



PREMIER SOCCER SERVICES, LLC
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Copa Rayados Internacional

www.coparayados.com

The Copa Rayados Internacional (CRI) is an elite International youth soccer tournament held over 5 days in San Antonio, TX during the Thanksgiving week. The tournament is co-hosted by Mexican professional soccer club and youth academy, CF Monterrey Rayados, and professional management company, Premier Soccer Services. The tournament will be held at the STAR Soccer Complex and the Scorpions' Toyota Field Stadium. The City of San Antonio and the San Antonio Convention & Visitor's Bureau are strategic partners in the tournament.

The tournament is estimated to bring in over 8,000 participants and family on a daily basis to the tournament. This is in addition to local fans that will be marketed to enjoy the matches and showcase stadium matches. Overall, total attendance over the course of the 5 days will be approximately 50,000 attendees. 200 teams will be participating in from ages 8 to 18 years of age in the tournament. The demographic breakdown of the teams will be:

30-40 teams from Mexico (10 teams from pro clubs and remaining for private academies and schools (upper-middle class demographics)

8-12 teams from Latinamerica

4-10 teams – internationally from other locations

70 teams from Texas

70 teams from the United States – outside of Texas

The majority of fans not traveling with their respective teams will be from the greater San Antonio metro area. This will truly be a cross cultural event with a mix of Hispanic, Anglo, and other international percentages. In addition to the tournament and matches, we will have a vendor's row and interactive area to engage the attendees beyond the actual matches, creative a festival style setting.

Youth Soccer In the USA is: Middle-Upper Class demographics and family oriented.

High Profile participating teams:

CF Monterrey Rayados (Mexico) fuerzas basicas teams as host club (Academy- top youth teams of the club)

Including the reigning 1999 age group National Champions of Mexico

UNAM Pumas (Mexico)– Professional Club and youth academy

Santos Laguna (Mexico) – Professional Club and youth academy

Correcaminos UAT (Mexico) – Professional Club and youth academy

Chivas Guadalajara (Mexico) – Professional Club and youth academy

Saprissa (Costa Rica) – Professional Club and youth academy

FESA (El Salvador) – Youth Academy

Pretoria City Sports Academy (South Africa)

North Texas Olympic Development Program – Dallas, TX

And many more.....

Marketing and Promotions: There is a multi-faceted approach to the marketing and promotions of the tournament:

- 1) Marketing for teams' participation: email, website, direct contacts with existing relations from both CF Monterrey Rayados and Premier Soccer Services. This includes an international email database of over 220,000 contacts and 600,000 annual emails. Website exposure reaches approximately 300,000 visits and 1,000,000 page views over the course of the year and both websites.

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Monterrey Rayados
S.A. de C.V.

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- 2) Promotions and marketing of the tournament to attending fans:
 - a. Email blasts/ website promotions
 - b. Media releases and marketing with print/ radio/ social media

About Premier Soccer Services (www.premiersoccerservices.com)

Premier Soccer Services (PSS) is a professional soccer management company organizing tournaments in Florida, Texas, California, Alabama, and Tennessee. In 2013, the estimated economic impact on communities from PSS events will reach over \$10 million. PSS specializes in professional management as well as marketing nationally and internationally, with a specialty of the Mexican market.

2013 Youth Soccer Tournaments

involving 40,000 attendees over multiple days and multiple opportunities for interactions & connections

April 10-14, The Open Cup Decatur, AL (North Alabama)

240 teams : 220 from outside of Alabama representing 14 states and 8 countries

Approximate # of hotel roomnights: 5000

August 22-24, The Naples Cup Naples, FL

150 teams with 100+ from outside of Naples area

Approximate # of hotel roomnights: 2000

August 30-September 2, The Tennessee Cup Nashville, TN

220 teams : 120 teams from outside of TN representing 13 states

Approximate # of hotel roomnights: 3000

November 27-December 1, Copa Rayados Internacional

200 teams : International tournament with 50-60 international teams, primarily from LatinAmerica

Approximate # of hotel roomnights: 7500

2014 Expansion of 2 additional locations with a goal of the Midwest and in Southern California

About CF Monterrey Rayados (www.rayados.com)

CF Monterrey Rayados is one of the most historic and popular professional soccer clubs in all of Latinamerica. Its fans are some of the most passionate of Mexico from the city of Monterrey, Mexico. While Monterrey Rayados has a national and international following, its base is in Southern Monterrey and the suburbs of San Pedro, which are the upper middle/ upper class sections of the city. This demographic base and the geographic proximity to Texas drives a large fanbase in Texas. Monterrey Rayados is currently the #1 ranked pro club in Mexico, #23 in the world, 2 time North American CONCACAF Champions, and has the #1 ranked youth academy in Mexico. The club has sold out all home games at the 35,000 seat Estadio Tecnologico for the past 8 years and will open a new 55,000 seat state-of-the-art stadium in 2014.

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