

CHALLENGER
SPORTS™

CONNECTING YOUR BRAND WITH YOUTH SOCCER
CLUBS, COACHES, PARENTS AND PLAYERS

2026 PARTNERSHIP

CUSTOMIZABLE SOLUTIONS BROUGHT TO LIFE THROUGH WEB,
DIGITAL, IN-PERSON CONTACT, SOCIAL, AND SPECIAL EVENTS!



WE REACH MORE THAN 3 MILLION SOCCER PLAYERS AND FAMILIES EACH YEAR

Since 1985 Challenger Sports has positively impacted over two million players globally through its extensive range of soccer camps, tournaments, tours, and year-round training services, and our marketing reach has extended well beyond that.

We have evolved with the game and today we work with thousands of organizations, soccer clubs, parks and recreation departments, church groups, and YMCA's to help them grow and develop in their communities.

Challenger can not only deliver your brand message to the decision makers of these organizations, but can also create an integrated campaign that targets the coaches, parents and players in this attractive consumer driven soccer demographic.

Using a combination of web, email, social, special events, and grassroots activation, Challenger can deliver a sponsor's message and promote your product or service in a seamless and efficient way across the US.

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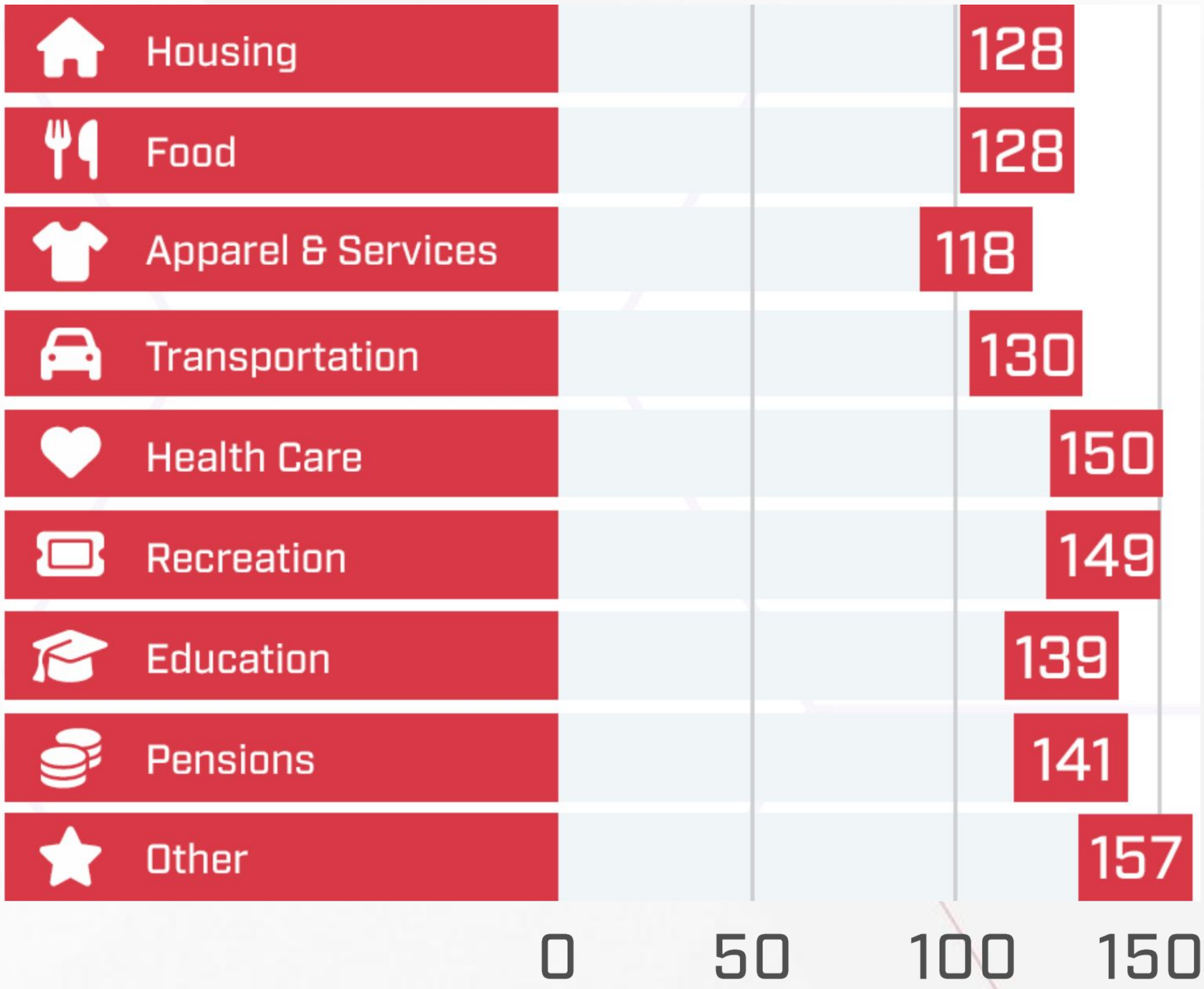
YOUTH SOCCER FAMILY DEMOGRAPHICS

