

PACIFIC RIM CUP

PARTNERSHIP BENEFITS SHEETS





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THE VISION



THE VISION

Long term To be the biggest sports property in the Pacific Rim region.

Mid term To be the best entertainment option for families and friends to gather and have an unforgettable experience.

Short term To help businesses and organizations from both sides of the Pacific Ocean to grow with us and be able to inspire and impact people's lives and benefit the community through our projects in a market that is young, untapped and the last market in soccer world.



EVENT FIGURES / PROJECTED GROWTH



EVENT FIGURES

As a recap, combining 2018 and 2019, PRC event has had the following impact:

Economic Impact : 1.5 million USD in 2018 and 2.1 million USD in 2019, including marketing impact and creation of jobs, among others.

Online viewers : more than 150k viewers in 18 different countries. (21:09 average video minutes watched per user)

Following in social media : more than 4.5k followers and 800k impressions.

Sponsors involved : Under Armour (US and Japan), ANA (All Nippon Airlines), Outrigger Hotels and Asian Pacific University, among others.

Community impact : more than 30 nonprofit organizations involved in fundraising initiatives, soccer clinics with more than 250 kids and professional players, donations, etc.

**#1/
3.5
billion**

Estimated fans and soccer is the most popular sport in the world w/ using 15 different criteria. (Source: Sports Show)

#1

Participating sport in the world and in the US
- 265 million people in the world
- 24.4 million people in the US
(Source : NBC News)

#2

Participating sport in Japan
- 889,956 people in Japan
(Source : JFA)

**26.5
million**

US TV viewers of the 2014 World Cup Final between Germany and Argentina
—more than watched the Rose Bowl (24.04 million), the NCAA men's college basketball championship (23.99 million) or the Winter Olympics closing ceremony (21.4 million).
(Source: The Washington Post).

**1.1
billion**

Global TV viewers of the 2018 FIFA World Cup Final between France and Croatia. (Source: FIFA)

**60.7
million**

People all over the world watched the FIFA Women's World Cup final in 2015.
25.4M americans watched and 11.6M from Japan did as well. (Source: FIFA)

#2

most popular TV sport among those 18-34 years old

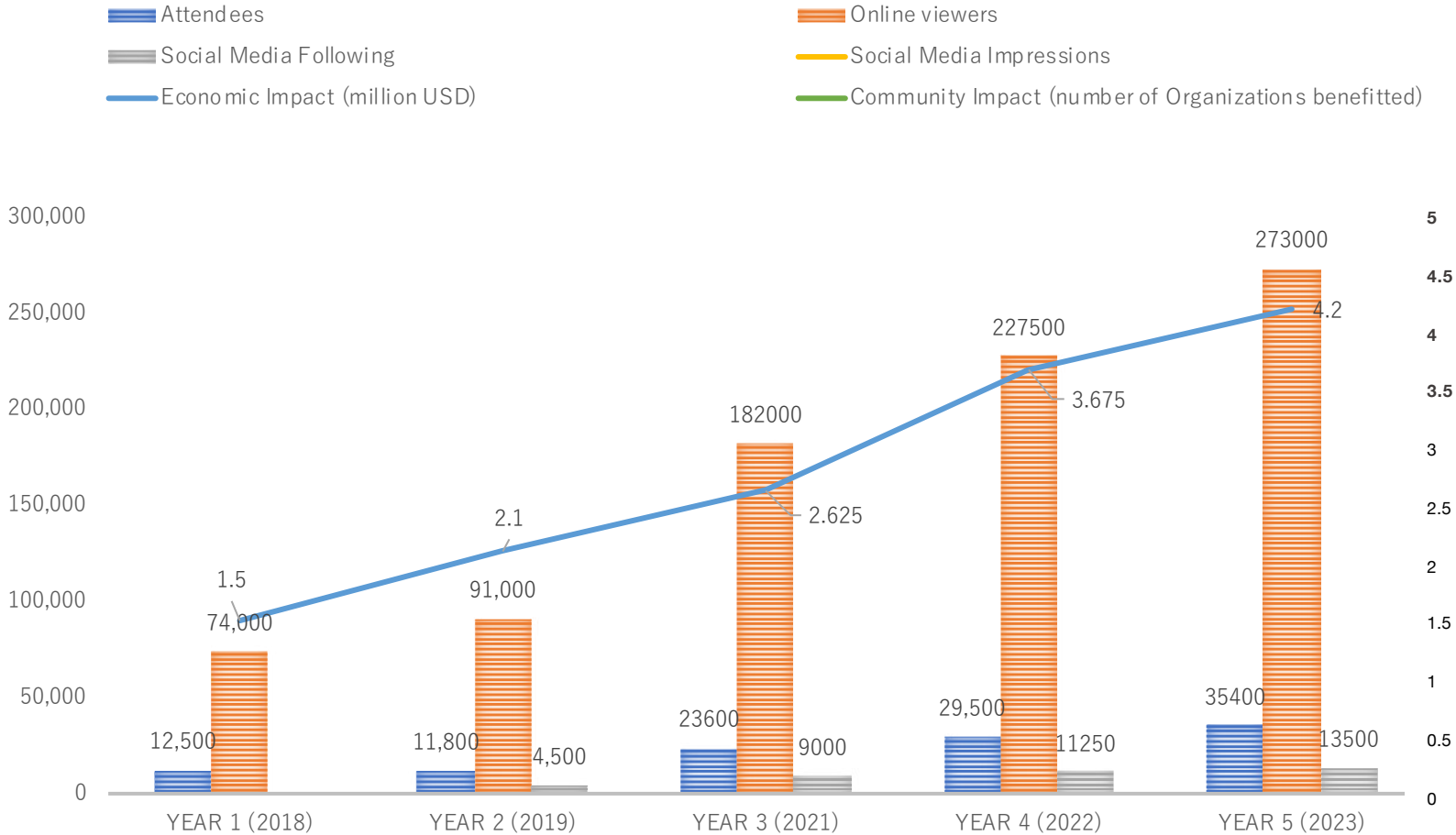
#3

most popular TV sport for 35-54 years old.
(Source : Gallup Poll)



USA, Canada and Mexico will host the 2026 FIFA World Cup, which could generate more than \$5 billion in economic activity, including supporting 40,000 jobs and more than \$1 billion in incremental worker earnings across North America (Source: The Boston Consulting Group (BCG)).

