



Dear prospective Sponsor,

Soccer itself has evolved from a “foreign” sport into an integral part of the lives of millions of American and the numbers are still rising! While the favorite sports for all South American is Soccer.

It is with great enthusiasm that Inc Agency is organizing yet a great media and commercial event that will definitely benefit your company: an International Sporting Event to be held for the first time in Miami.

According to our sources, soccer has become unavoidable, and is presented as a vector in high communication support, which is why we offer to sponsor the venue, here in Miami (Florida) of the French greatest soccer team, one of the most recognized and popular team in Europe:

**INC AGENCY** and our team would like to invite you, your friends and business associates to become a part of this event giving you great exposure Nationally and Internationally for the OM venue that will take place in Miami from June 2nd, 2009 until June 9th, 2009, which will conclude with a tournament on Sunday June 7<sup>th</sup> 2009 between 3 teams:

- **FRANCE with the “Olympique de Marseille” OM**  
competing against 2 great South American Team in a 3-way tournament.
- **GUATEMALA with - Deportivo Municipal**
- **HONDURAS with Club Olimpia**

During this tournament 3 team will compete for the Trophies, each team will play 2 match of 45 minutes for a total match of 135 minutes. That will be retransmitted in the US by ESPN & CBS 6 and in live in France through Canal Plus.

This match will take place in the Fort Lauderdale at the Lockhart Stadium that has a capacity of 20450 tenants. This stadium is well knowed in the area for soccer games and usually attract about 12000 fans for gala matches between South American teams (without any advertising)

In our case we are bringing 3 Teams , 2 South American teams that has already proven to make an easy 120000 each and more entry and with the prestige and the name of « Olympique de Marseille » we have no doubt to fill the stadium.

## The Teams



FRANCE - Olympique de Marseille



HONDURAS - Club Olimpia



GUATEMALA - Deportivo Municipal

A cocktail will be held with all managers, players from both teams and all the sponsors, the authorities of the city of Miami-Fort Lauderdale, the night of the match. A detailed program will be sent to all partners in due time.

Increase your company's visibility by participating in the » Olympique de Marseille « venue & increase brand visibility by creating exposure to a large community of local sport, national & International enthusiasts, soccer fans, players, pro-players, The Latin American & French community living in Florida (but also from other states: New York, Los Angeles...). The entire south Florida community by TV, radio and newspaper exposure, This is an exceptional event that will be followed by thousands of spectators to be exact 20450 in the stadium, but also millions of viewers in front of their small or big screen in the US but also in France and other European capitals TBA.

**Selected Sponsor will be able to advertise their brand using the "Olympique de Marseille " image for a period of 3 month.** Not necessarily from images taken during the match, it can be done during their stay.

## **MEDIA IMPACT**

### **Targeted audience:**

- Average audience age: 08 - 50 year-old
- 55% from the Hispanic soccer Nations leaving in the US: Cuba, Argentina, Colombia, Venezuela, Mexico, Spain, ...
- 45% From USA, Brazil, Haiti, France ...
- The amateur clubs and soccer schools (youth soccer) of the counties will also be invited to this sporting event
- Women will be in numbers because today women wear the colors of the top national and world soccer.

### **Internet**

- A comprehensive and dynamic propaganda of the event throughout the World Wide Web is planned before and afterwards in order to reach the global soccer community and spread out the news.
- All video releases, images, articles and interviews covering the event will be available and viewable worldwide on soccer related websites and forums.

### **Media**

Sponsors will benefit of a huge visual impact from Television and Press coverage as expected through the following media:

#### **Television**

Reaching daily over 3 million households in South Florida, the local channels will be invited to record and interviews the players, during their stay and every step the match. They will be periodically provided with the press release and media package prior to the event to assure their attendance.

- NBC 6 - Channel 6
- WPBT-Channel 2
- TELEMUNDO CH 13
- ESPN
- CHANNEL 4
- CANAL + LIVE
- FOX 7 - Channel 7
- WPLG Channel 10
- FOX SOCCER
- GEN TV
- French Television TBA

#### **Newspapers**

- Miami Herald/El Nuevo Herald
- New Times
- Sun Sentinel
- Miami Today
- Soccer America

By becoming the event Sponsor, you can participate in creating a major event with us. We will make sure to devote our energy to help you meet your objective and expectations.