- Most households are married couples with children
- Average household size is 2.97
- Parents Education: 40.5% college graduates, 72% with some college education
- 2 out of 3 households include 2+ workers
- Most households have 2 or 3 vehicles; long travel time to work, including a disproportionate number commuting from a different county
- Well insured and invested in a range of funds, bonds & stocks
- Carry a higher level of debt, including first and second mortgages
- Connected, with a host of wireless devices, anything that enables convenience shopping, banking, paying bills
- Predominantly single family homes in newer neighborhoods
- Owner-occupied homes have high rate of mortgages at 68%
- Median home value is \$257,400



THE AVERAGE YOUTH SOCCER FAMILY HOUSEHOLD BUDGET

This index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



HOW WE CAN HELP YOU

Mission & Execution

Our tagline is '**Ignite The Passion**' and we have been delivering on this for the past 40 years..

We understand how to engage and develop the ever-changing generations of youth who are participating in sports and other realms of physical learning and activity.

Our execution stems from providing a wide range of solutions, from on the ground personnel resources, to equipment and apparel, to technology-driven programs reaching beyond the field, court or classroom.

No matter the size or type of your organization or brand, we are equipped to help you deliver on your mission and goals.

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MARKETING ASSETS

**PARTNERSHIP OVERVIEW, WEBSITE, EMAIL,
SOCIAL MEDIA**



PARTNERSHIP OPPORTUNITIES: LET US HELP TELL YOUR STORY

Nationwide Promotion of Partner Brand through multichannel program of promotion and integration into the Challenger Sports ecosystem.

- **WEB** — Promotion of partner status on challengersports.com
- **CO-BRANDING** — Add brand and message to registration portal
- **INTEGRATION** — Add message/coupon to program confirmation, reminder, and thank you emails
- **SALES** — Direct sales opportunities and integration into our email marketing schedule, utilizing our segmented database of ~375,000 parents, coaches, and club officials
- **SOCIAL MEDIA** — Scheduled posting on our channels
- **PRINT** — Placement options on thousands of brochures sent out to communities, or our end of camp certificate which takes pride of place in over 25,000 homes each year
- **EVENTS** — Digital and event-based opportunities