PROJECTED GROWTH – 5 YEARS PLAN



HISTORY



PAN PACIFIC & HAWAIIAN ISLANDS INVITATIONAL

Clubs from Asia, North and Central America the Caribbean, and Oceania have been part of these tournaments

Pan-Pacific Championship 2008 Champion: Gamba Osaka

Total
Attendance
38,215
(2-Days)



Clubs

-  Gamba Osaka (2008 Asian Champion)
-  LA Galaxy (2007 SuperLiga Runner Up)
-  Houston Dynamo (2007 MLS Champion)
-  Sydney FC (2006 A-League Champion)

Pan-Pacific Championship 2009 Champion: Swong Blue Wings



Clubs





-  Oita Trinita (200 J.League Cup Champion)
-  LA Galaxy
-  Swong Blue Wings
-  Shandong Luneng Taishan F.C.

Hawaiian Islands Invitational 2012 Champion: Busan I'Park

Total
Attendance
38,215
(2-Days)



Clubs

-  Yokohama FC
-  Colorado Rapids
-  Melbourne FC
-  Busan I'Park

PACIFIC RIM CUP 2018 & 2019

2018

Name	: Pacific Rim Cup 2018 powered by Under Armour
Promoter	: Blue United Corporation (USA)
Broadcast	: Ariake Broad Casting (OTT) / Total Views 69,634
Format	: Knock Out Format – 4 clubs
Dates	: Feb. 8, 2018 (Thu) Semi-Finals 2 Games Feb. 10, 2018 (Sat) 3rd Place/Final 2 Games
Venue	: Aloha Stadium - Capacity 50,000
Champion	: Hokkaido Consadole Sapporo
Events	: Keiki Free Soccer clinic



Hokkaido Consadole Sapporo



Iwaki FC



Vancouver Whitecaps FC



Columbus Crew SC

2019

Name	: Pacific Rim Cup 2019 powered by Under Armour
Promoter	: Blue United Corporation (USA)
Broadcast	: Ariake Broad Casting (OTT) / Total Views 91,600
Format	: Knock Out Format – 4 clubs
Dates	: Feb. 8, 2019 (Fri) Semi-Finals 2 Games Feb. 10, 2019 (Sun) 3rd Place/Final 2 Games
Venue	: Aloha Stadium - Capacity 50,000
Champion	: V-Varen Nagasaki
Events	: Keiki Free Soccer clinic & Hawaii All Stars vs. Fukushima Prefecture U-17 Selection Game



V-Varen Nagasaki



Iwaki FC



Vancouver Whitecaps FC



Real Salt Lake

SPONSOR (2018 & 2019)

TITLE SPONSOR

UNDER ARMOUR

SPONSOR



Local Partner



Partner

ticketmaster

PACIFIC RIM CUP 2021

2021

Name : Pacific Rim Cup 2021
Promoter : Blue United Corporation (USA)
Broadcast : TBD
Format : 4 games- 4 clubs (2 games played by each club)
Dates : End of January - Beginning of February
 (2 days - TBD)
Venue : Aloha Stadium - Capacity 50,000 (TBD)

Events : Keiki free soccer clinic
 : Hawaii All Stars vs Military Game
 : Ukulele concert (TBD)
 : Hula performance (TBD)
Attendance : 12,000-17,000 people (total expected)

