PREMIER SOCCER SERVICES
REGIONAL TOURNAMENTS

REQUEST FOR PROPOSAL

PSS REGIONAL TOURNAMENTS

2027 - 2029

WEEKEND EVENTS | FLEXIBLE DATES | 3-YEAR CYCLE

2-3 DAY REGIONAL YOUTH SOCCER TOURNAMENTS
75-250 TEAMS | LOCAL PARTNER MODEL

REQUESTED DATE WINDOWS

Open - prime windows at the beginning and end of Fall and Spring seasons

EVENT NAMING

Working title; final event name may be developed with local partners

SUBMISSION DEADLINE

Ongoing / accepted on a rolling basis

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01 / EVENT OPPORTUNITY

A SCALABLE REGIONAL TOURNAMENT PLATFORM

A flexible weekend tournament model designed for sustainable regional growth over a three-year cycle.

2027-2029	2-3 DAYS	75-250	OPEN
3-YEAR CYCLE	**EVENT FORMAT**	**TEAMS**	**DATE WINDOWS**
Multi-year partnership	Weekend youth soccer	Regional event range	Prime fall & spring periods

REQUESTED DATE WINDOWS

Open. Prime calendar windows are generally at the beginning and end of the Fall and Spring seasons, with flexibility throughout the year.

Premier Soccer Services is expanding its footprint across the United States in 2027 and 2028 and is seeking to add weekend tournaments to its portfolio. Depending on the market, this may include a series of tournaments in one location over the course of the year.

Regional tournaments are planned as 2-3 day weekend events and will usually be developed in conjunction with a local partner soccer club. The local partner provides an important foundation for team relationships, market credibility, and long-term event growth.

Event naming and branding may be developed collaboratively with the local partner and host market, while maintaining the Premier Soccer Services event platform and operating standards.

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 & REGIONAL EVENT PROFILE

A targeted regional marketing plan combines PSS's national reach with local club relationships and destination positioning.

MARKETING PLAN

- **PSS database of 100,000+ team contacts, segmented to the relevant geographic market.**
- **A typical six-hour-drive segmentation produces approximately 10,000-30,000 relevant contacts.**
- **Cross-marketing throughout PSS's existing tournament portfolio.**
- **Local partner club networking, relationship building, and development of an attractive base of teams.**

OBJECTIVES

- **Become the "go-to" youth soccer tournament - or series of tournaments - in the area.**
- **Elevate the area's presence in youth soccer while promoting the added-value attributes of the local region.**
- **Generate measurable economic impact for the host community.**
- Grow local youth soccer relationships.

CONSERVATIVE REGIONAL EVENT PROFILE



Actual event footprint varies by location, regional reach, and facility capacity.

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 scalable field footprint and responsive site operations are essential to delivering a reliable regional tournament experience.

8-24	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: 8-24 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. Cancellation due solely to wet playing conditions can materially damage the future of the event. On grass fields, PSS may shorten matches, cancel non-championship-determining matches, eliminate warm-up use, or - as a last resort - move play to synthetic turf.

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 regional and national exposure while helping establish the destination as a recurring youth soccer market.

HOST PARTNER EXPOSURE

Each partnering host location will receive partner sponsorship-level exposure for marketing the destination within the event series and at each 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.

PSS RESPONSIBILITIES, INSURANCE & HOUSING

Clear operational responsibilities and a stay-to-play model support tournament delivery 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 event.

SLIDING SCALE	WAIVED / OFFSET	PARKING + MERCH + SPONSORS
LOCAL HOST BID	**RENTAL FEES**	**FACILITY REVENUE**
based on room-night usage	requested	utilized by PSS

Financial support / an event bid is requested to offset operating expenses and facility rental expenses. The local host bid may be structured on a sliding scale tied to room-night usage. Facility revenue streams utilized by Premier Soccer Services include parking fees, merchandise sales, and sponsors; non-facility revenue streams include 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.
- **Access to parking control and parking revenue that can assist in the financial support structure.**

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