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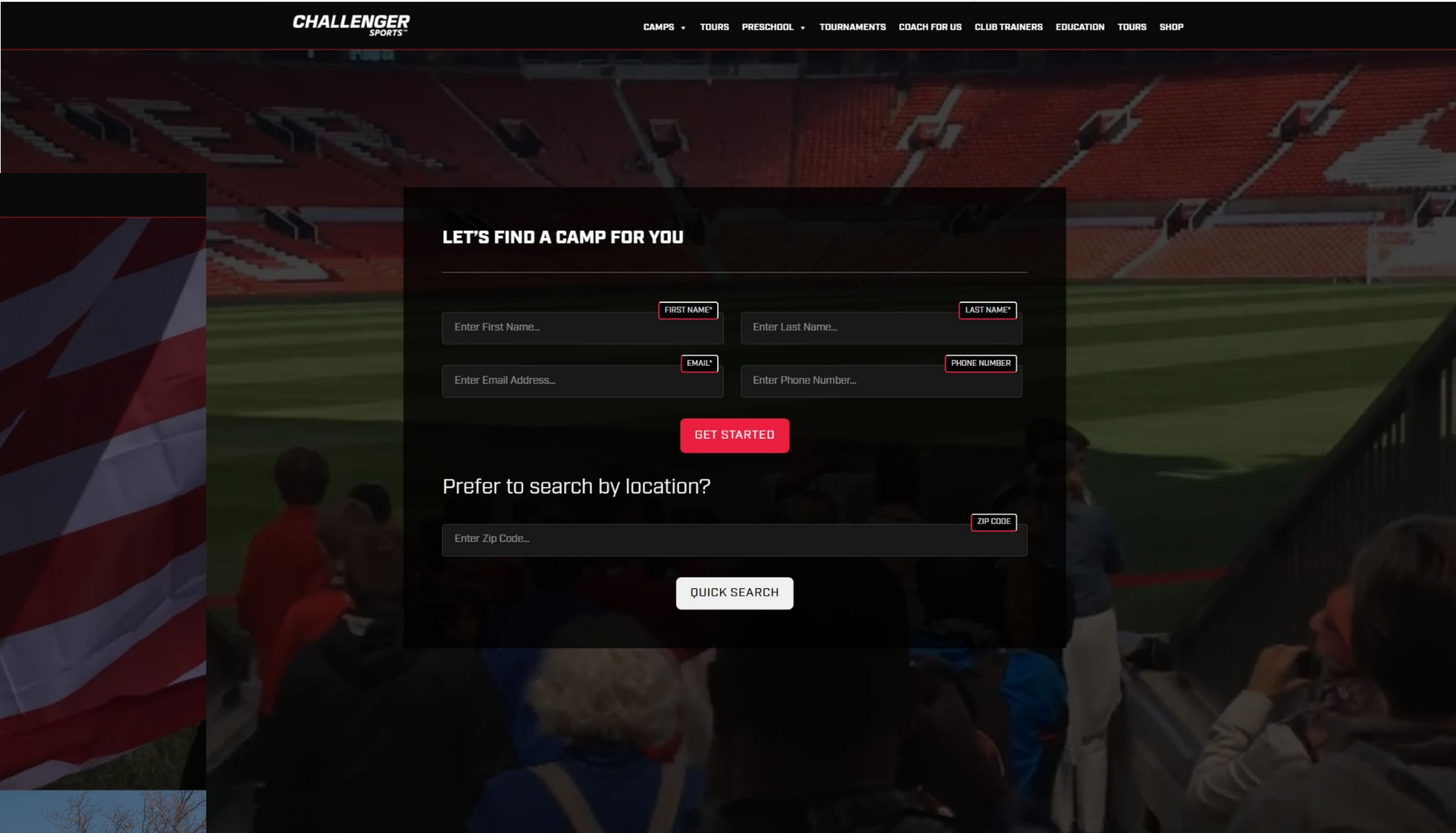