Projected Economic Impact

\$2.6
Million
USD



CLUB A



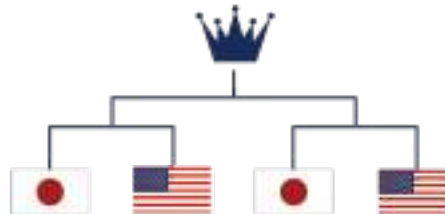
PACIFIC RIM CUP



CLUB C



CLUB B



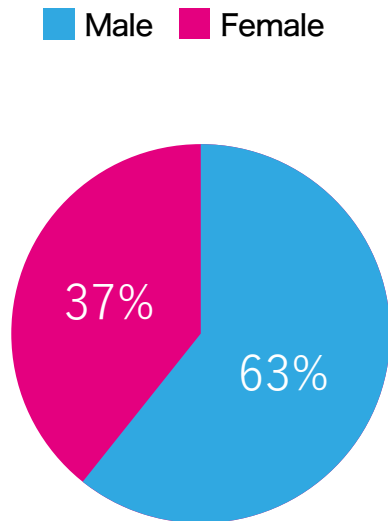
CLUB D

FAN PROFILE / GLOBAL VIEWERSHIP



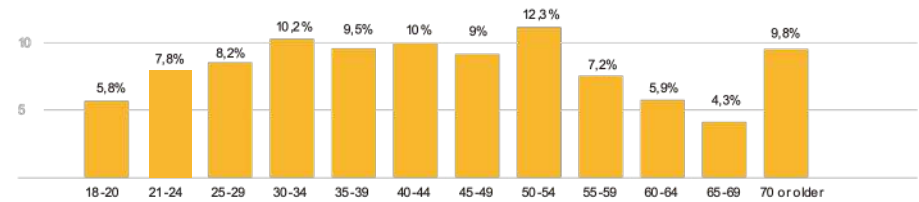
FAN PROFILE - MLS

Gender

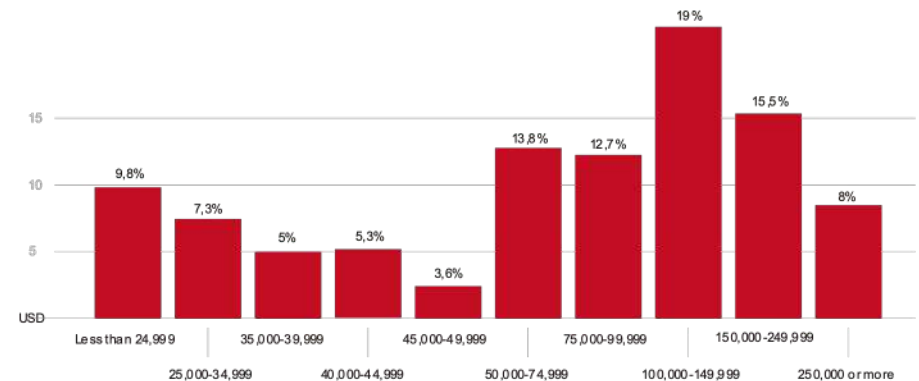


Fan profile is:
37% male | 63% Female
Composed by a diverse audience (people from different ages)
And with 55% of them generating at least 75,000 USD as household income

Age



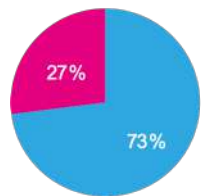
Household income



FAN PROFILE - PACIFIC RIM CUP SNS

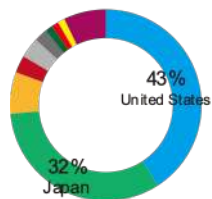


1,334 followers / 182,618 impressions



Gender

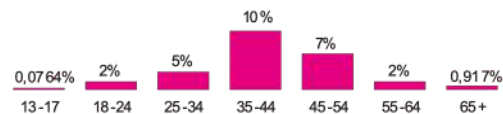
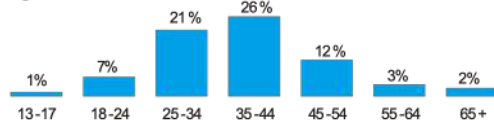
Male Female



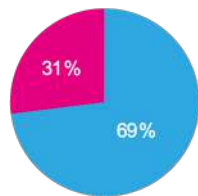
Country

Spain(7%)
Canada(3%)
Thailand(3%)
Cambodia(1%)
Singapore(1%)
Brazil(1%)
Morocco(1%)
Other (9%)

Age

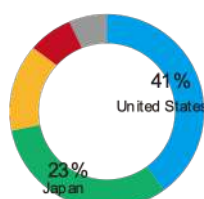


2,703 followers / 312,746 impressions



Gender

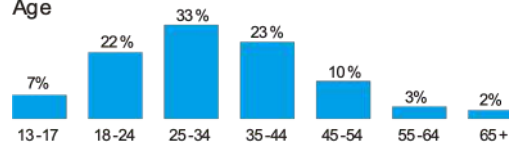
Male Female



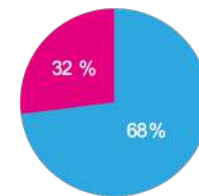
Country

Canada(5%)
Brazil(2%)
Nigeria(1%)

