



## **2026 Sponsor/Partner Opportunities**



# Tournament By The Numbers



## 2026 Tournament May 30 & 31

**62 Teams**

**830 Athletes and Coaches**

**1736 Spectators**

### Geographic Representation of Teams

Albany      Vermont      Plattsburgh      Rochester  
Syracuse      Westchester County      New Hampshire      Watertown

**306 Hotel Nights Booked through Halpern Travel**  
**More booked independently at other Hotels and AirBNBs**



# High Peaks Cup Website Traffic



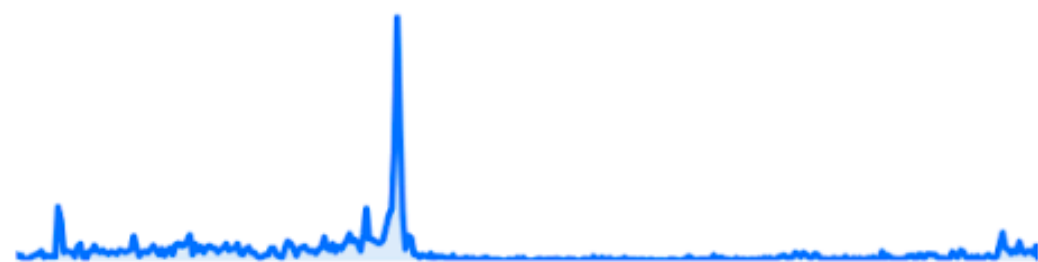
Traffic from January 15th, 2025 through January 15th, 2026

**Total of 12,722 page views and 5,593 unique visitors**  
**Peaked at 448 unique visits and 1,487 page views on May 31, 2025**