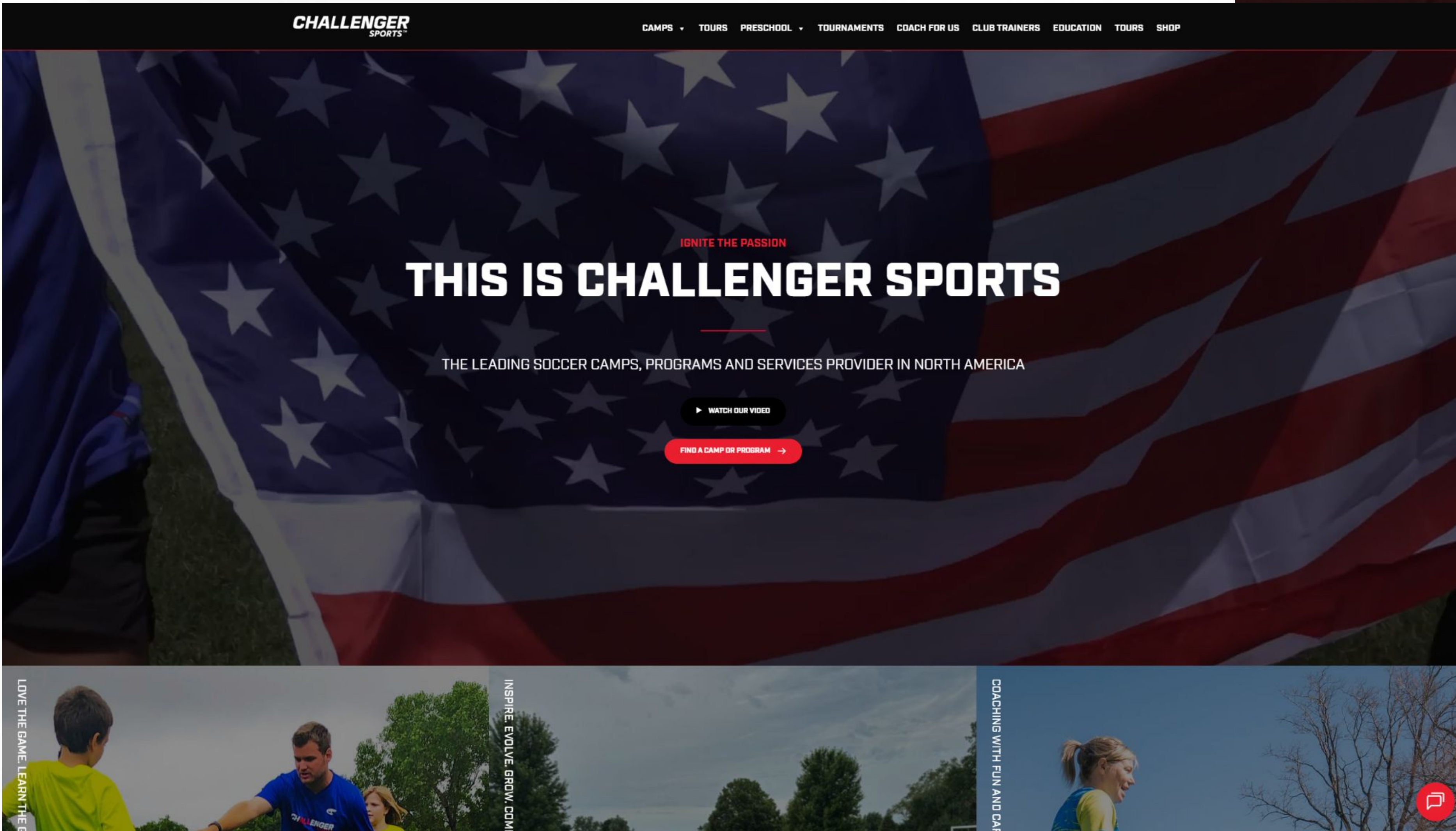
PARTNER BRAND
LOGO HERE