Age

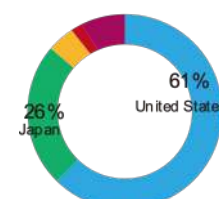


324 followers / 294,464 impressions



Gender

Male Female

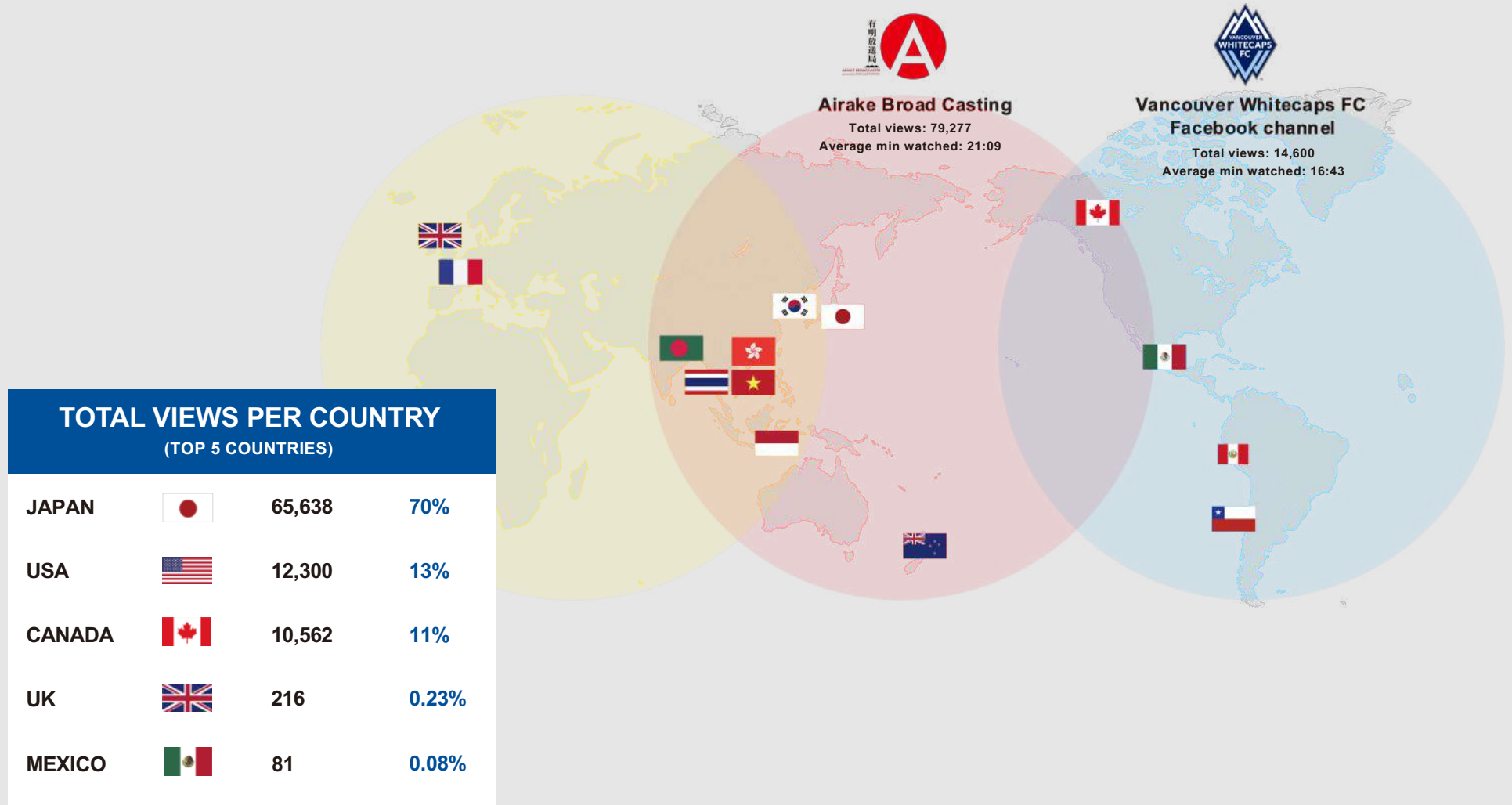


Country

Canada(4%)
Italy(1%)
Rest of country(8%)

GLOBAL VIEWERSHIP

+91K online streaming viewers in 18 countries (4 games combined) - 2019
21:09 average video minutes watched per user



NETWORKING



VIP PARTY

Over 100 people attended to the event from a wide range of fields, including sponsors, teams, league officials and executives from local businesses and schools.



- ◆ Aloha Stadium
- ◆ Aloha Stadium Authority
- ◆ ANA Holdings
- ◆ BLUE UNITED Corporation
- ◆ City and County of Honolulu
- ◆ Consulate General of Japan in Honolulu
- ◆ DOME Corporation
- ◆ Engate, Inc
- ◆ Enterprise Rent-A-Car

- ◆ ESPN 1420
- ◆ Farrington High School
- ◆ First Penguin
- ◆ Honolulu Club
- ◆ Honolulu Star-Advertiser
- ◆ Hawaii Tourism Authority
- ◆ HVCB
- ◆ HYSA
- ◆ iHeartMedia

- ◆ Iwaki FC
- ◆ Japanet Holdings Co.,Ltd.
- ◆ JPG Hawaii
- ◆ KFVE TV
- ◆ Ma'ema'e Elementary School
- ◆ Insurance Advantage, LLC
- ◆ Menhune Water
- ◆ Outrigger
- ◆ Pepsi Beverages Company

- ◆ Polynesian Hospitality
- ◆ Real Salt Lake
- ◆ Sun Noodle
- ◆ The Orchid Lei Company
- ◆ Turtle Bay Resprt
- ◆ Vancouver Whitecaps FC
- ◆ V-Varen Nagasaki

CUSTOM PARTNERSHIPS



CUSTOM PARTNERSHIPS

PRC offers something unique that other events rarely do which is to customize a package according to your needs.

Every single partnership is customized to help achieve partner goals.

We will work together to design unique and innovative programs that highlight your brand and achieve your business objectives.

PACIFIC RIM CUP 2021 PARTNERSHIP BENEFITS

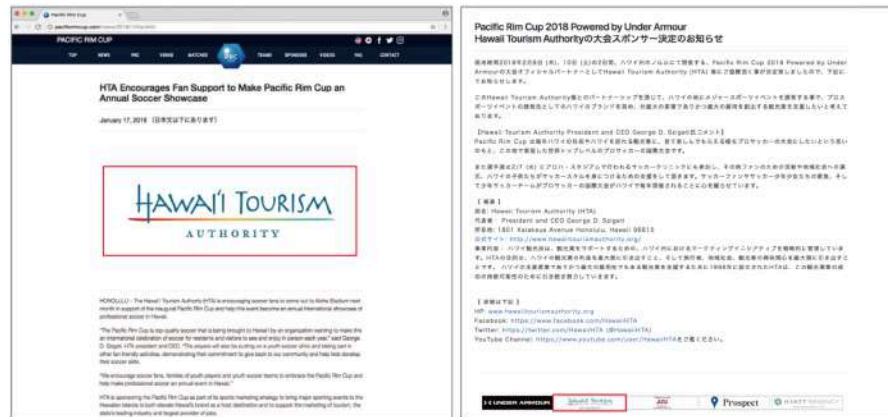
Pacific Rim Cup 2021 Sponsor Rights
(for all 4 pro games + Hawaii All-Star / Military game + Kids soccer clinic)

1	Tournament Partner Designation	5	Integration in PRC Soccer Clinic
2	Logo Exposure on All Local Advertising	6	On-site Activation
3	Tournament Official Backdrop	7	5 Official Balls signed by the teams
4	Official Website / SNS		

Tournament Partner Designation

Official Partner of the Tournament

Right to exclusively use the tournament name in communication of the brand globally with sponsor's category exclusively



Logo Exposure on All Local Advertising

Sponsor Logo to be incorporated in all local advertising

POSTER / FLYER

PROFESSIONAL SOCCER IN 2019 PARADISE

Tickets Only \$20!

