PREMIER SOCCER SERVICES
INTERNATIONAL CUP SERIES

REQUEST FOR PROPOSAL

CALIFORNIA INTERNATIONAL CUP

2027 - 2029

CALIFORNIA | SUMMER EVENT | 3-YEAR CYCLE

3-DAY INTERNATIONAL YOUTH TOURNAMENT

BOYS & GIRLS | U9-U19

REQUESTED DATE WINDOW

Flexible summer dates - late June through late August

LOCATION REQUIREMENT

Host location must be in California

SUBMISSION DEADLINE

Ongoing / accepted on a rolling basis

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01 / EVENT OPPORTUNITY

A WEST COAST INTERNATIONAL TOURNAMENT PLATFORM

A three-day summer destination event designed for a three-year California launch cycle beginning in 2027.

2027-2029	3 DAYS	U9-U19	12-24
3-YEAR CYCLE	**EVENT FORMAT**	**AGE GROUPS**	**FULL-SIZE FIELDS**
California launch	International youth soccer	Boys & Girls	Preferred at one site

REQUESTED DATE WINDOW

Flexible summer dates from late June through late August. The host location must be in California.

The California International Cup will be one of Premier Soccer Services' international youth soccer tournaments alongside the Easter International Cup, Copa Rayados Internacional, Copa Rayados West, the Texas International Cup, and the Philadelphia International Cup.

The event is planned as a three-day international youth tournament for U9-U19 boys and girls teams. It will be part of the International Cup Series with the Texas International Cup and Philadelphia International Cup.

The California host market should combine a championship-scale soccer facility with destination appeal for traveling teams, families, and international participants.

PROPOSAL REVIEW

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

02 / MARKET REACH

MARKETING, OBJECTIVES & THREE-YEAR GROWTH

A multi-part domestic and international marketing plan supports the event launch and California destination positioning.

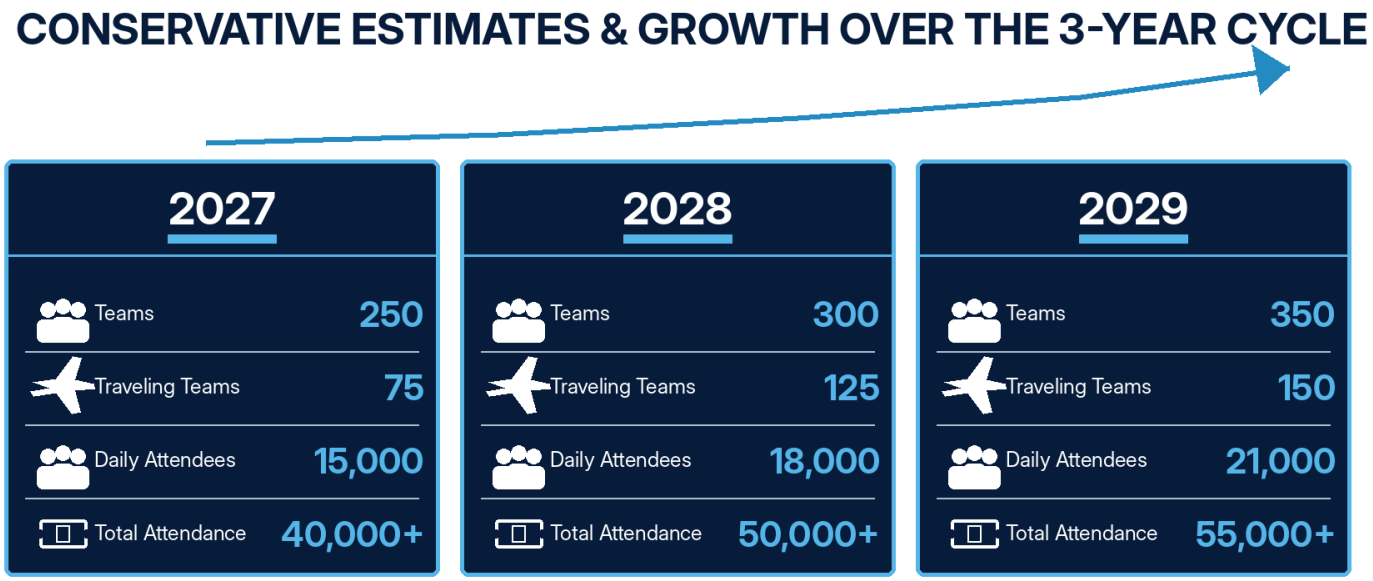
MARKETING PLAN

- **Existing database - domestically and internationally.**
- **100,000+ team contacts representing a reach of 5,000,000 attendees.**
- **Cross-market through PSS's international portfolio of events and strong national/international contact base.**
- **International marketing through TORMATCH (Europe), connecting with youth soccer programs in Europe for international travel.**

OBJECTIVES

- **Become the "go-to" international youth soccer tournament on the West Coast in the summer.**
- **Elevate the host area's presence and recognition in youth soccer, domestically and internationally, supporting youth sports tourism.**
- **Build international collaboration with leading sports organizations and strengthen relationships with commercial partners, enhancing global sports diplomacy.**

CONSERVATIVE ESTIMATES & GROWTH OVER THE 3-YEAR CYCLE



Estimate basis: 20 official delegation members (players/staff) and 2.00 attendees (family) per team.