For your convenience we have attached our Sponsorship Program that explains the sponsorship levels in more detail.

We are offering only a limited number of corporate sponsorships and plan to have all sponsorships secured by April 1st, 2009. If you have any questions, please do not hesitate to contact us

your involvement will ensure the success of this Franco-American sports week event, we will be at your disposal for any technical implementation, commercial or financial. Please contact Mrs. Lydia Ribot for more information.

**Best regards.**

Olivier Kanuty  
General Manager INC AGENCY

**Contact:**

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[info@incagencymedia.com](mailto:info@incagencymedia.com)

# Miami Soccer Cup 2009 Sponsoring Packages

## Diamond Sponsor: 80 000 USD

(1 sponsor of 80,000 U.S.)

- The name of the Tournament will be your brands or company name.
- 3 month of Free usage of the "Olympique de Marseille" venue image & name
- Name and logo of sponsor will appear on the **front of the Jersey** of the "Olympique de Marseille" & on the **back of the Jersey** of the all team (size TBA).
- Main Banner on the back of each team net plus 4 other banner around the field during the tournament (size TBA).
- The logos and the name of sponsor will appear on the sheet of interviews with port cap on behalf of the sponsor during the interviews of the players.
- The name and logo of sponsor will appear on the Media trailer where the interviews are being shot.
- The name & logo of sponsor will appear on all advertising signs and displays.
- Opportunity for sponsor to distribute advertising at the stadium entrance (tee shirt, caps...)

## Gold Sponsors: 50 000 USD

(2 sponsors of 50,000 U.S.\$ per sponsor)

- 3 month of Free usage of the "Olympique de Marseille" venue image & name
- Name and logo of sponsor will appear on the **front of the Jersey** of the GUATEMALA team – "Deportivo Municipal" or HONDURAS team "Club Olimpia" & on the **back of the Jersey** of the all team (size TBA).
- 4 banners around the field during the tournament (size TBA).
- The logos and the name of sponsor will appear on the sheet of interviews with port cap on behalf of the sponsor during the interviews of the players.
- The name and logo of sponsor will appear on the Media trailer where the interviews are being shot.
- The name & logo of sponsor will appear on all advertising signs and displays.
- Opportunity for sponsor to distribute advertising at the stadium entrance (tee shirt, caps...)

## Silver Sponsors: 10 000 USD

[The number of sponsors are limited]

- Name and logo of sponsor will appear on the **back of the Jersey** of the All team
- 1 banners around the field during the tournament (size TBA).
- The logos and the name of sponsor will appear on the sheet of interviews with port cap on behalf of the sponsor during the interviews of the players.
- The name and logo of sponsor will appear on the Media trailer where the interviews are being shot.
- The name & logo of sponsor will appear on all advertising signs and displays.
- Opportunity for sponsor to distribute advertising at the stadium entrance (tee shirt, caps...)

## Bronze Sponsors: 5 000 USD

[The number of sponsors is not limited]

- The name and logo of sponsor will appear in the stands, the amount will depend on the location.
- The name & logo of sponsor will appear on all advertising signs and displays.

# Sponsoring Agreement

## Miami soccer cup June 02 -9th, 2009

It is agreed between Inc Agency, represented by Olivier Kanuty and \_\_\_\_\_(Sponsor) that the above mentioned will participate in the Miami soccer cup 2009 during the event as an active Sponsor and will contribute as:

\_\_\_\_ Diamond Sponsor \_\_\_\_\_ \$  
\_\_\_\_ Gold Sponsor \_\_\_\_\_ \$  
\_\_\_\_ Silver Sponsor \_\_\_\_\_ \$  
\_\_\_\_ Bronze Sponsor \_\_\_\_\_ \$  
\_\_\_\_ Donation Sponsor \_\_\_\_\_ \$

List your donations: \_\_\_\_\_

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Payment will be made by:  Check       Bank Wire Transfer

All Incomes from Sponsors and Raffle will be used to cover expenses involved in the creation of this event as: logistics and set up, communication, coordinator team, safety, food and beverage for competitors in order to make the first Miami soccer Cup 2009 a real and memorable event.

Wire Transfer information to:

MCM Inc "INC agency"  
Po box 454423  
Miami, Fl 33245  
Bank of America  
SWIFT: BOFAUS3N  
ROUTING #026009593  
Account # 034 4460 6287