

INTERNATIONAL SOCCER FESTIVAL



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Exhibition Overview

"The World's Largest Sport & Music Festival"

Date September 3rd - 9th, 2017



International Friendly Matches

The International Soccer Matches will span over 2 days, September 3rd and 4th, 2017. It will feature teams representing 4 of the following countries:

- Ethiopia (Africa)
- Angola (Africa)
- Jamaica (Caribbean)
- Cuba (Caribbean)



The musicians performing in the music festival will have a direct correlation to the teams in the soccer tournament – resulting in a unique blend of cultures.



Friendly Match Location

The ideal location for the International Soccer friendly matches is the BBVA Compass Stadium due to:

- Strategic Location
- 22,000+ seating capacity
- Great venue to view an event
- Food & beverage vendors



BBVA Compass Stadium will allow for:

- Larger crowds
- Easier Transportation
- More sales (food vendors, merchandise, tickets, etc.)
- Increase in Sponsors/Partners



Prior International Exhibitions

Tickets for the exhibition soccer match between English Premier League teams Chelsea and Manchester City at Busch Stadium on May 23, 2013 sold out within minutes of going on sale at 10 a.m. Tuesday.

“I think if we had a 100,000-seat stadium, we could have sold it out,” said Vicki Bryant, vice president of event services and merchandising for the Cardinals, who is overseeing the event.

Seating capacity for the event, the first match between world class teams in St. Louis in decades, will be about 42,000. “We expected it to sell out, but I don’t think we expected it to sell out in minutes,” Bryant said. “Quite frankly, we’re blown away by the demand. This is the kind of demand you would get for Game 7 of the World Series.”

The screenshot shows the St. Louis Cardinals website with a red header. The main content area features a large banner for an international soccer match. On the left, Chelsea FC players in blue kits are shown celebrating, with the Chelsea crest below them. In the center, the text "vs." is displayed. On the right, Manchester City FC players in light blue kits are shown celebrating, with the Manchester City crest below them. The match details are prominently displayed in the center of the banner.

INTERNATIONAL SOCCER AT BUSCH STADIUM
THURSDAY, MAY 23 @ 7:30 PM

Two of the most storied English Premier League clubs, Chelsea FC and Manchester City, will travel to the United States to play an exhibition match at Busch Stadium on Thursday, May 23rd. This is the first professional, non-baseball sporting event hosted at the new Busch Stadium.



International Exhibitions Attendance

Since Mid-2010, there have been a minimum of 13 International Exhibition Matches held between two International club teams with an average attendance of ~42,000.

Most recently, Chelsea vs. Manchester City played two exhibition games back-to-back in New York City in March.

Date	Stadium	City	Team #1	Team #2	Attendance
7/16/2010	Rogers Centre	Toronto	Manchester United	Celtic	39,193
7/21/2010	Fenway Park	Boston	Celtic	Sporting Lisbon	32,162
7/26/2011	Citi Field	New York City	Juventus	Club America	20,859
8/3/2011	Sun Life Stadium	Miami	Barcelona	Guadalajara	70,080
7/21/2012	Rogers Center	Toronto	Liverpool	Toronto FC	45,000
7/22/2012	Yankee Stadium	New York City	Chelsea	Paris St. German	38,202
7/22/2012	Wrigley Field	Chicago	AS Roma	Zaglebie Lubin	22,181
7/25/2012	Fenway Park	Boston	Liverpool	Roma	37,169
7/28/2012	Sun Life Stadium	Miami	Chelsea	AC Milan	57,748
7/28/2012	M&T Bank Stadium	Baltimore	Tottenham	Liverpool	42,723
8/8/2012	Yankee Stadium	New York City	Real Madrid	AC Milan	49,474
5/23/2013	Busch Stadium	St. Louis	Chelsea	Manchester City	48,263
5/25/2013	Yankee Stadium	New York City	Chelsea	Manchester City	39,462
Average					42,000



International Exhibitions Attendance

Since Mid-2011, there have been a minimum of 12 International Exhibition Matches held between two International countries with an average attendance of ~48,000.