03 / ORGANIZATION

ABOUT PREMIER SOCCER SERVICES

Professional tournament management, national and international marketing, and destination-driven event growth.

$150M+	35+	20+
EST. ECONOMIC IMPACT on host communities	**U.S. STATES** past participating teams	**COUNTRIES** past participating teams

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 focuses its marketing on traveling teams and accompanying families to drive economic impact, increase event visibility, and elevate the profile of the host location. The company grows a select number of high-profile tournaments in strategically identified regions to avoid oversaturating markets or competing against other PSS events.

CURRENT PORTFOLIO

4-5 DAY INTERNATIONAL TOURNAMENTS

- Easter International Cup presented by Rayados - Boys & 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 PSS REGIONAL TOURNAMENTS

- Copa Rayados San Antonio - San Antonio, TX
- Copa Rayados St. Louis - St. Louis, MO
- Copa Rayados East Coast - Loudoun Co. / Washington, DC
- Copa Rayados Austin - Round Rock / Austin, TX
- Copa Rayados California - Placer Valley / Sacramento, CA
- Las Vegas International Cup - Las Vegas / North Las Vegas, NV

04 / PROOF OF PERFORMANCE

ESTABLISHED INTERNATIONAL TOURNAMENT RESULTS

Two flagship properties demonstrate PSS's ability to grow destination events, attract traveling teams, and generate measurable economic impact.





COPA RAYADOS INTERNACIONAL

300+ teams
70% out of town
25% international
75,000+ total attendance
7,000-10,000 annual room nights
$5M-$10M economic impact summary

Held over five days during Thanksgiving week in The Woodlands/Houston. Co-hosted by CF Monterrey Rayados and Premier Soccer Services. The RFP notes the event as having the largest international team representation of any tournament in Texas and ranking in the top three nationally.

EASTER INTERNATIONAL CUP

400+ teams
80% out of town
20% international
20,000+ daily attendance
80,000+ total attendance
30% annual growth since 2021

Experience Kissimmee, Seminole County Sports, and the Greater Orlando Sports Commission are 2027 partners. The 2024 and 2025 Easter International Cup events were selected as SDM Mid Market Champions of Economic Impact winners.

ECONOMIC IMPACT RECOGNITION



2024 & 2025

SDM MID MARKET CHAMPIONS OF ECONOMIC IMPACT

Recognition for the Easter International Cup reinforces PSS's destination-event model and measurable tourism impact.

05 / GROWTH HISTORY

EASTER INTERNATIONAL CUP - PARTICIPATION & ROOM NIGHTS

Historical growth demonstrates the ability to scale a new international tournament over time.

Year	Participating Teams	Traveling Teams	Out-of-State Teams	International Teams
2021	124	108	34	0
2022	189	144	78	4
2023	258	198	104	16
2024	335	270	120	35
2025	401	306	154	30
2026	414	310	183	34

CAPTURED ROOM NIGHT TOTALS

Year	Captured Room Nights	Estimated Captured / Uncaptured
2021	2,666	-
2022	5,733	-
2023	7,732	-
2024	8,990	13,000+
2025	10,095	13,000+
2026	10,248	14,000+

CONTEXT

The Easter International Cup grew from 124 participating teams in 2021 to 414 in 2026, while captured room nights increased from 2,666 to 10,248 over the same period.

06 / VENUE & FIELD REQUIREMENTS

VENUE & FIELD REQUIREMENTS

A championship-scale field footprint and responsive site operations are essential to delivering a reliable international tournament experience.

12-24	66 x 110	GRASS / TURF	7v7 / 9v9
FULL-SIZE FIELDS	**MIN. FIELD SIZE**	**PLAYING SURFACE**	**YOUTH FORMATS**
Preferred at one site	Yards	Natural or new-generation synthetic	U9-10 / U11-12

FIELD FOOTPRINT & CONFIGURATION

- Preferred footprint: 12-24 full-size playing fields, concentrated at one site whenever possible.
- Each full-size field should be at least 66 yards wide by 110 yards long.
- Playing surfaces may be natural grass or new-generation synthetic turf.
- Fields may need to be re-lined for younger age groups, with matching goals: 7v7 for U9-U10 and 9v9 for U11-U12.

FIELD PREPARATION & SITE OPERATIONS

- Fields should be lined for play with goals, nets, corner flags, area trash cans, and two team benches per field.
- Please identify any variations in required setup or equipment.
- An on-site facility contact is required for goal, net, field and lighting repairs, trash pickup, and restroom maintenance.
- These maintenance and operating responsibilities remain with the host organization / facility.

