

PREMIER SOCCER SERVICES, LLC

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REQUEST FOR PROPOSAL

PSS Girls Labor Day Tournament – Western US

3 year cycle of 2027-2029

Deadline for submission: March 25

The proposals are to be submitted to:

Premier Soccer Services
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Proposals will be reviewed by Premier Soccer Services in a timely manner. All proposals will be considered but those meeting the selection criteria will be more favorably reviewed.

Requested Dates of Event:

Friday Sept 3 – Monday Sept 6, 2027
Friday Sept 1 – Monday Sept 4, 2028
Friday August 31 – Monday Sept 3, 2029

General Overview: The Labor Day Tournament (NAME : TBD) will be a girls focused tournament in the Western USA and modeled after our successful major tournaments in our current portfolio of events. It will be a 4 day elite youth tournament for under 9 to Under 19 girls teams.

Marketing and Branding of the event and destination:

We'll use a 5 part marketing plan:

- Existing database – domestically and internationally
 - ⊖ 100,000 team contacts representing a reach of 5,000,000 attendees-
- Cross market during our portfolio of events
- Market via targeted media outlets
 - Soccer America
 - Tournamart
 - GOTSoccer
- Targeted marketing to Canadian markets
- Develop club partnerships with specific clubs for a foundation of teams and to drive the level and diversity of attending teams with financial incentives for the clubs

Projections:

	# of Participating Teams	# of Traveling Teams	Daily Attendance	Total Attendance
2027:	200	85	10,000	35,000
2028:	240	130	12,000	42,000
2029:	300	160	15,000	52,500

Average Length of stay 3.4 nights

Average # of captured rooms per team 14

Total Roomnights' projections:

2027	4,000
2028	6,100
2029	7,600

About Premier Soccer Services (www.premiersoccerservices.com)

Premier Soccer Services (PSS) is a professional soccer management company organizing tournaments since 2012. The estimated economic impact on communities has been over \$150 million. PSS specializes in professional management as well as marketing nationally and internationally. PSS's marketing approach is towards traveling teams and accompanying family to drive the economic impact on the area and increase the visibility/ profile level of the event and location. PSS focuses on growing a select number of tournaments to high profile, large tournaments in select regions to not compete against other PSS tournaments or over-saturate a market. Expansion is based on strategically identified regions with a limited number of tournaments. Past participating teams have come from 35+ US states and from 20+ countries.

Current Portfolio:

4-5 day International Youth Soccer Tournaments:

Easter International Cup presented by Rayados – Boys and Girls Kissimmee/ Seminole Co/ Orlando FL
Texas International Cup – Arlington / Dallas TX
Copa Rayados West – Henderson / Las Vegas NV
Copa Rayados Internacional – The Woodlands / Houston TX
Philadelphia International Cup – Valley Forge/ Philadelphia PA

2-3 Day Regional Youth Soccer Tournaments:

The Open Cup – Decatur AL
Copa Rayados San Antonio – San Antonio TX
Copa Rayados Chicago – Waukegan/ Chicago IL
Copa Rayados East Coast – Loudoun Co/ Washington DC
Alabama Labor Day Cup – Decatur AL

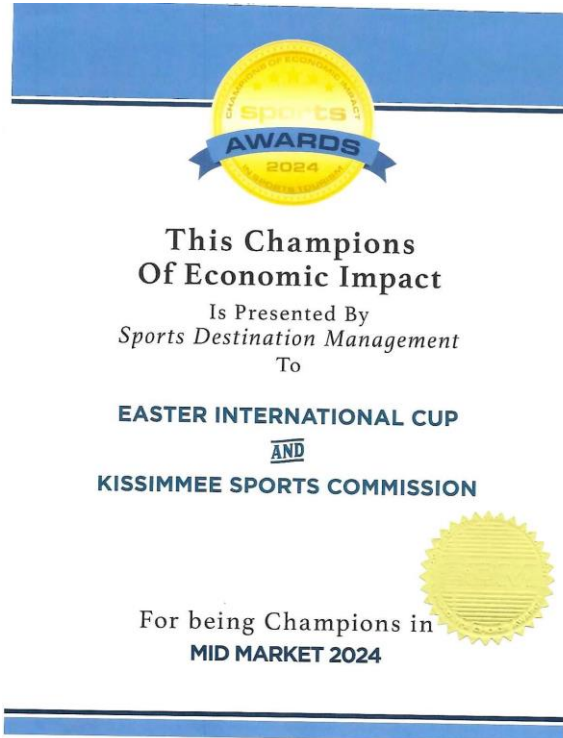
About The Copa Rayados Internacional, www.coparayados.com (CRI) is an elite international youth soccer tournament held over 5 days in The Woodlands/Houston, TX during the Thanksgiving week. This 350+ team tournament is co-hosted by Mexican professional soccer club and youth academy, CF Monterrey Rayados, and professional management company, Premier Soccer Services. Teams attending are 70% from out of town and 25% internationally. This is the largest number of international teams represented in any tournament in Texas and is in the top 3 nationally. Since 2016, we have been in partnership with the Greater Houston CVB and The Woodlands CVB. The Economic Impact summary for the past years has been \$5-10,000,000. The daily attendance averages 16,000 with total attendance of 75,000+ over 5 days. **The roomnight total annually is 7,000-10,000.**

