

SOCCER FEST

JUNE 25-27

20
26

AT THE CAMDEN WATERFRONT

Festival Sponsorships Put You In The Center Of The Action

Join residents and visitors as we unite to celebrate the FIFA World Cup 2026™, and the 14 major matches between countries from around the world being played right in our backyard at two major stadiums in Philadelphia and Northern NJ.

SoccerFest is the official kick-off of a coordinated, high-visibility marketing and engagement program to help our towns and local businesses capture the economic and tourism boost these games will bring – all presented by Visit South Jersey, the official Destination Marketing Organization of our region. This watch party will bring fans of all ages together to share in the excitement of the games and mark this once-in-lifetime opportunity.

The 3-day festival will create a safe, welcoming, and high-energy gathering space featuring large-screen viewings and staging (for all 18 US games), international food and cultural experiences, and the LivePlay Zone where community-based soccer programming will bring together local recreation groups, nonprofits, and educational partners. Attendees can explore the curated **SoccerFest Marketplace** featuring New Jersey craft and gift vendors, and **South Jersey FlavorFest Wine and Beer Village**, where guests can taste the offerings of many South Jersey award-winning wineries and breweries.



CAMDEN COMMUNITY
PARTNERSHIP
DRIVEN BY PROGRESS | FOCUSED ON EQUITY

NJEDA
ECONOMIC DEVELOPMENT AUTHORITY

Get In The Game

SoccerFest is the premier event to magnify your message and promotions this summer. Sponsorship shows your support for the game and the community all while helping to fund Visit South Jersey's efforts to direct national and international travel spending into our local businesses.



Multiple Ways To Reach Your GOOOOOOOOAL!

SPONSORSHIP TIER	DONATION
<p>REGIONAL LEADERSHIP PARTNERS (LIMITED)</p> <ul style="list-style-type: none"> • 20 Tickets to VIP Viewing Zone • Announcement of your company's sponsorship in official SoccerFest press release • Logo and url on Visit South Jersey's SoccerFest and Camden County website landing pages (primary sponsor position) • Logo placement in paid print and digital media (primary sponsor position)* • Logo and link in SoccerFest email blasts (as primary sponsor) • Featured social launch post across multiple social channels (as primary sponsor) • Logo wrapper for countdown factoid social media posts (as primary sponsor) • Logo in SoccerFest printed materials, regional visitor guides (digital + printable), related itineraries, "where to watch" and "what to do" social and website content, and the Camden County Park Events Guide which is direct-mailed to every residential address and available online (as sponsor level)* • Logo in promoted community event listings across the region (as primary sponsor) • Event days stage announcements via welcome remarks, sponsor shout-outs, and festival thank yous • Logo messages displayed on main stage rotating digital screens (as primary sponsor) • Daily exhibitor/vendor tent space on festival grounds • Lead sponsors are encouraged to develop "bring your team" opportunities within their organization through volunteer days, hospitality tables, community service tie-ins, or give-a-way days. • Permission to post "I support" graphics on sponsor websites and social media - custom designed and provided by SoccerFest <p><small>*Size and inclusion dependent on ad sizes</small></p>	<p>\$25,000</p>

SPONSORSHIP TIER	DONATION
<p>SOUTH JERSEY SOCCERFEST PARTNERS</p> <ul style="list-style-type: none"> • 8 Tickets to VIP Viewing Zone • Logo and link on Visit South Jersey SoccerFest and Camden County website landing pages (secondary sponsor position)* • Logo placement in paid print and digital media (secondary sponsor position)* • Logo and link in SoccerFest email blasts (as secondary sponsor) • Featured social posts across multiple social channels (as secondary sponsor) • Logo in SoccerFest printed materials, regional visitor guides (digital + printable), related itineraries, “where to watch” and “what to do” social and website content, and the Camden County Park Events Guide which is direct-mailed to every residential address and available online (as secondary sponsor)* • Event days stage announcements via welcome remarks, sponsor shout-outs, and festival thank yous • Logo messages displayed on main stage rotating digital screens (as secondary sponsor) • Permission to post “I support” graphics on sponsor websites and social media - custom designed and provided by SoccerFest • Daily exhibitor/vendor tent space on festival grounds <p><small>*Size and inclusion dependent on ad sizes</small></p>	<p>\$10,000</p>
<p>COMMUNITY CHAMPIONS</p> <ul style="list-style-type: none"> • Logo and link on Visit South Jersey SoccerFest and Camden County website landing pages (as tertiary sponsor position) • Logo and link in SoccerFest email blasts (as tertiary sponsor) • Daily exhibitor/vendor tent space on festival grounds • Permission to post “I support” graphics on sponsor websites and social media - custom designed and provided by SoccerFest <p><small>*Size and inclusion dependent on ad sizes</small></p>	<p>\$6,000</p>
<p>FRIENDS OF SOUTH JERSEY</p> <ul style="list-style-type: none"> • Daily exhibitor/vendor tent space on festival grounds • Permission to post “I support” graphics on sponsor websites and social media - custom designed and provided by SoccerFest • Named link on Visit South Jersey SoccerFest and Camden County website landing pages • Named link in SoccerFest email blasts 	<p>\$2,500</p>
ZONE SPONSORSHIPS	DONATION
<p>LIVEPLAY ZONE (ATHLETIC FIELD ACTION)</p>	<p>\$10,000</p>
<p>SOCCERFEST MARKETPLACE (VENDORS, CRAFTS, COMMUNITY)</p>	<p>\$10,000</p>
<p>SOUTH JERSEY FLAVORFEST WINE AND BEER VILLAGE (LOCAL BEVERAGE VENDORS)</p>	<p>\$15,000</p>
<p>IN-KIND SPONSORS</p> <p>Many opportunities for vendors and outside services to get in the action and be recognized leading up to the festival and on event days. For more information and to discuss partnership, please email Michael Snyder, mike@visitsouthjersey.com</p> <ul style="list-style-type: none"> • Logo in SoccerFest printed materials, regional visitor guides (digital + printable), related itineraries, and “where to watch” and “what to do” social and website content, and the Camden County Park Events Guide direct-mailed to every residential address and online (as in-kind sponsor level) 	<p>For more information and to discuss partnership, please email Michael Snyder, mike@visitsouthjersey.com</p> 