PACIFIC RIM CUP

4 PROFESSIONAL SOCCER GAMES

Friday, February 8, 2019

KICK OFF 5:30 PM Real Salt Lake VS Iwaki FC
KICK OFF 8:15 PM V-Varen Nagasaki VS Vancouver Whitecaps FC

Sunday, February 10, 2019

KICK OFF 2:30 PM Third place Match
KICK OFF 5:15 PM The Final Match

2 DAY Package Ticket	1DAY Ticket	1DAY Ticket
General Admission Seat	General Admission Seat	Youth / Seniors
\$30	\$20	\$15

■ TicketMaster ■ Aloha Stadium Box Office **ticketmaster** For more information **pacificrimcup.com**

Hawaii All-Star Game

Sunday, February 10

KICK OFF 11:00am

AT Aloha Stadium

For more information **pacificrimcup.com**

Hawaiian All-Star

Engate **First Penguin Inc.**

NEWSPAPER

4 PROFESSIONAL SOCCER GAMES

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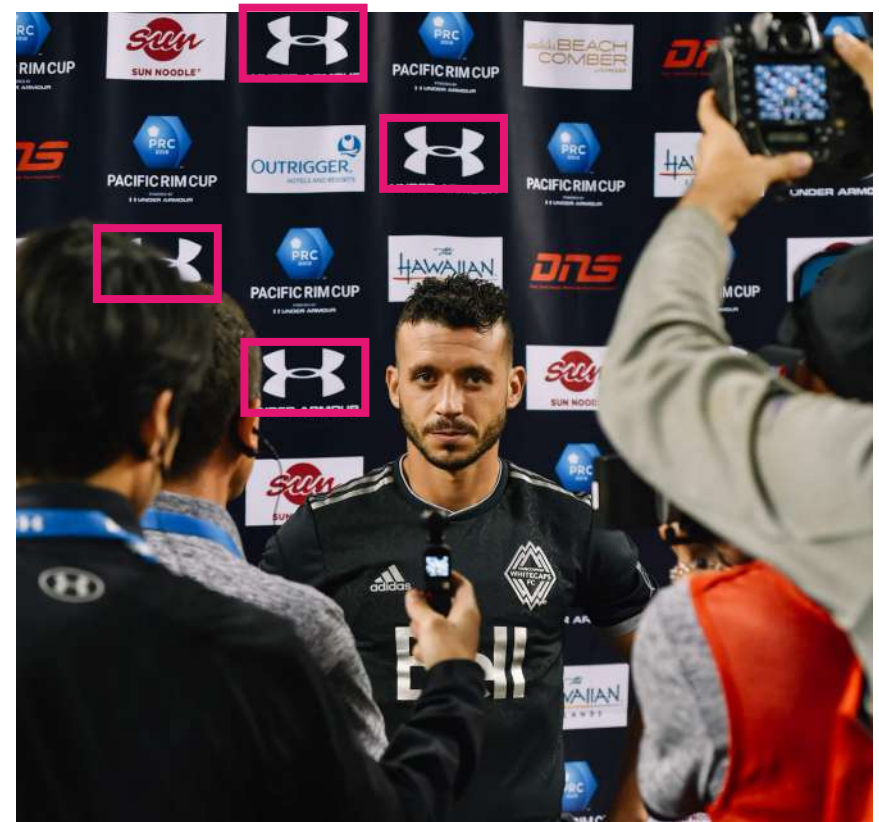
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General Admission Seat	General Admission Seat	Youth / Seniors
\$30	\$20	\$15

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Engate **First Penguin Inc.**

