

SOCCER IN THE STREETS PRESENTS



CORPORATE
CUP 2017

KICK IT FOR THE KIDS

ARE YOU IN?

YOUR INVITE TO CREATE SOCIAL CHANGE IN ATLANTA

There's a change going on and it's at your doorstep, have you heard?

Soccer in the Streets has provided free soccer and life skills programs to Atlanta's youth since 1989. Our goal is simple, to level life's playing field for kids who lack opportunity. Along with our community partners - like the Atlanta United Foundation, MARTA, and Atlanta Public Schools - we recognize that change is needed, so we bring investment and support where it matters. Whether it's by building new green space so kids can play safely or by delivering school and community programs throughout our city, we use the 'beautiful game' to make a huge social impact.

The Soccer In The Streets Corporate Cup is a one-day co-ed fundraising soccer tournament, where your employees compete on and off the pitch to raise money for our Social Impact Soccer initiative.

Yes, there are other soccer tournaments but this one is different: every dollar raised goes to Atlanta's kids so they can enjoy a healthier lifestyle and find better opportunities to succeed. So, are you in?



PHIL HILL / EXECUTIVE DIRECTOR



THE CAUSE

Soccer in the Streets is an Atlanta based nonprofit which has been providing free **soccer**, **educational**, and **employability** programs for Atlanta youth since 1989. In 2016, we served **4,000 children** and impacted 28 communities in the city.

Our programs serve children from different nationalities, backgrounds, and ages. To keep our children in these programs and welcome newcomers, we need the best resources, which is why **your participation** and fundraising are so important!



OUR IMPACT

We call it **Social Impact Soccer**.

Of course our kids have fun playing, but they also develop stronger character through life skills programs that teach **discipline, respect** and provide **employment** opportunities.



Positive Choice Soccer runs in Atlanta Public Schools and provides elementary and middle school kids, from different backgrounds, a way to develop their true potential.



Our **Life Works** curriculum prepares teens for the workplace with a focus on building employability skills.

ALEX V.

“Refereeing is my job right now while I’m in college. I learned how to network and work with different aspects of the game, like being a referee liaison and a coach through Soccer in the Streets.”

“Many of my old friends are now behind the line because they did drugs, they did gangs, they skipped school. I started playing soccer and I stayed away from them, I couldn’t hang out with them anymore.”

ISAAC F.

“I know that you need a hard work ethic to achieve your goals and dreams in life. I constantly give it my all in my games and practice and I have tried to translate that hard work ethic into everything in my life.”

JULIO G.

OUR APPROACH

TOP PARTNERS

We team up with top partners like: Coca-Cola, the Atlanta United Foundation, the US Soccer Foundation and Atlanta Public Schools, to make an impact in the heart of the city's urban communities.

INNOVATION

In the Fall of 2016 we worked with the Atlanta United Foundation, MARTA and others, to build the world's first soccer field in a train station.

We're aiming to bring similar green spaces to 9 more stations across the city, and thus connect thousands of kids and families who would never have had the chance to interact. This is where you come in!





INTRODUCING CORPORATE CUP 2017

8 CORPORATIONS

We're inviting 8 corporations to get behind a co-ed employee team, to play in a fundraising charity soccer tournament. It lasts just one day and puts you in fun competition with other Atlanta organizations.

120 EMPLOYEES

Each of your employees raise at least \$150 in pledges from family and friends. Your company matches everything your team raises. Companies agree to pledge a minimum of \$5,000 no matter what.

1 WINNER

Our real time fundraising leader board creates a fun competitive spirit between employees and the other companies in the event. There's only 1 real winner: the kids of Atlanta

WHY BE A PART OF IT?



BETTERMENT

Promote health and wellness with your employees.



RELATIONSHIPS

Great networking with other organizations.

VOICE



Send a positive message to the community about your corporation.



BONDING

Create camaraderie through staff development, and team building.

MOST IMPORTANTLY

Raise money for kids who need better opportunities in Atlanta and have a blast!

GOT QUESTIONS?

WHEN AND WHERE?

It's on Sunday September 24th, from 11am -2:30pm, at Grady Stadium in Midtown Atlanta.

WHAT'S THE COMPANY'S COMMITMENT?

Other than matching the employees fundraising, we just ask that you appoint one person as a team captain. This is the cool organized individual who will encourage the players to sign up, and motivate them to push your team up the fundraising league table. It's also our go-to person in terms of communicating with your team.

WHAT'S THE PLAYER COMMITMENT?

There is a commitment to raise a minimum of \$150 each, and on signing up everyone enters their card details to cover any shortfall if they don't make it to \$150.

HOW DO THE EMPLOYEES FUNDRAISE?

They sign up through our website, and then get their own unique fundraising page where friends and family donate to sponsor them.

HOW MANY PER TEAM?

There is a limit of 15 players, although you can have as many non-playing squad members as you want. So even those who want to be a part of the fun, but can't play, can still join in.

WHAT'S THE FORMAT?

Its 7v7 and co-ed. Teams are split in to two groups, and the winner of each plays in the final.

CAN WE COME AND WATCH?

Absolutely, it's encouraged. We'll give you a code to generate up to 100 entrance tickets for your employees and their families. Bring as many as you can because we have a special "Supporters of the Year" trophy for the loudest, craziest group of fans.

ANYTHING ELSE?

No, we do the rest. Just turn up on Sunday 24th for an entertaining, competitive and highly uplifting day. We will even supply your team jerseys, proudly sporting your company logo on the front.



CORPORATE
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ARE YOU IN?

If you feel that the Corporate Cup is a good fit for your corporation then it's time to take the next step.

CONTACT PHIL@SOCCERSTREETS.ORG

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SOCCER
IN THE STREETS

ESTABLISHED 1989

For more information about Soccer in the Streets,
visit: WWW.SOCCERSTREETS.ORG

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