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WEBSITE

1 MILLION UNIQUE WEBSITE VISITS EACH YEAR

- Promotion of partner status on challengersports.com
- Add brand and message to registration portal



EMAIL

- 40,000+ REGISTRATION CONFIRMATION EMAILS
- 150,000 SYSTEM REMINDER EMAILS
- 1 MILLION CAMP MARKETING EMAILS SENT PER YEAR

Direct sales opportunities through challengersports.com and integration with our email marketing scheduled- we have a segmented database of ~375,000 parents, coaches and club officials.

Email introduction to soccer organization decision makers, opportunities to connect directly with soccer families, partner banner/coupon on confirmation, reminders, and follow-up emails 35,000 x 3, receive 4 dedicated emails per year to entire database, and partner banner/coupon could be added on footer of each email.

**HELP BRING SOCCER TO
UNDERSERVED COMMUNITIES
AHEAD OF THE 2026 WORLD CUP**



With the 2026 FIFA World Cup set to take place on home soil, we have a once-in-a-generation opportunity to inspire a new wave of athletes and community engagement...

SOCIAL MEDIA

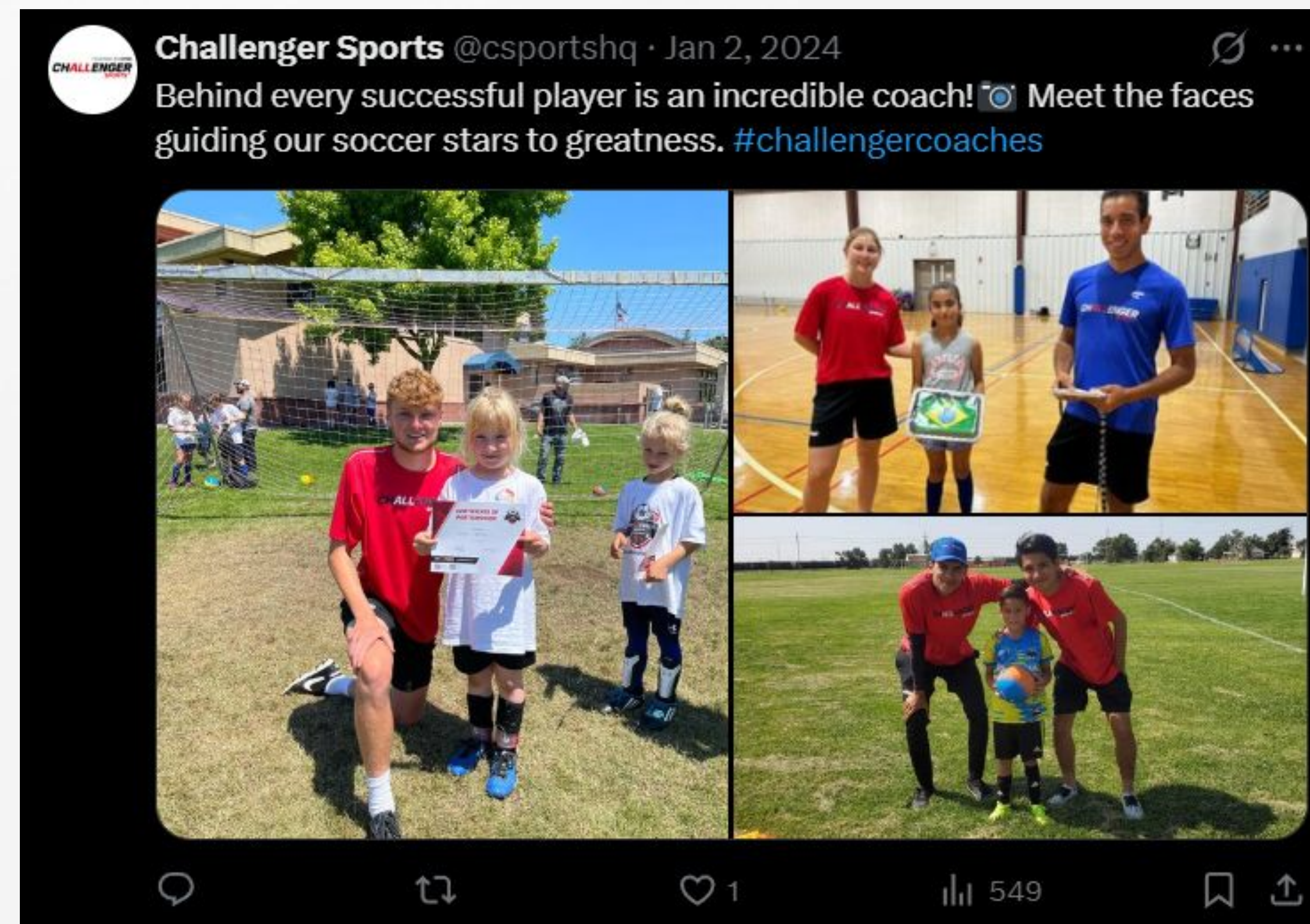
OVER 40,000 FOLLOWERS ON SOCIAL MEDIA

Drip feed campaign to Challenger Sports contacts.

Challenger would help partner create appropriate social content:

- Behind the Scenes
- Education
- Interactive - polls, quizzes etc
- Giveaway
- Special Deals to followers
- User Generated Content
- Testimonials
- Humorous content, memes, etc
- Engagement in Social Issues
- Celebration of special days/events

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WHAT WE OFFER

**SOCCER CAMPS, CLUB TRAINERS, TINYTYKES,
TOURNAMENTS, TOURS, EDUCATION AND MUCH
MORE**



SOCCER CAMPS

Customized camps annually servicing over 30,000 players throughout North America.

Age-specific programs, from beginners, all the way through to advanced of elite players.

Through strategic partnerships with more than 1,000 soccer organizations in North America, we deliver affordable camps for aspiring players.

Sweepstakes & Giveaways

Get your brand & products straight into players hands with our giveaway opportunities.

We can help your brand reach a variety of different age groups, organizations and interests.

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YEAR ROUND COACHING VIA OUR CLUB TRAINERS

International and US based coaches delivering team training, player development, and individual coaching throughout North America.

Our experienced Staff Recruitment and Training Division ensures that the best and most age-appropriate coaches are working in your community, whilst our tried and tested curriculum creates a consistent and development approach across your whole organization.

Through coaching education, we can also help you and your staff enhance your own qualifications and education via residential and day courses, enabling you to retain and support YOUR own coaches.

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TINYTYKES

TinyTykes is an exciting child development program delivered through soccer for ages 2-5 years old.

Created by childcare specialists to introduce children the basic skills of soccer through a series of fun games, stories, songs and skill building activities.

In order to help children develop, the TinyTykes curriculum takes children on 'Immersive and Interactive Adventures' through fun and exciting themes. It is through these semi-structured adventures that every child has an ability to build their own experiences.