Tournament Official Backdrop

Sponsor/Brand logo in the tournament official backdrop



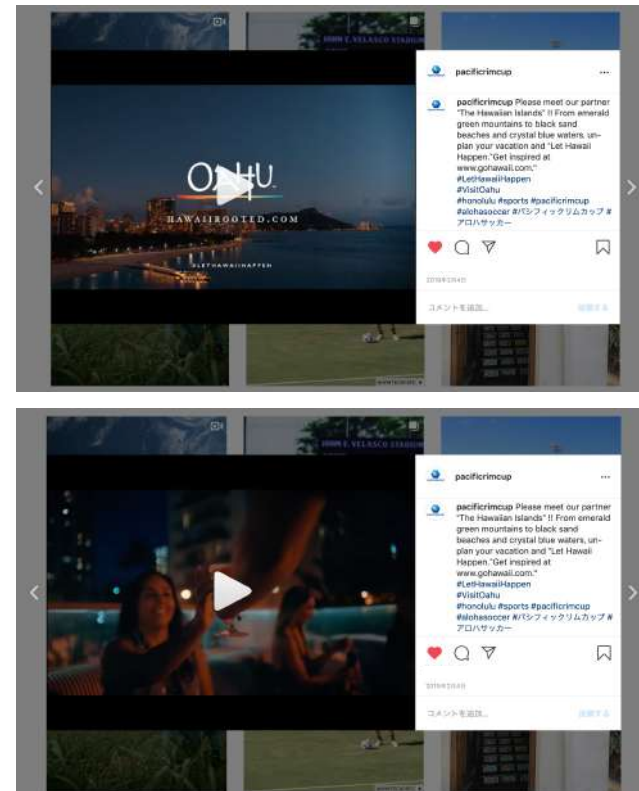
Official Website/SNS

Rights to have your logo exposure on Pacific Rim Cup official website and SNS

PRC Website



PRC SNS



Integration in PRC Soccer Clinic

Sponsor activation to be integrated in PRC Soccer Clinic at Aloha Stadium



On-site Activation

Rights to set up product exhibit/sampling area inside the stadium concourse



5 Official Balls signed by the teams



PREMIUM OPPORTUNITIES*

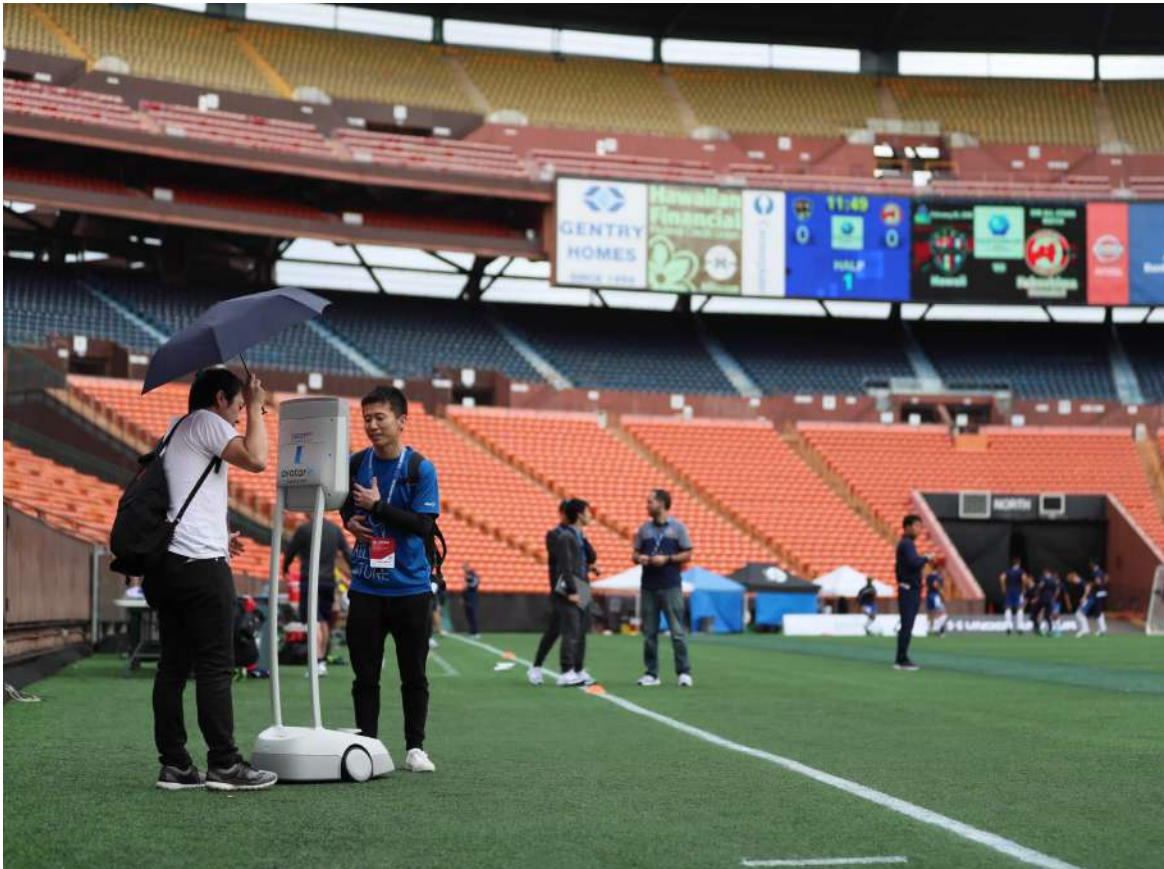
1	Special On-site Activation	6	Experiences for clients and employees
2	Kids Soccer Clinic Title Sponsor	7	National Anthem and Hawaii Anthem Title Sponsor
3	Hawaii All-Star / Military Game Title Sponsor	8	VIP party Title Sponsor
4	Official Ball Title Sponsor	9	In Stadium Promotion - Jumbotron
5	Invitation to Networking events and VIP Party	10	VIP Hospitality

*The price for these items is additional and a special package can be designed upon request.

