



The Richmond Strikers Jefferson Cup is one of the largest and most prestigious youth soccer tournaments in the United States. Pouring over \$15 Million into the local economy, the Cup is also Richmond's second largest sporting event—second only to Richmond's NASCAR races.

The Jefferson Cup

Fast Facts:

- ❖ 34th year of hosting the event
- ❖ #1 youth tournament for boys in 2009 and #2 youth tournament for girls in 2011
- ❖ Mar. 8-10, Mar. 15-17, & Mar. 23-24, 2013
- ❖ Record high 1400+ teams applied
- ❖ 900+ teams will be accepted for competition
- ❖ 30+ teams accepted for qualifier weekend
- ❖ 85% of Teams outside of Virginia
- ❖ Teams attend from 35 or more different state associations
- ❖ 97% of attendees stay overnight
- ❖ 30,000 patrons
- ❖ 700 Referees
- ❖ 500+ College Coaches

Economic Impact

Estimated economic impact for all Richmond Metropolitan area is approximately \$15 Million.

- ❖ Over 22,000 room nights booked in 2013 throughout Richmond.
 - Henrico - 75%
 - Chesterfield - 14%
 - Richmond City - 6%
 - Ashland/Hanover - 5%
- ❖ 97% of the participants and spectators stay overnight.
- ❖ It is estimated that each spectator and participant will spend over \$208 each weekend outside of lodging generating over \$5 million in food, gas, shopping and entertainment throughout the Richmond area.

Field Locations

The Tournament is held at 12 different complexes and utilizes over 60 fields each weekend around the Greater Richmond Area.

- ❖ Striker owned/maintained - 36%
- ❖ Henrico P & R - 15%
- ❖ Sports Quest – 18%
- ❖ James City County P & R – 11%
- ❖ Richmond City – 11%
- ❖ Chesterfield P & R – 3%
- ❖ Hanover P & R – 6%

Our Commitment, Our Cup

More than just another tournament, the Richmond Strikers Jefferson Cup shows youth soccer at the highest level. That's why we, as organizers, are committed to quality above all else:

- ◆ Quality Competition
- ◆ Quality Fields
- ◆ Quality Referees
- ◆ Quality Organization

Each year, we honor this commitment by providing an unrivaled experience to every participant in the Richmond Strikers Jefferson Cup. Our sponsors enjoy an exceptional experience, too. Contributions are allocated to ensure we exceed even our past successes in our four "quality" commitments.

The Richmond Strikers

We are a non-profit organization, established in 1975, committed to providing a developmentally appropriate structure for thousands of children ages 4-18 to experience the game of soccer at every level. The Strikers includes an elite academy system as well as a vibrant recreational league that gives over 4,000 players of all ages and skill levels the chance to succeed. Our top-notch coaches and Strikers-owned infrastructure ensure a safe and always-positive environment, which is why so many of our players return as adults to coach and volunteer. Most of all, Strikers exists to teach leadership, persistence, hope and sportsmanship—lessons that will serve our kids and our community for years to come.

A Trusted Partner

We work hard to bring the nation's finest youth soccer teams to Richmond. Although the Richmond Strikers is a not-for-profit soccer club, we have paid professionals who provide the very best coaching and guidance to our youth, and who also ensure that every detail is ready for game-day operations. The following Richmond Strikers leaders have been instrumental in ensuring that we are a world-class organization and that the Richmond Strikers Tournament Series are world-class tournaments.

Executive Director:	Scott Turner
Director of Tournaments:	Chris Friant
Asst. Director of Tournaments:	Steve D'Adamo