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TOURNAMENTS

The Challenger Tournament Series hosts more than 25 tournaments featuring more than 2,500 teams, 37,000 players, and 55,000 spectators nationwide each year.

Challenger would help promote your brand to over 4,000 coaches & managers, 30,000+ players and 50,000 parents

- Partner logo and message on tournament 500,000 **marketing emails**
- Partner logo and message on **tournament websites**
- Inclusion in the Challenger Sports Tournament App + **In Event App Push Messaging**
- Partner logo & message in 80,000 **emails to coaches/managers**
- Dedicated partner email to 2,500 participating tournament teams twice a year
- Partner information with team **check in packets**
- **Complimentary booth space** at each tournament venue
- **Partner banners** displayed at each tournament venue

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INTERNATIONAL TOURS

Travel the world with us

Specialized itineraries available for teams and groups to travel throughout Europe, North or South America.

Take in games, training sessions, professional matches, stadium tours, and sightseeing galore.

Where we go: 10 day tours to one of the following locations - England, Spain, Brazil, Portugal, Argentina, and Italy

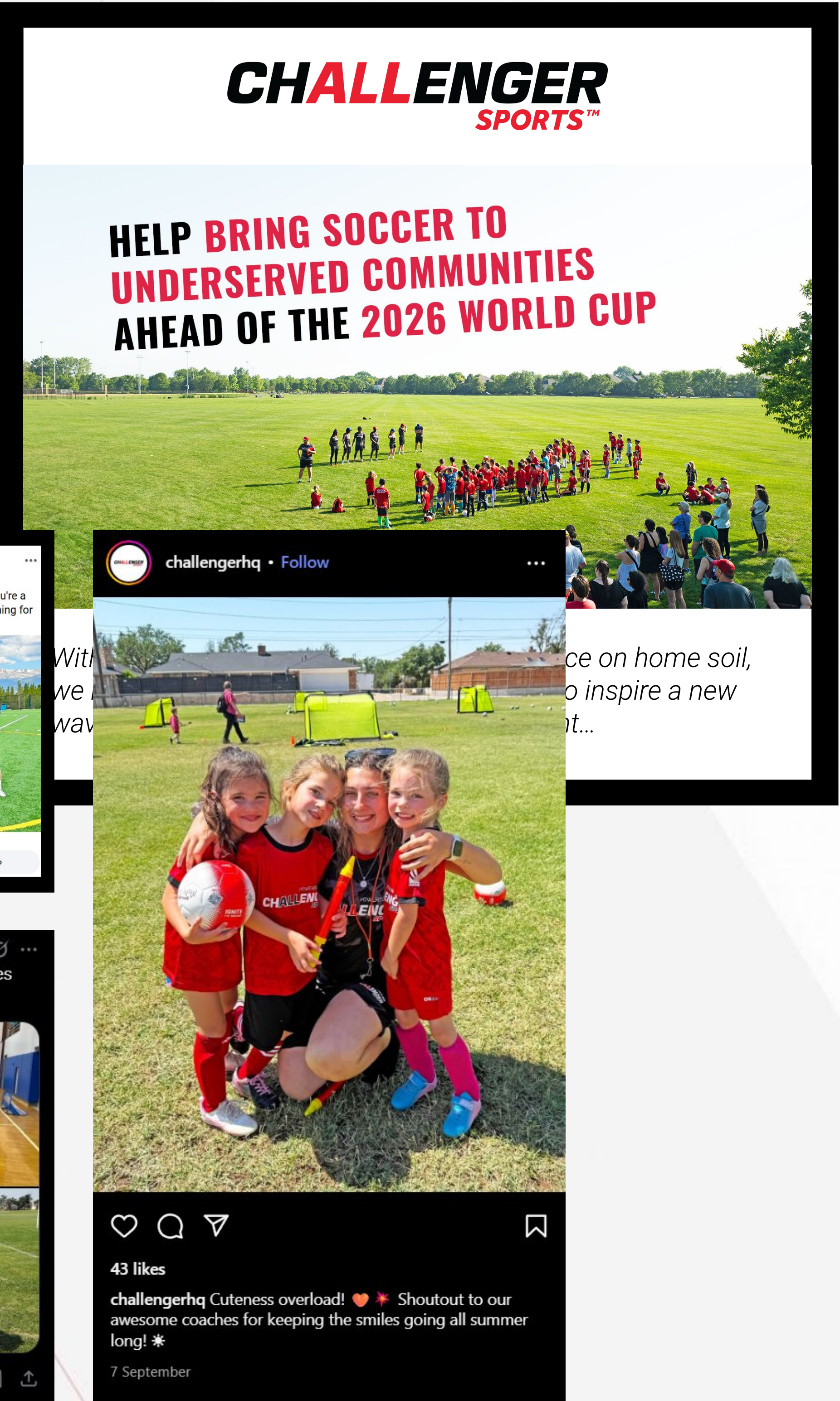
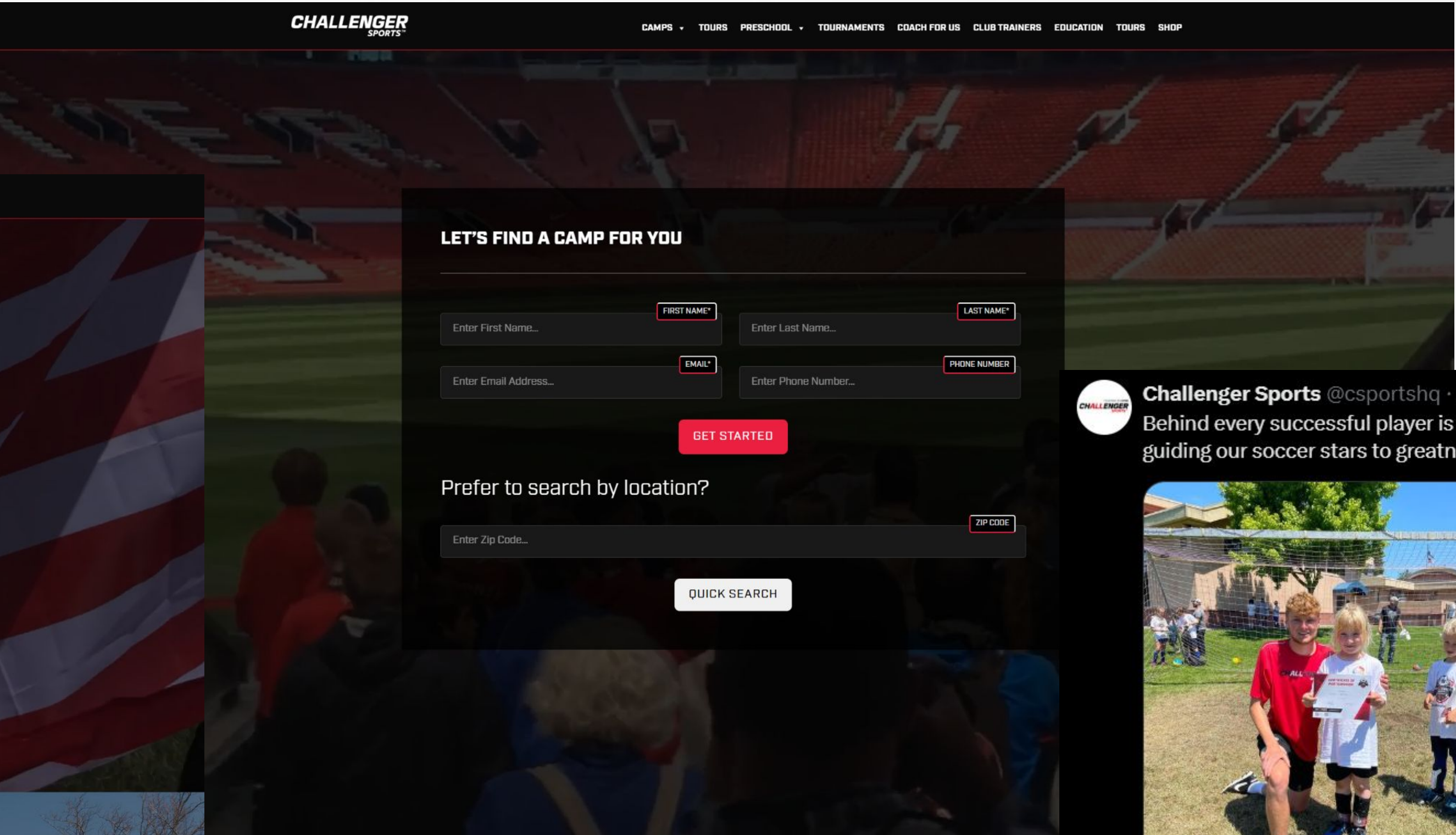