Special On-site Activation

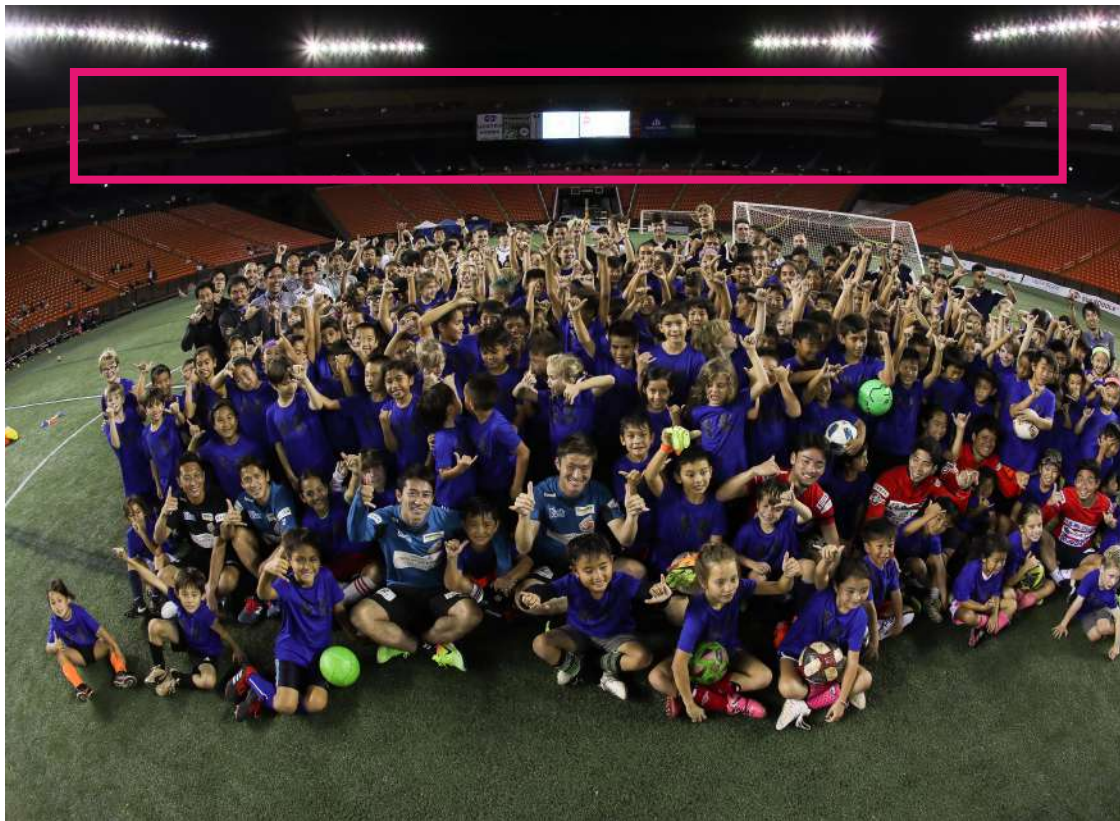
- Inclusion of your company's name on the activation
- Inclusion of your branding in the activation
- Opportunity for data capture of PRC fans

Rights to set up product exhibit/sampling area inside the stadium concourse*



Kids Soccer Clinic Title Sponsor

Sponsor activation to be integrated in PRC Soccer Clinic at Aloha Stadium



Hawaii All-Star Game / Military Game Title Sponsor

- Team A - Jersey sponsor
- Team B - Jersey sponsor



Official Ball Title Sponsor

PACIFIC RIM CUP 2019 UNVEILS OFFICIAL UNDER ARMOUR MATCHBALL: DESAFIO LANAKILA

February 3, 2019



“Your Company”



5 Invitation to Networking events and VIP Party



Experiences for clients and employees

We can create tailored experiences for your clients, partners and employees.

Some examples are: Stadium tour, meet and greet w/ players, play a game at the stadium like you are a professional player.



National Anthem and Hawaii Anthem Title Sponsor

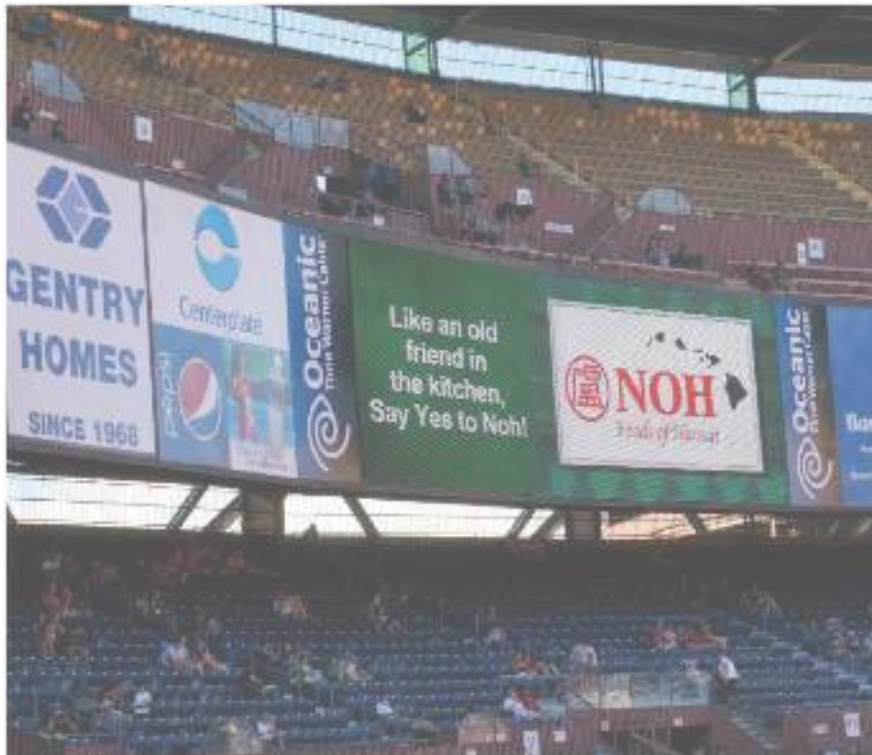


VIP party Title Sponsor



In Stadium Promotion – Jumbotron (TBD)

OO seconds x 3 times/match 2times pre-match, 1 time/half time



VIP Hospitality

3 seats in VIP Hospitality suite at Aloha Stadium for Sponsor and its guests on game day - with food and drinks (limited number of suites)