## Unique Visits

5,593

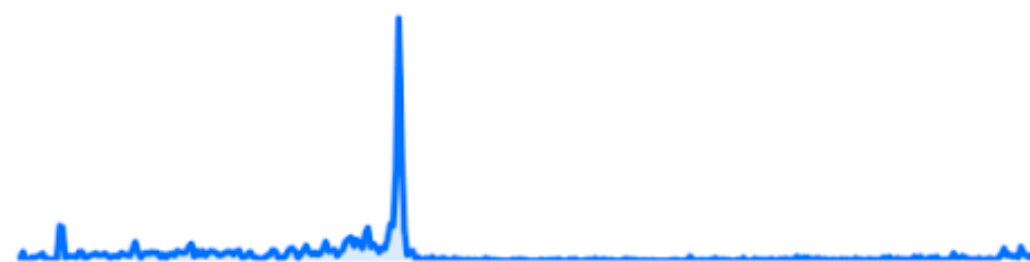
+3555% from last 366 days



## Page Views

12,722

+4459% from last 366 days



## Avg. Pages Per Unique Visit

1.8599

+2560% from last 366 days

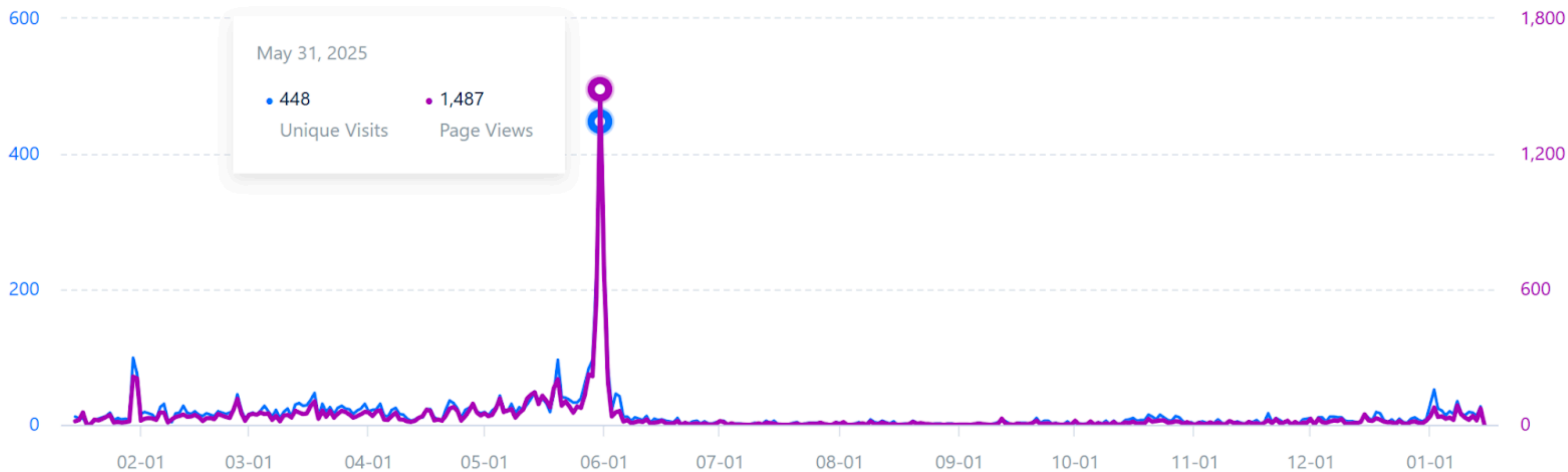




# High Peaks Cup Website Traffic



● Unique Visits ● Page Views





# Empire City Soccer Academy Website Traffic



## High Peaks Cup Website Traffic

Traffic from January 15th, 2025 through January 15th, 2026  
Total of 22,115 page views and 9,088 unique visitors

### Traffic Summary

Export

Daily

January 15, 2025 - January 15, 2026

#### Page Views

22,115



#### Unique Visits

9,088



#### Avg. Pages Per Unique Visit

2.1673





# Empire City Soccer Academy Website Traffic



## Compare your data

Page Views

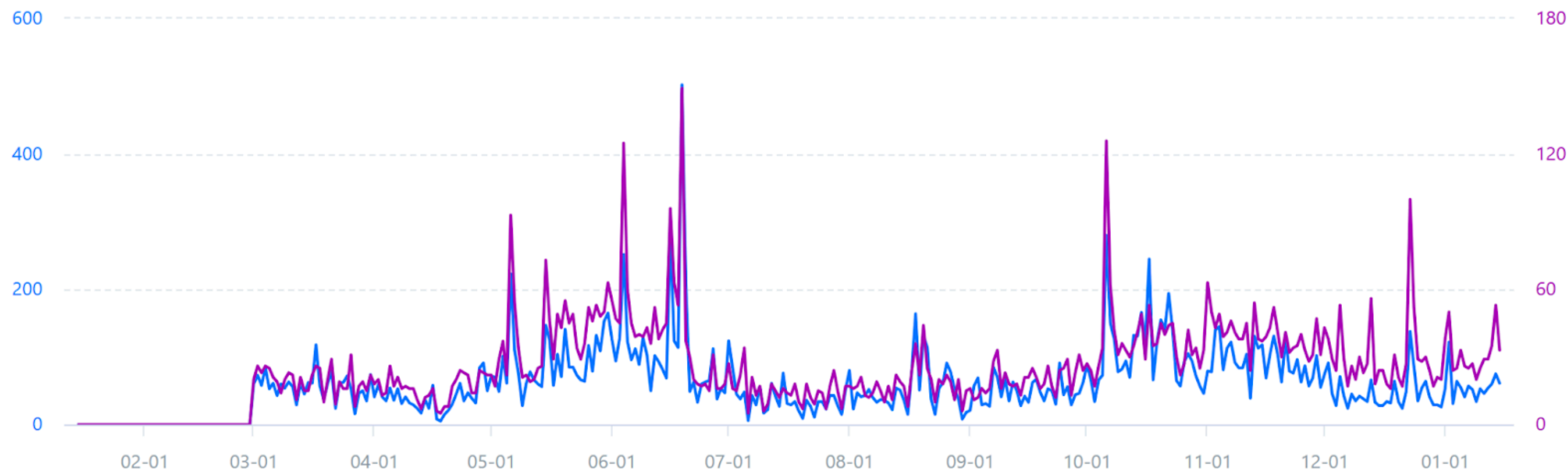


Unique Visits



Include previous period

● Page Views ● Unique Visits





# Sponsorship Program Tier Structure

## PLATINUM SPONSOR – \$2,500



### BENEFITS

Premium visibility for sponsors who want maximum reach.

