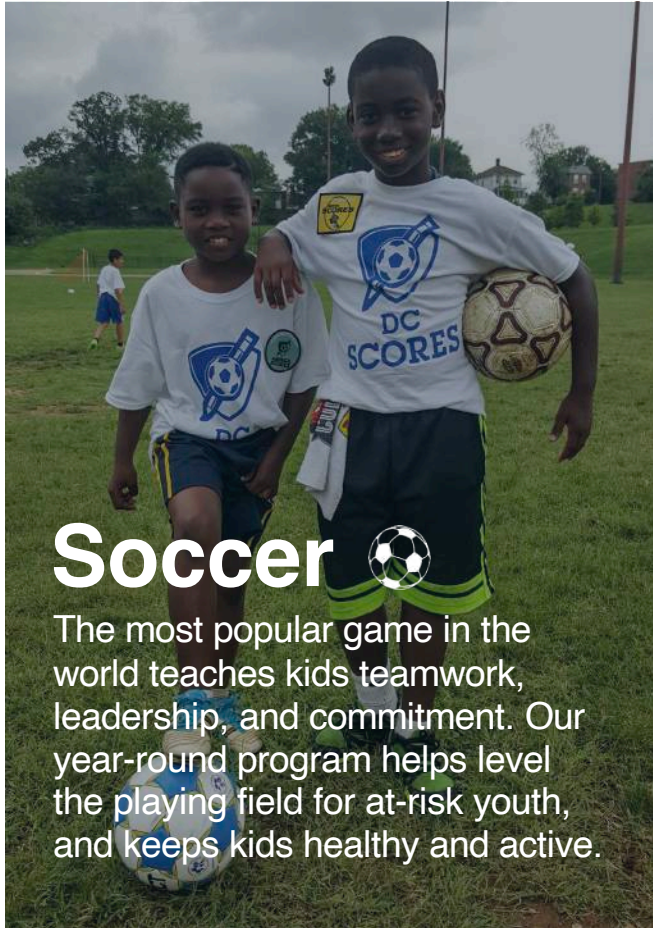
**CANADA
SCORES**



**AMERICA
SCORES**

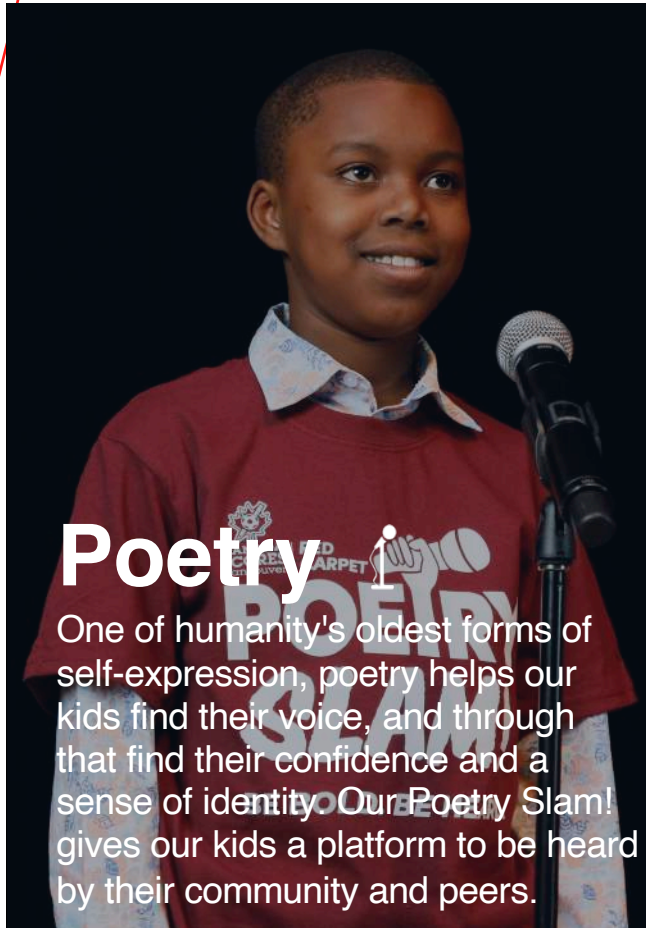


The SCORES Model: Soccer + Poetry + Service Learning



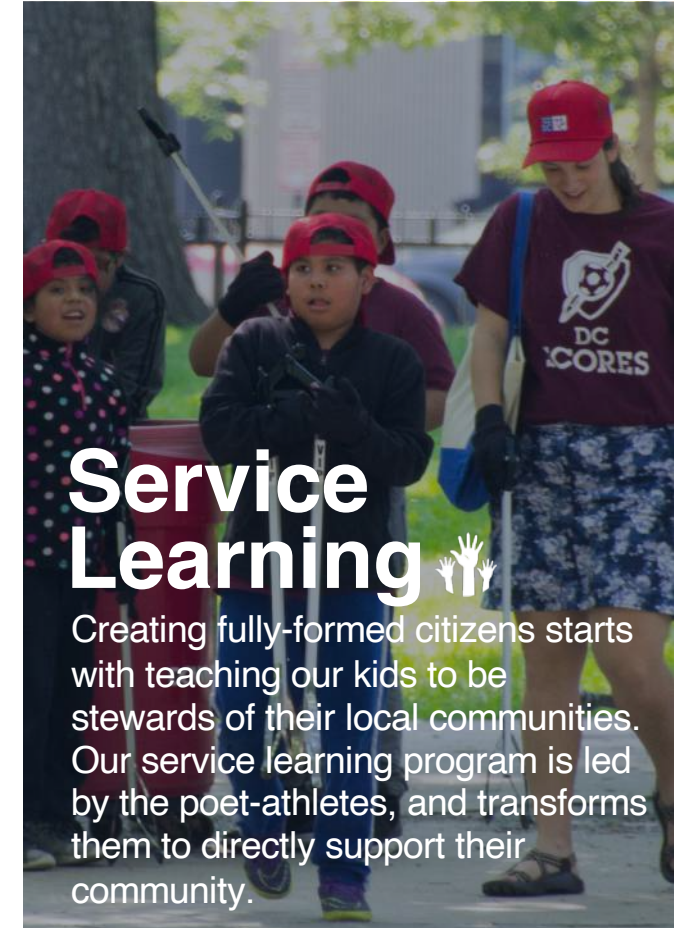
Soccer

The most popular game in the world teaches kids teamwork, leadership, and commitment. Our year-round program helps level the playing field for at-risk youth, and keeps kids healthy and active.



Poetry

One of humanity's oldest forms of self-expression, poetry helps our kids find their voice, and through that find their confidence and a sense of identity. Our Poetry Slam! gives our kids a platform to be heard by their community and peers.



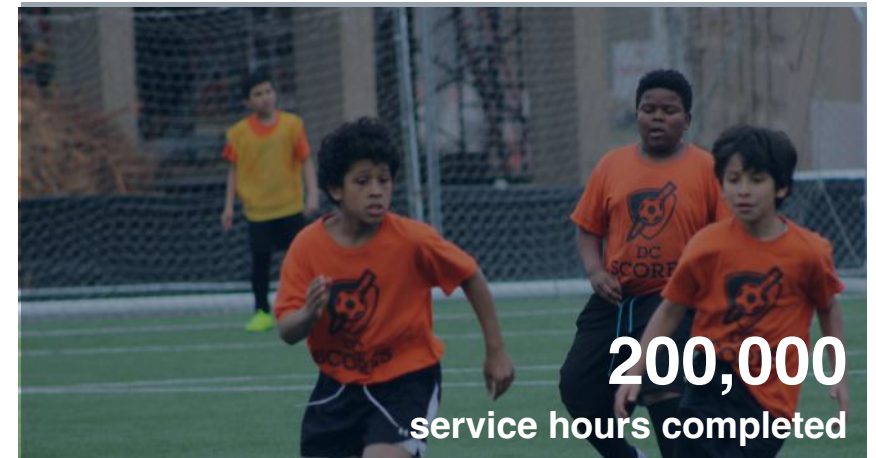
Service Learning

Creating fully-formed citizens starts with teaching our kids to be stewards of their local communities. Our service learning program is led by the poet-athletes, and transforms them to directly support their community.

SCORES Impact: In a Year with America / Canada SCORES



2,000,000+
child hours of
programming logged



SCORES' Impact: Because of SCORES, kids:

Physical:

89%

improve aerobic capacity