Category 1 Tickets – 50/event day

General Admission Tickets – 200/event day



PRC 2019 Activation Case Studies





Activation is Key

- Return on objectives: ROO
 - 10 objectives
 1. Awareness
 2. Branding
 3. Differentiate your brand from others
 4. CSR
 5. Positive impact towards decision makers
 6. Media Value
 7. Increase Sales
 8. Category exclusivity
 9. Hospitality – clients, employees
 10. Unique rights – Title sponsor, naming rights
 - ROO is measured by:
 - Objectives – select which objectives you want to achieve and mutually agreed
 - KPI – set before the event and mutually agreed
 - Metrics – set before the event and mutually agreed. Used to measure the KPI throughout the event and campaign

Dome Corporation CASE STUDY

Awareness

Branding

Differentiate

CSR

Positive
Impact

Media Value

Increase
Sales

Exclusivity

Hospitality

Unique

- Objectives:

- UNIQUE/CATEGORY EXCLUSIVE:** To position its brand in the soccer community
 - Under Armour was the Title Sponsor for PRC and was exposed in all official activities
- UNIQUE:** To provide a competitive international platform for Iwaki FC
 - Iwaki FC was invited to PRC as one of the 4 participants
- UNIQUE:** To expand contents for its broadcasting arm Ariake Broadcasting
 - PRC was streamed exclusively on Ariake Broadcasting
- HOSPITALITY/POSITIVE IMPACT:** To build a strong relationship with the local businesses such as University of Hawaii
 - Invited key personnel to both the PRC VIP Party, and to the VIP suites during the game
- UNIQUE:** To obtain experience in managing an international event
 - Dome Corporation staff joined forces with BLU to run the event
- MEDIA VALUE:** To obtain experience in managing an international event
 - Official website, SNS, In-Stadium Media



ANA CASE STUDY

Awareness

Branding

Differentiate

CSR

Positive Impact

Media Value

Increase Sales

Exclusivity

Hospitality

Unique

Objectives:

- **AWARENESS/BRANDING:** To introduce its new technology – Avatar – in a way that normally a professional soccer event would not allow.
 - ANA Avatar robot was treated as one of the players during the Hawaii All Star Game
 - ANA Avatar traveled with the team on the bus, in the locker room, on the pitch during warmups and sat on the bench during the game
 - Players who were not selected to the All-Star Team and stayed in Fukushima was able to see, move the robot, and communicate through the Avatar



Sun Noodle CASE STUDY

Awareness

Branding

Differentiate

CSR

Positive
Impact

Media Value

Increase
Sales

Exclusivity

Hospitality

Unique

- Objectives:

- CSR:** Give back to the community through soccer (creation of the All-Star Game)
 - Sun Noodle became the Hawaii All Star Team jersey front sponsor supporting the local community's team
 - HOSPITALITY/CATEGORY EXCLUSIVE:** Host its employees, clients, friends and families at the stadium (Hospitality rights, autographed items, etc)
 - MEDIA VALUE:** Official website, SNS, In-Stadium Media



Asia Pacific University Case Study

Awareness

Branding

Differentiate

CSR

Positive Impact

Media Value

Increase Sales

Exclusivity

Hospitality

Unique

- Objectives:

- INCREASE SALES/CATEGORY**

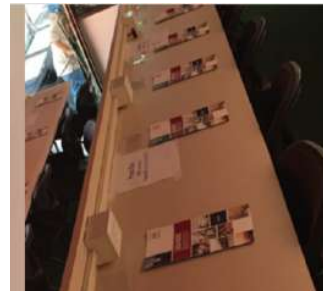
EXCLUSIVE: Connect with the local high schools to recruit students to APU

- Hospitality benefits, suite, tickets, Networking at the party, etc
 - Special internship program for APU students to learn about organization of mega events through PRC

- AWARENESS:** Promote APU throughout the tournament

- Sampling tent at the stadium, SNS, brochure handout in the media box

- MEDIA VALUE:** Official website, SNS, In-Stadium Media



IMPACT IN THE LOCAL COMMUNITY



IMPACT IN THE LOCAL COMMUNITY

1

2.1 million USD Economic Impact. This includes: creation of jobs, money spent in local businesses, investment in facilities and marketing value given to Hawaii and its local businesses



2

Free of charge soccer clinic for kids with pro players - more than 230 kids enrolled in 2019 and it was sold out in 20 min!



3

Fundraising initiatives for local non profits (mainly soccer clubs) - Local organizations were able to raise around 20,000 USD for themselves thanks to PRC.



4

Investment on local grass fields to improve its quality - PRC invested in Radford High School and University of Hawaii to help improve the quality of the grass fields and bring them to professional standards. Kids and students benefit now from that improvement.



5

Local youth is able to participate in the event by joining the soccer clinic, or being a escort/flag/ball kid during the event. Kids were also able to participate in a youth parade at Aloha Stadium during the games.



IMPACT IN THE LOCAL COMMUNITY

6

Donation of tickets to families in needs. PRC donated tickets to the village composed by families in needs “Kahauki Village” and secured a bus donated by the City and County of Honolulu and JTB for these families to attend to the games.



7

Donation of materials and equipment to the following organizations:

- Radford High School • Roosevelt High School • Farrington High School
- Ma’e Ma’e Elementary School • The First Tee Hawai’i



8

Creation of Hawaii All Star Game, as a way to honor the over 18 soccer players in Hawaii.

In 2019, PRC produced a game of the Hawaii All Star Players vs the Fukushima Prefecture Selection.



9

Local organizations to be part of the National Anthem Ceremony. In this case, PRC invited Kamehameha School’s singers to perform the Anthems.





PACIFIC RIM CUP