About Copa Rayados West, www.coparayados.com, is an elite International youth soccer tournament held over 4 days in Las Vegas in mid June. In 2024, this 100+ team tournament had daily attendance of 5,273, with 4,673 from out of state. The total attendance was 19,773 with estimated combined hotel roomnight usage of traveling teams: 4140 roomnights. The Las Vegas CVA and the city of Henderson are partners in this event.

About Texas International Cup, www.texasinternationalcup.com, is an elite International youth soccer tournament held over 4 days in Dallas during Memorial Day for 2025. In 2024, this 150+ team tournament had over 50% from out of town with 8,000+ daily attendees and total attendance of 40,000+. The City of Arlington and the Arlington CVB/ Sport Commission are partners.

About Easter International Cup, www.premiersoccerservices.com/easter-international-cup is an elite international youth soccer tournament held over 4 days during Easter Week. This is a 400 team tournament with 80% from out of town and 20% internationally. The daily attendance is 20,000+ with a total attendance of over 80,000 over 4 days. **The captured roomnight totals are expected to exceed 10,000 in 2025.** The tournament has had 30% growth every year since the inaugural year of 2021. Experience Kissimmee, Seminole County Sports, and the Greater Orlando Sports Commission are 2025 partners.

WINNER! The 2024 Easter International Cup was selected as the SDM Mid Market Champions of Economic Impact winner!



History of the Easter International Cup:

	# of Participating Teams	# of Traveling Teams <i>(# of original projected traveling teams in 2020 RFP)</i>	Out of State Teams	International Teams
2021:	124	108 (60)	34	0
2022:	189	144 (70)	78	4
2023:	258	198 (85)	104	16
2024:	335	270 (95)	120	35
Projected 2025:	390	300 (80)	150	40

This has translated to Captured Roomnight totals of:

2021	2666
2022	5733
2023	7732
2024	8990*

*And estimated of **13,000+ roomnights** of captured / uncaptured

2025 Roomnight Projections: **10,000+ captured and 15,000+ captured/ uncaptured**

A. General Selection Criteria

To host, a location must, at a minimum, meet the following general fields criteria:

1. **Fields:**

(a) **20+ playing full size fields** must be provided. Fields are preferred to be at 1-2 sites as possible. Each playing field must be at least 66 yards in width and 110 yards in length, surfaced only in natural grass or new generation synthetic turf. Fields should have the capacity to be lined for smaller sided soccer (i.e. 2 9v9 fields or 3-4 7v7 fields double-lined on 1 full size field). The likeliest Field layout for 20 full size fields would be:

- 14 11v11 fields
- 8 9v9 fields
- 6 7v7 fields

The ability to have secondary locations with 4-6 additional fields would be ideal.

(b) **Field Preparation:** Fields should be lined for play, goals, nets, and corner flags provided and set up, area trash cans, and team benches for teams (2 per field). Please note if there are any variations in set-up needed to be noted.

(c) **Facility maintenance and operations:** It is important to have an onsite contact during the tournament for maintenance issues: Goal, net, field repairs, issues with field lights, trash pickup, and bathroom maintenance. These are the responsibilities of the hosting organization/ facility.

