QUALICO CUP®

SPONSORSHIP OPPORTUNITIES

INAUGURAL SOCCER TOURNAMENT HOSTED BY

SURREY FC EST. 1983

QUALICO 75 YEARS OF BUILDING BETTER CITIES

pooni group foundation.

The Badwal Family

ABOUT THE QUALICO CUP

AUGUST 28–30, 2026
SOUTH SURREY ATHLETIC PARK

The Qualico Cup is a new premier youth soccer tournament bringing together teams from across the Lower Mainland for a weekend of high-level competition, community celebration and family fun in Surrey, B.C.

Hosted in partnership with Surrey FC, Qualico, The Badwal Family and Pooni Group Foundation, the tournament is designed to become an annual event that celebrates youth sport while creating meaningful opportunities for local businesses to connect with thousands of players, coaches and families. The event will also feature appearances from professional athletes who will coach, mentor and engage with young players throughout the tournament.

As an inaugural sponsor, your organization will be recognized as a founding supporter of what is planned to become one of British Columbia's top-tier youth soccer events.

TOURNAMENT HIGHLIGHTS

- Hundreds of youth athletes from across B.C.
- Thousands of local spectators over tournament weekend
- Families from across Metro Vancouver in attendance
- Professional high-profile athletes participating
- Strong social media promotion before, during and after the event
- Website and registration platform featuring sponsors
- Community-focused event supporting youth sport

SPONSORSHIP OPPORTUNITIES

SILVER PARTNER
$1,500

Ideal for businesses looking to support youth sport while gaining strong community visibility.

Includes:

- Company logo on tournament website & sponsor signage
- Recognition on sponsor webpage
- Featured company profile on the tournament website
- Recognition in tournament email communications
- One dedicated social media recognition post
- Opportunity to include promotional material in player welcome packages

GOLD PARTNER
$2,500

For businesses ready to expand their impact and elevate their brand with prominent placement and broader reach.

Includes:

- **Everything in Silver, plus:**
- Premium logo placement on sponsor signage
- One professionally produced promotional video highlighting your business as a combined sponsor of the tournament
- Featured sponsor recognition throughout tournament marketing
- Additional social media recognition
- Opportunity to provide promotional giveaways or prizes
- Recognition during awards presentations

PLATINUM PARTNER
$5,000 *(limited to 7)*

Our most exclusive tier for community leaders seeking ultimate brand integration and premium exposure.

CATEGORY EXCLUSIVITY
Only one Platinum sponsor per industry or trade category

Includes:

- **Everything in Gold, plus:**
- Premium logo placement across all tournament branding
- Premium banner placement throughout tournament grounds
- Exclusive on-site activation space/tent (10' x 10')
- Opportunity to engage directly with players and families through an activation booth
- Featured promotional video campaign
- Recognition during opening and closing ceremonies
- Recognition in tournament recap video and post-event content
- Customized sponsorship opportunities tailored to your organization
- Private Professional Soccer Meet-and-Greet
  - Jeevan Badwal
  - Belal Halbouni
  - Isaac Boehmer
  - Ralph Priso
- Two (2) tickets to an upcoming Vancouver Whitecaps FC home match

LOOKING TO SUPPORT ON A SMALLER SCALE?

BRONZE PARTNER
$500

Perfect for local businesses seeking an entry-level opportunity to support youth sports through digital exposure

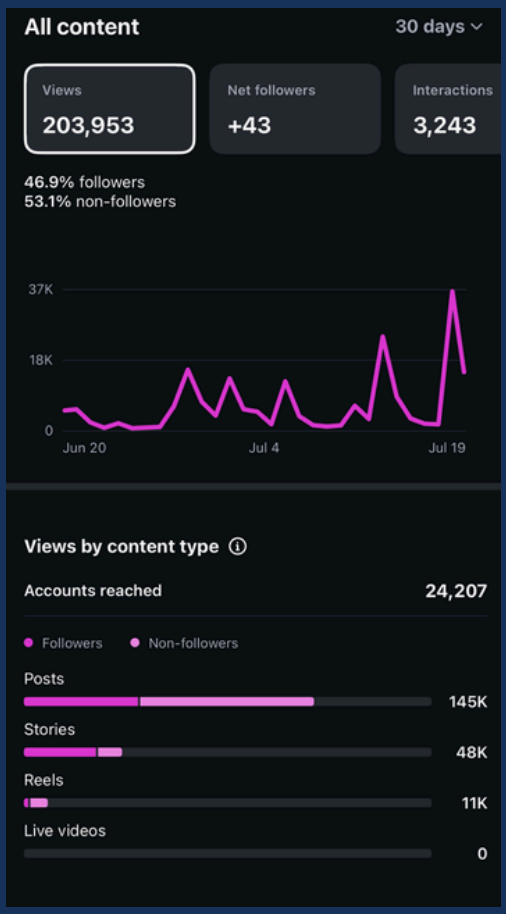
Includes:

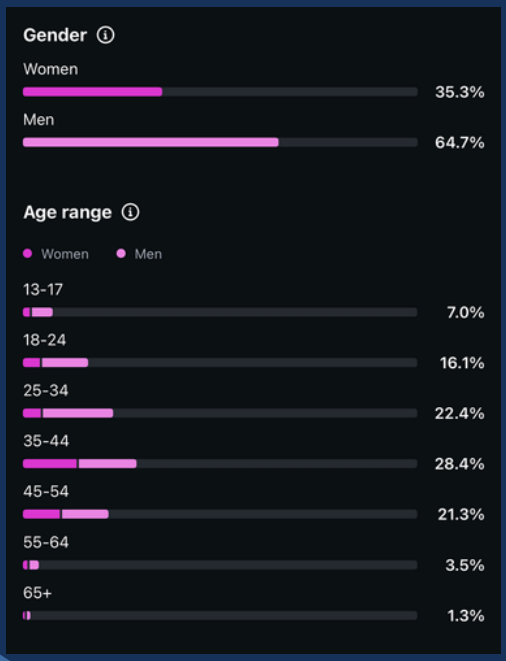
- Company logo on tournament website & sponsor signage
- Recognition on sponsor webpage
- Logo in tournament email communications
- Inclusion in a combined social media recognition post

SOCIAL MEDIA STATS

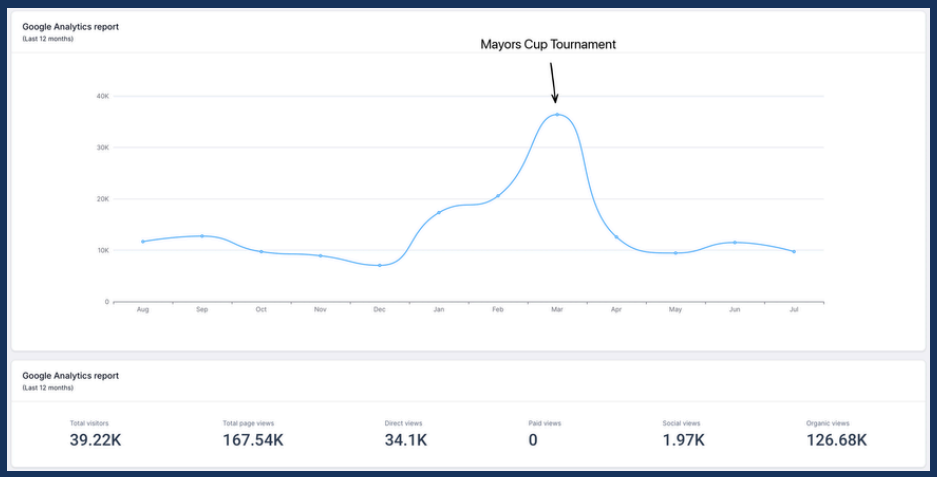
UPDATED JULY 20, 2026

LEADING PLATFORM: INSTAGRAM (30-DAY METRICS)

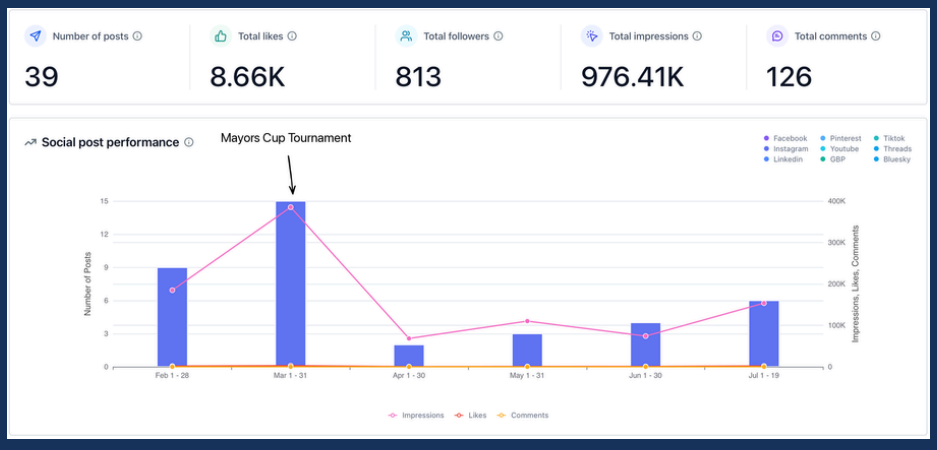




WEBSITE METRICS



6-MONTH SOCIAL MEDIA PERFORMANCE



SPONSORSHIP INFORMATION

IMPORTANT DATES

Digital Material Deadline
Submitted with Payment

Print Material Deadline
August 9, 2026

Activation Deadline
August 9, 2026

SPONSORSHIP GUIDELINES

- Sponsorships are confirmed upon receipt of payment.
- Logos must be provided in high-resolution vector format (AI, EPS or SVG preferred).
- Promotional materials are subject to organizer approval.
- Custom sponsorship opportunities are available upon request.

BECOME A FOUNDING PARTNER

The inaugural Qualico Cup is more than a tournament—it's the beginning of a new community tradition. By becoming a sponsor, your organization will help create memorable experiences for young athletes while building lasting visibility among thousands of local families.

To confirm your sponsorship or discuss a customized partnership, please contact:

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