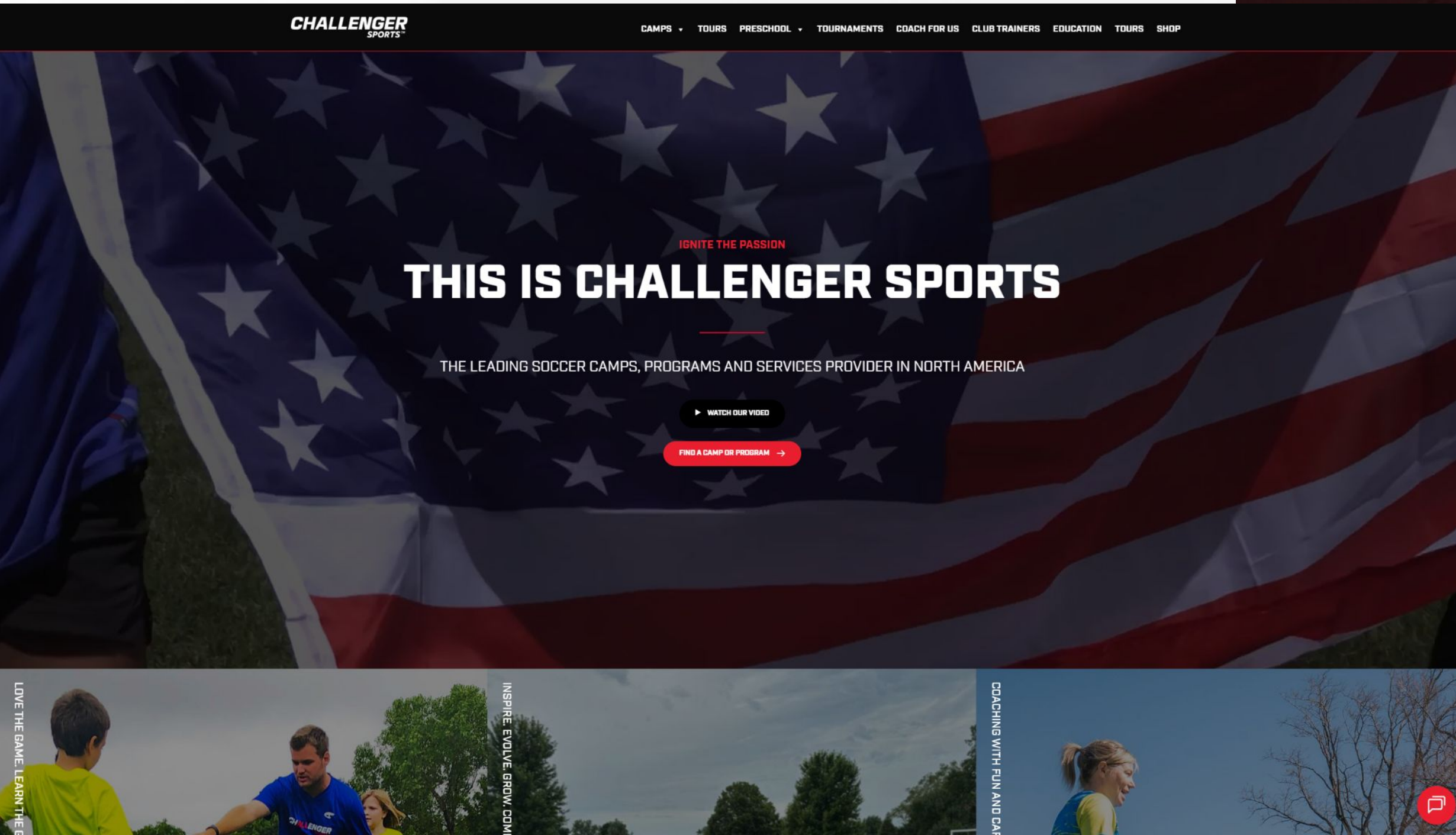


BESPOKE PARTNERSHIP OPPORTUNITIES

Challenger Sports can create a bespoke solution to connect your brand with the attractive youth soccer demographic.

Our incredible team is ready to create an integrated campaign exclusively for your brand messaging and product activation.

Contact us now to find out more



BRANDS WE WORK WITH



TEAM UP WITH CHALLENGER

Get in touch to find out more about becoming a Challenger Sports Partner.

Anthony Riley

T: 404-428-6526

E: ariley@challengersports.com

www.challengersports.com

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FIND OUT MORE

CHALLENGERSPORTS.COM