(d) A general understanding that the complex will work with the tournament to complete the tournament matches in case of inclement weather. This should primarily be a non-issue on the synthetic turf fields, barring catastrophic conditions. The cancellation of tournament matches or the tournament due to wet playing conditions has the potential to do irreparable damage to the future of the tournament. Every effort should be made, in coordination with the tournament director, to facilitate the completion of the tournament. The tournament is willing to adjust for field preservations and to continue the event to adjust on the grass fields:

- Shortening the length of matches
- Cancellation of some matches that does not determine champions
- Elimination of warm-up usage of fields
- Finally, cancelling usage of grass fields as a last resort and rescheduling on Synthetic turf, if available



2. **Tournament Headquarters:** Is there indoor space available that can be used as a tournament headquarters that has access to electricity and wifi? If not, is there a pavilion or common space that can be used and would it have access to electricity? Wifi?
3. **Referee headquarters** – an area, pavilion, tented space, large meeting room, etc should be designated for referees' use during the event.
4. **Security and any public road traffic requirements** are the responsibility of the hosting location, governing parks department, and/ or municipality and not the responsibility of the tournament.
5. **Concessions:** Please outline the current structure of concessions and if outside vendors can be used or not.

6. **Sponsors:** Sponsors may be acquired for the tournament. If there are any sponsorship limitations at the complex, it should be presented in the proposal.
7. **Vendors:** Vendors may be acquired for the event. All vendor license and policies in place at the complex and/ or municipality will be followed. Please outline any vendor limitations or fees in the proposal.
8. **Activities and Events:** Provide a list of tourist activities, events, eating places, and shopping areas in the general area of the tournament that are scheduled or available during the tournament. This can be developed later and does not need to be finished in the proposal. This can be an attractive component for a trip for traveling teams, especially international teams.
9. **Awards Ceremonies:** It is important to have an awards ceremony location at the main fields locations for the presentation of awards. Please note if there is existing staging or if a portable stage is available for usage.

B. Premier Soccer Services is responsible for the following expenses related to:

1. All expenses related to special events
2. All expenses related to the Registration, Coaches and Representatives Meeting;
3. The following equipment and services:
 - A. golf carts, if not available for usage
 - B. radios and/or cellular phones.
 - C. All expenses related to producing and printing of credentials, parking passes, player event program and tickets.
 - D. All expenses related to staging, lighting, and public address system for the awards ceremony, if not available already
 - E. All expenses related directly to the operations of the tournament not explicitly outlined in the proposal and earmarked for another entity.

C. Hosting entity recognition and publicity:

The tournament will recognize and market hosting entities/ municipalities. This will allow for exposure via: website, electronic marketing, and onsite opportunities. This can be customized to market the municipality(s) as a tourist destination if desired.

D. Insurance Requirements

The tournament will maintain in effect a comprehensive liability insurance policy via national association sanctioning (general, liability coverage, personal injury and property damage) in force of general aggregate insurance, naming necessary parties as additional insured. Coordination with local soccer associations is desired and sanctioning through those entities is usually used, though other options are available.

E. Hotel usage for out of town guests: We will utilize a stay to play policy. Hotels within municipalities can all be used on the hotel list assuming following hotel requirements for the tournament. The primary factor is a rebate to be paid to the tournament. Accounting for all hotel rooms used will be completed to provide a comprehensive report to the hosting city and CVB. Please provide any information or support that may be available in the coordination of housing. We will utilize both direct hotel reporting via our housing system in addition to surveys for tracking hotel room usage outside of the official groups and bookings using our housing system. Surveys will also be used to track direct spending and itemized economic impact calculations.

F. Access to parking revenue/ control: Ideally, we have the option to charge and manage parking during the tournament. We understand that a traffic flow and parking plan will be needed and we may need to include exceptions for local resident usage. Please address this revenue stream in the RFP.

G. Financial considerations:

- HOST BID FEE of \$25,000 annually plus:
- Financial support/ event bid of the tournament is requested to offset operating expenses and facility rental expenses. Or, this can be replaced with the waiving of facility rental expenses.
- Revenue streams, if available, to be utilized by Premier Soccer Services are: parking fees, merchandising sales, hotel rebate programs, and sponsors.
- Please include if additional grants / funding from other entities are available and the support available to access funding – such of state event funding for economic impact.

Please include any services / rentals that can be included in the proposal or facility agreement that can offset expenses. For example:

- # of volunteers that could be utilized by the tournament
- Access to ice
- Event staging
- Portable bathrooms if necessary
- Golf carts
- etc

Any adjustments, additions, or deletions from this RFP will all be considered though proposals meeting or exceeding these guidelines will be more favorably reviewed.



THANK YOU FOR YOUR CONSIDERATION