- TWO, 3' X 6', INDIVIDUAL BANNERS AT TOURNAMENT-ONE AT ENTRANCE/ONE AT HQ
- COUPON/OFFER INCLUDED IN DIGITAL WELCOME PACKET
- ANNOUNCED AS A PLATINUM SPONSOR DURING THE AWARDS CEREMONY
- LOGO INCLUDED ON ALL TOURNAMENT-WIDE PRINTED MATERIALS (MAPS, WAYFINDING SIGNAGE, QR CODE CARDS)
- INCLUSION IN TOURNAMENT-WIDE EMAIL BLAST (60+ TEAMS)
- INDIVIDUAL SOCIAL MEDIA THANK YOU POST
- 3' X 3' BANNER ON A GOAL FACING SPECTATORS
- LOGO ON DIGITAL TOURNAMENT MAP
- LARGEST LOGO PLACEMENT AT THE TOP OF WEBSITE SPONSOR PAGE
- ONE PROMOTIONAL ITEM ALLOWED AT HQ TABLE (CARDS, COUPONS, FLYERS)
- 12" BY 18" YARD SIGN AS FIELD SPONSOR WITH QR CODE



# Sponsorship Program Tier Structure



## **GOLD SPONSOR – \$1,250**

**Strong recognition at the event and across web, social, and onsite spaces.**

### **BENEFITS**

- **ONE, 3' X 6', INDIVIDUAL BANNER AT TOURNAMENT ENTRANCE**
- **INCLUSION IN TOURNAMENT-WIDE EMAIL BLAST (60+ TEAMS)**
- **INDIVIDUAL SOCIAL MEDIA THANK YOU POST**
- **3' X 3' BANNER ON A GOAL FACING SPECTATORS**
- **LOGO ON DIGITAL TOURNAMENT MAP**
- **LOGO ON WEBSITE SPONSOR PAGE**
- **ONE PROMOTIONAL ITEM ALLOWED AT HQ TABLE (CARDS, COUPONS, FLYERS)**
- **12" BY 18" YARD SIGN AS FIELD SPONSOR WITH QR CODE**



# Sponsorship Program Tier Structure



## **SILVER SPONSOR – \$750**

**A balanced option for broad exposure.**

### **BENEFITS**

- **3' X 3' BANNER ON A GOAL FACING SPECTATORS**
- **LOGO ON DIGITAL TOURNAMENT MAP**
- **LOGO ON BANNER BY AWARDS TABLE WITH OTHER SILVER SPONSORS**
- **LOGO ON WEBSITE SPONSOR PAGE**
- **ONE PROMOTIONAL ITEM ALLOWED AT HQ TABLE (CARDS, COUPONS, FLYERS)**
- **12" BY 18" YARD SIGN AS FIELD SPONSOR WITH QR CODE**
- **LISTED IN A SOCIAL MEDIA "SILVER SPONSORS" THANK YOU POST**



# Sponsorship Program Tier Structure



## **BRONZE SPONSOR – \$500**

**A small business friendly sponsor.**

### **BENEFITS**

- LOGO ON WEBSITE SPONSOR PAGE**
- ONE PROMOTIONAL ITEM ALLOWED AT HQ TABLE (CARDS, COUPONS, FLYERS)**
- 12" BY 18" YARD SIGN WITH LOGO PLACED NEAR ENTRANCE**
- LISTED IN A SOCIAL MEDIA “BRONZE SPONSORS” THANK YOU POST**



# Sponsorship Program Tier Structure



## **COMMUNITY PARTNER – \$250**

**Great for local businesses looking to support youth sports.**

### **BENEFITS**

- 12" BY 18" YARD SIGN WITH LOGO PLACED NEAR ENTRANCE**
- LISTED IN A SOCIAL MEDIA “COMMUNITY PARTNERS” THANK YOU POST**



	\$2500 Platinum	\$1250 Gold	\$750 Silver	\$500 Bronze	\$250 Community Sponsor
One 3' X 6' individual banner at tournament entrance	x	x			
One 3' X 6' individual banner at tournament HQ	x				
One 3' X 3' Banner with Logo on a Goal facing spectators	x	x	x		
12" X 18" yard sign with logo placed near entrance				x	x
Largest Logo placement at top of website sponsor page	x				
Individual social media post	x	x			
One promo item allowed at HQ table (Cards, coupons, flyers)	x	x	x	x	
12" X 18" yard sign as field sponsor with QR code	x	x	x		
Logo on digital tournament map	x	x	x		
Inclusion in tournament wide email blast	x	x			
Logo included on all tournament wide printed materials	x				
Logo on website sponsor page		x	x	x	
Group social media post with sponsor level			x	x	x
Announced as platinum sponsor during awards ceremony	x				
Coupon/Offer included in digital welcome packet	x				
Logo on shared banner with other sponsors			x		