Most recently, USA played Germany at RFK Stadium in Washington DC and drew nearly 48,000.

Date	Stadium	City	Team #1	Team #2	Attendance
6/7/2011	Citi Field	New York City	Greece	Ecuador	39,656
1/25/2012	Reliant Stadium	Houston	Mexico	Venezuela	40,128
2/29/2012	Sun Life Stadium	Miami	Mexico	Colombia	51,615
5/31/2012	Soldier Field	Chicago	Mexico	Bosnia	51,240
6/3/2012	Cowboys Stadium	Arlington	Mexico	Brazil	84,516
8/15/2013	Citi Filed	New York City	Chile	Ecuador	31,901
1/30/2013	Univ. of Phoenix	Glendale	Mexico	Denmark	43,345
4/17/2013	Candlestick Park	San Francisco	Mexico	Peru	46,288
5/31/2013	Reliant Stadium	Houston	Mexico	Nigeria	62,107
6/2/2013	RFK Stadium	Wash DC	USA	Germany	47,359
6/18/2013	Sun Life Stadium	Miami	Spain	Haiti	36,535
6/11/2013	Yankee Stadium	New York City	Spain	Ireland	39,368
Average					48,000



Music Festival and Exhibition Overview

Minute Maid Park – Downtown Houston, Texas

Music Festival and Exhibition (Artist not yet confirmed):

Ziggy Marley, Teddy Afro, Youssour Ndour, Salif K, Baba Mal, Carlos Santana

and many more ...



Ziggy Marley



Carlos Santana



Youssour Ndour

A combination of Sport and Music unlike any in the world

- 2 days, 1 stage, over 20 acts and performances
- Anticipated attendance of 200,000 per day originating from all 50 states



Featured Programs at Minute Maid Park

Oil and Gas Expo



In Africa, the expanding Africa-wide gas and energy game, emerging unconventional ventures in shale and diverse hydrocarbons, the fast-growing class of “Born in Africa” companies, Africa’s state oil firms and foreign national oil companies, leading exploration technologies, geoscience/technical ideas, local content policies and players, with debate and discourse on Africa’s oil and gas future – these elements together now shaping Africa’s vast hydrocarbon game, and with the service and supply industry deploying state-of-art E&P technologies to build the future for the oil/gas/energy industries.



- Acquire insight and knowledge from an outstanding program with top-line speakers
- Negotiate deals, investments and farm-in / farm-out opportunities with corporates and state oil firms
- Discuss ventures with major oil/energy banking institutions, institutional oil-equity investors, project financiers, multilaterals and transaction advisors
- Network with the growing service and supply industry operators found across Africa and America’s oil and gas value chain
- Engage with exhibitor companies and senior executive delegates
- Listen to the top corporate/state decision-makers, leading thinkers, analysts, financiers and policy-makers
- Combine corporate interest with multiple five-star social occasions with peers – in breakfasts, luncheons, dinners, receptions, and after-hours



Featured Programs at Minute Maid Park

Pan African Film and Arts Festival

"Now in it's 25th year the Pan African Film Festival continues to be the largest and most prestigious Black Film festival in the United States. Ranked #3 'Best of' Film Festivals in the US by USA Today in 2015, PAFF sits as the premiere event for film and fine arts throughout the African Diaspora. Screening over 150 films a year, PAFF showcases a broad spectrum of Black creative works from all over the globe, particularly those that reinforce positive images and help to destroy negative stereotypes. PAFF is a 501 (c) (3) non-profit corporation dedicated to promoting cultural and racial tolerance and understanding through the exhibition of film, art and other forms of creative expression. Nowhere else can audiences find this unique opportunity to come together through film and art to explore new worlds, meet new people and acquire new information and ideas, all while having a fun and unique experience that only PAFF can provide."