INCLEMENT WEATHER & COMPLETION OF PLAY

EVENT COMPLETION STANDARD

The host complex should work with the tournament director to complete tournament matches whenever reasonably possible during inclement weather. Field-preservation adjustments may include shortening matches, cancelling non-championship-determining games, eliminating warm-up use, or moving play from grass to synthetic turf as a last resort.

TOURNAMENT HEADQUARTERS

Indoor space with electricity and Wi-Fi is preferred. If unavailable, a pavilion or common space with electricity and Wi-Fi access may be used.

REFEREE HEADQUARTERS

A dedicated area such as a pavilion, tented space, large meeting room, or similar location should be designated for referee use during the event.

07 / HOST PARTNERSHIP

HOST CITY / CVB / SPORTS COMMISSION OPPORTUNITY

The host partner receives national and international exposure while helping establish the California destination as a youth sports tourism market.

HOST PARTNER EXPOSURE

Each partnering host location will receive partner sponsorship-level exposure for marketing the destination within the event series and at the event. The tournament will recognize and market hosting entities and municipalities.

HOST PARTNER BENEFITS

- Recognition as a Host Partner
- Exposure online, on event websites, and across social media
- Opportunity for destination marketing and cross-marketing with partners
- On-site activation opportunities

If the event creates additional grant or funding opportunities, please include that information in the proposal.

ADDITIONAL HOST / FACILITY REQUIREMENTS

1	SECURITY & TRAFFIC	Security and public-road traffic requirements are the responsibility of the host location, governing parks department, and/or municipality - not the tournament.
2	CONCESSIONS	Outline the current concessions structure and whether outside vendors may be used.
3	SPONSORS	Identify any sponsorship limitations at the complex. A sports performance drink such as Powerade or Gatorade may be provided during games; note any restrictions.
4	VENDORS	All facility and municipal licensing and policies will be followed. Outline any vendor limitations or fees.
5	ACTIVITIES & EVENTS	Provide tourist activities, events, dining, and shopping options available during the tournament. This may be developed later and can strengthen the travel experience for visiting teams.
6	AWARDS CEREMONIES	Note whether an awards location, existing staging, or a portable stage is available at the main field location.

08 / OPERATIONS

PSS RESPONSIBILITIES, INSURANCE & HOUSING

Clear operational responsibilities and a stay-to-play model support tournament delivery, housing performance, and economic-impact reporting.

PREMIER SOCCER SERVICES IS RESPONSIBLE FOR

- All expenses related to special events.
- All expenses related to the Registration, Coaches and Representatives Meeting.

Equipment and services:

- **Golf carts, if not available for use.**
- Radios and/or cellular phones.
- Internet/WiFi, phone service, and equipment not already available at the competition site.
- Access to storage before, during, and after the event.
- Production and printing of credentials, parking passes, player event programs, and tickets.
- Staging, lighting, and public address system for the awards ceremony, if not already available.
- All tournament operating expenses not explicitly outlined in the proposal and assigned to another entity.

INSURANCE REQUIREMENTS

The tournament will maintain comprehensive liability insurance through national association sanctioning, including general liability coverage, personal injury, and property damage, 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.

HOTEL USAGE FOR OUT-OF-TOWN GUESTS

PSS will utilize a stay-to-play policy. Hotels within the municipalities may be included on the official hotel list provided they meet tournament requirements. The primary factor is a rebate paid to the tournament. Please provide any available housing coordination support. PSS will use direct hotel reporting through its housing system plus surveys to track hotel room usage outside official bookings, direct spending, and itemized economic impact.

09 / FINANCIAL & SUBMISSION

FINANCIAL CONSIDERATIONS

PSS is requesting a host partnership structure that offsets facility and operating expenses while preserving the revenue streams needed to operate and grow the California International Cup.

HOST BID	WAIVED / OFFSET	PARKING + MERCH + SPONSORS
LOCAL SUPPORT	**RENTAL FEES**	**FACILITY REVENUE**
requested to offset facility rental	requested	utilized by PSS

Financial support / an event bid is requested to offset operating expenses and facility rental expenses. Facility revenue streams to be utilized by Premier Soccer Services are parking fees, merchandise sales, and sponsors. Non-facility revenue streams are entry fees and hotel rebate programs through strategic partners.

PROPOSAL SHOULD NOTE

- Any facility usage or service fees required for the event.
- Any access to funding through local or state grants, with an overview.
- **Any additional financial support available to offset facility rental or tournament operating expenses.**

FLEXIBILITY

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

SUBMIT PROPOSALS TO

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SUBMISSION TIMING

Ongoing / accepted on a rolling basis

Website
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THANK YOU FOR YOUR CONSIDERATION