73%

reach "health fitness zone" for age group

Source: America SCORES and Kaiser Permanente

Academic:

98%

graduate high school

3x

more likely than peers to meet ELA standards

Source: LA SCORES and AS New York

Mental:

98%

are more confident

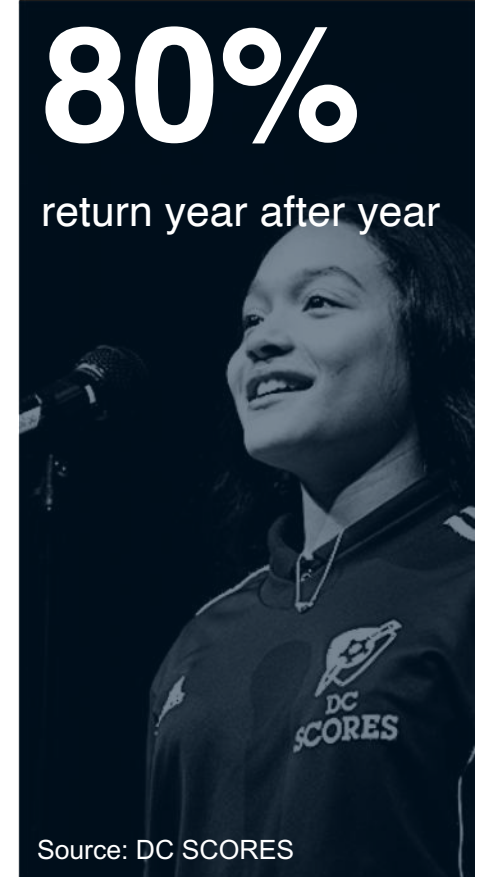
90%

are more resilient

Source: AS Bay Area and California Healthy Kids Survey (CHKS)

80%

return year after year



Source: DC SCORES



What Does a Typical Week with SCORES Look Like?

A Typical Week:

Free After-school Programming 5 days/week, 1.5 hours/day

Monday

SOCCER
PRACTICE

Tuesday

POETRY/
SERVICE

Wednesday

SOCCER
PRACTICE

Thursday

POETRY/
SERVICE

Friday

GAME
DAY!

School Team Structure

SCORES is committed to ensuring equal participation between male and female students. Each school has a boys team and a girls team, each consisting of 15-20 students from grades 3-5.



**FOR MORE INFORMATION OR TO
REGISTER TODAY:**

Rob Uvanović,

Chief Growth Officer, America SCORES

RUvanovic@AmericaSCORES.Org

Nick Taylor

Executive Director, Toronto

nick@canadascores.org

WWW.CANADASCORES.ORG

WWW.AMERICASCORES.ORG