Featured Programs at Minute Maid Park

PAFF Icon Awards

Pan African Icon Awards Presented by the Pan African Film Festival



- ❑ **PAFF Recognizes Films In These Categories**
 - Best Feature Narrative
 - Best Director - First Feature
 - Best Documentary and Best Short Narrative
 - Programmers
 - Actors - Feature Film



Featured Programs at Minute Maid Park

Pan African Arts Festival

Featuring established and emerging fine artists and quality craftspeople from the U.S. and the world over whose artistic aesthetic is rooted in Africa and its Diaspora present their creative works using oil on canvas, watercolor and pastels, acrylic paper, glass, ceramics, metal, cloth, plastic, wax, wire, leather, stone and more. Artists will present fine art and photography, one-of-a-kind craft art, designer and traditional fashions, jewelry, home decor, fashion accessories. There will be something for every taste and every budget.



International Exhibitors

Exciting placement opportunities will be developed for mobile marketing and exhibitors at the “World’s Largest Sport & Music Festival” – Houston’s most popular summer event.



- ❑ Located in Houston’s Downtown, ISF will have one of the best festival attendances in the nation, providing guaranteed visibility and maximum guest exposure.
- ❑ With an average of 200,000 patrons per day projected to attend, the festival during its 7-day run, ISF will deliver a variety of demographic segments.
- ❑ Sponsors will benefit from public awareness, sampling, demonstrations and lead generating activities.
- ❑ Footprints range in size starting from 100 square feet and are available all 7 days of the festival.



What Sets Us Apart?

- ✓ World-class festival and soccer complex
- ✓ Elite competition from 4 International teams
- ✓ Relationships with local, national and international sponsors, hotels and airlines
- ✓ Partnerships with Minute Maid Park/Pan African Film Festival/ City of Houston Officials and the Houston Business Community
- ✓ Access to international soccer teams and entertainers
- ✓ Affiliation with regional, national and international media outlets
- ✓ Successful leadership and direction under ISF and The Pan African Film Festival



Marketing Strategy



Sales & Marketing

The following exhibits the Sales and Marketing Strategy both Internationally and Domestically. The management team has extensive experience in all aspects of the Sales and Marketing Strategy displayed below.

Marketing Strategy

- Website Description & Design
- EDM Campaigns
- Microsite Promotions
- Online Partnership/Sponsorship
- Strategy on Social Networking Sites (ie Facebook)
- Strategy on Microblogging and Blogging Sites (ie Twitter, WordPress)
- Strategy on Geomarketing / Geolocation services (ie Foursquare)
- Strategy for online and offline video and broadcasting services/channels (ie Fox Sports,ETV,YouTube)
- Mobile Marketing and/or Advertising Promotions and Strategy
- Mobile Applications, Widgets and Websites (ie iPhone apps)
- Television and Print Media
- Other Online Strategies

Sales Strategy

- Marketing (Audience development strategies)
- Promotions (Brand development)
- Customer relationship management



Web & Phone Application Marketing

Establish first-class website for the following:

- ❑ Online Ticket Purchasing
- ❑ Festival/International Soccer Match Rules & Ticket Prices
- ❑ Scheduling/Standings
- ❑ Maps/GPS
- ❑ Sponsorship and Vendor Packages
- ❑ Transportation
- ❑ Hotel Accommodations

Establish easily accessible phone application. All spectators and fans inside Minute Maid Park and BBVA Compass Stadium will be able to access the following:

- ❑ Showtimes
- ❑ Performers
- ❑ Scheduling/Standings
- ❑ Transportation Options
- ❑ Sponsors



Competitive Advantage

Competitive Advantages Yield Ability To Differentially Create Value

Management Capability And Track Record

- 50+ Years of Combined Experience Across All Disciplines
- Dedication to grow and foster event on an annual basis
- Unique access to performers, soccer teams, sponsors, etc.

International Exposure

- The ISF will be one of the only Soccer Festivals in the U.S. to incorporate a diverse mixture of culture
- The mixture will attract spectators from all over the continental U.S. and the World
- The nature of the tournament will attract national and international media coverage
- The tournament is being hosted at the ideal time, three years after the 2014 Houston IFest

Ideal Location in the South

- Houston is ideal based on its location in the South and being known as a city with festivals
- The event will cater to the very large the local and national immigrant community to celebrate their community's rich cultural heritage



ISF Team and Associates

Event Director:

Mr. Corey Mason

Tel: 1 (832) 390-2247 | Cellular: 1 (732) 927-3936

Email: cmason@international-soccer-festival.com

President of The Pan African Film Festival:

Mr. Ayuko Babu

Tel: 1 (310) 337-4737

Website: www.paff.org

Email: babu@paff.org

Houston Astros/Minute Maid Park:

Mrs. Emily Bomar

Tel: 1 (713) 259-8950

Email: ebomar@astros.com

BBVA Compass Stadium:

Mr. Duane Scott

Tel: 1 (832) 390-2247

Email: duscott@bbvacompasstadium.com

President of The Ethiopian Community Organization:

Mrs. Beylanesh

Tel: 1 (832) 573-3699

Email: bandarge@yahoo.com

President of Casa de Angola Houston:

Mr. Adilison Puna

Tel: 1 (814) 769-1449

Email: apuna@international-soccer-festival.com

Community Liaison Coordinator:

Mr. Andrew Omondi

Tel: 1 (832) 390-2247 | Cellular: 1 (251) 382-4138

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Director of Sponsorship:

Ms. Ximena Alvarado

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Director of Public Relations:

Mrs. Sharisse Scineaux

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Assistant Event Coordinator:

Ms. Tonya Hollis

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Legal:

Mr. Martin Greenberg

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ISF/PAFF Fundraiser November 20th, 2016



BEYONCÉ





LARENZ TATE



MORRIS CHESTNUT



BILL DUKE



TAYE DIGGS



BLACK TIE *Celebrity* GALA & FUNDRAISER

PRESENTED BY



*All celebrity personalities have been contacted and are negotiating appearance fee with ISF.

The Black-Tie Gala Fundraiser, in which major International and National sports figures, prominent community leaders and major celebrities would be involved consists of a reception/cocktails, dinner, a keynote address from the Mayor of Houston, the Honorable Sylvester Turner, live entertainment and a meet and greet session. Corporate tables and a limited number of VIP tables would vary according to the level of sponsorship.

Promotion of the event would include television, internet, social media, radio and newsprint advertisement through our public relations team and local community organizations to showcase your participation and support of this Gala.

A percentage of the proceeds will benefit the NPO projects of the Pan African Film Festival, the Ethiopian Community Organization of Houston and Casa de Angola –Houston, all 5013c entities.

Participation by our invited guests in this event is the key to the overall success of the International Soccer Festival in 2017. As a comprehensive international event, this will be the most successful and high-impact cultural exhibition in the United States. We believe that you can help make this event a major success.

If you need any additional information or questions answered, please contact and ISF sponsorship representative at (832) 390-2247

Thank you in advance for your consideration and support.

Sincerely,

*Corey Mason
Event Director, International Soccer Festival, Inc.*



Premium and Standard Sponsorship Packages

Premium Packages

The Premium sponsorship packages integrate Principal, Diamond, Titanium, and Platinum levels, offering sponsors an array of opportunities to maximize their presence at this flagship industry event. Each Premium level provides a set of core benefits plus additional benefits of its own.

Core Benefits

- Company logo listed on the sponsors page in the Gala Program and the 2017 ISF Event Program
- Company logo on sponsor recognition boards displayed throughout the Gala and the 2017 ISF Event venues in high-traffic areas
- Company logo on the venue screens between sessions at the 2017 ISF Event
- Company logo on all materials both print and digital ads for both the Gala and 2017 ISF Event
- Company logo and link on the ISF website



Principal Sponsor

Sponsorship Total: USD 250,000 | Limited Number of Packages Available

Package includes Core Benefits listed above plus:

- One (1) 100-word corporate profile featured on the sponsors page of the website
- One (1) 100-word corporate profile in the Gala Program and 2017 ISF Event Program
- Ten (10) complimentary Gala registrations
- One (1) delegate bag insertion, if desired (material to be provided by sponsor)
- Company logo featured on the stage backdrop during the Gala Opening Ceremony, Red Carpet Session, and Photo Session
- Company logo featured in the VIP section (Lounge)
- Company logo on Gala and 2017 ISF Event advertisements, where space and size permit
- Company logo on press invitations
- Company logo on ISF 2017 Event registration form, exhibit application form, and sponsorship contract
- Company logo on ISF 2017 Event emails to potential delegates, where practical
- Acknowledgement in press releases for the event
- Special reserved table with ten (10) complimentary tickets for the Gala and 2017 ISF Event
- Verbal acknowledgement by the Invited Celebrity host, ISF and PAFF (Pan African Film Festival) Chairman during the Opening Ceremony at the Gala and ISF 2017 Event Reception and Awards Banquet, and Closing Session



Diamond Sponsor

Sponsorship Total: USD 100,000 | Packages Available: 10

Package includes Core Benefits plus:

- One 100-word corporate profile featured on the sponsors page of the website
- One 100-word corporate profile in the Gala and ISF 2017 Event Program
- 10 complimentary Gala and ISF 2017 Event registrations
- One full-page (A size) color advertisement in the Gala Preview
- Acknowledgement in press releases for the event
- Special reserved table with 10 complimentary tickets for the Gala and the ISF 2017 Reception and Awards Banquet

Titanium Sponsor

Sponsorship Total: USD 50,000 | Packages Available: 10

Package includes Core Benefits plus:

- One 100-word corporate profile in the Gala and ISF 2017 Event Program
- 10 complimentary Gala and ISF 2017 Event registrations
- Acknowledgement in press releases for the event
- Special reserved table with 10 complimentary tickets for the Gala and the ISF 2017 Reception and Awards Banquet



Platinum Sponsor

Sponsorship Total: USD 25,000 | Packages Available: Multiple
Package includes Core Benefits plus:

- 10 complimentary Gala registrations
- Acknowledgement in press releases for the event
- 6 complimentary tickets for the ISF 2017 Reception and Awards Banquet

Standard Packages

The Standard sponsorship packages include Gold, Silver, and Bronze levels, offering sponsors a diversity of prospects to show industry support and affiliation at this flagship event.

Each standard level provides a set of core benefits, plus additional benefits of its own.

Core Benefits

- Company logo listed on the sponsors page in the Gala and ISF 2017 Event Program
- Company logo on sponsor recognition boards displayed throughout the Gala and ISF 2017 Event venues in high-traffic areas
- Company logo on the venue screens between sessions at the 2017 ISF Event
- Company logo on all materials both print and digital ads for both the Gala and 2017 ISF Event
- Company logo and link on the ISF website



Gold Sponsor

Sponsorship Total: USD 15,000 | Packages Available: Multiple

Package includes Core Benefits plus:

- 6 complimentary Gala registrations
- 8 complimentary tickets for the ISF 2017 Reception and Awards Banquet

Silver Sponsor

Sponsorship Total: USD 10,000 | Packages Available: Multiple

Package includes Core Benefits plus:

- 4 complimentary Gala registrations
- 6 complimentary tickets for the ISF 2017 Reception and Awards Banquet

Bronze Sponsor

Sponsorship Total: USD 5,000 | Packages Available: Multiple

Package includes Core Benefits plus:

- 2 complimentary Gala registrations
- 2 complimentary tickets for the ISF 2017 Reception and Awards Banquet

Contact the ISF sales representative to discuss sponsorship and advertising opportunities.

