

TRAFFIC  
SPORTS







## ABOUT CONCACAF

**CONCACAF is the governing body of soccer in North America, Central America and the Caribbean.**

**CONCACAF's premier national team soccer tournament, the Gold Cup, is held every two years, generating the greatest soccer spectacle in the region.**





## ROAD TO FIFA CONFEDERATIONS CUP

**As a CONCACAF Partner or Presenting Sponsor of Gold Cup, Traffic will provide a travel package for 2 guests, all expenses paid, to the FIFA Confederations Cup final in Russia, including:**

- **Airfare offers**
- **Hotel**
- **Match Tickets**
- **Ground Transportation**



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# Dates: July 7 - July 26

Founded in 1991, the Gold Cup brings together 12 national teams from North America, Central America and Caribbean.

2015 Edition will be hosted in the USA.

## 3 automatic berths:



USA



MEXICO



CANADA



**5**  
teams

from Central America qualify at  
the Central American Nations  
Cup

**4**  
teams

from the Caribbean qualify at  
the Caribbean Nations Cup

Previous Gold Cup Champions



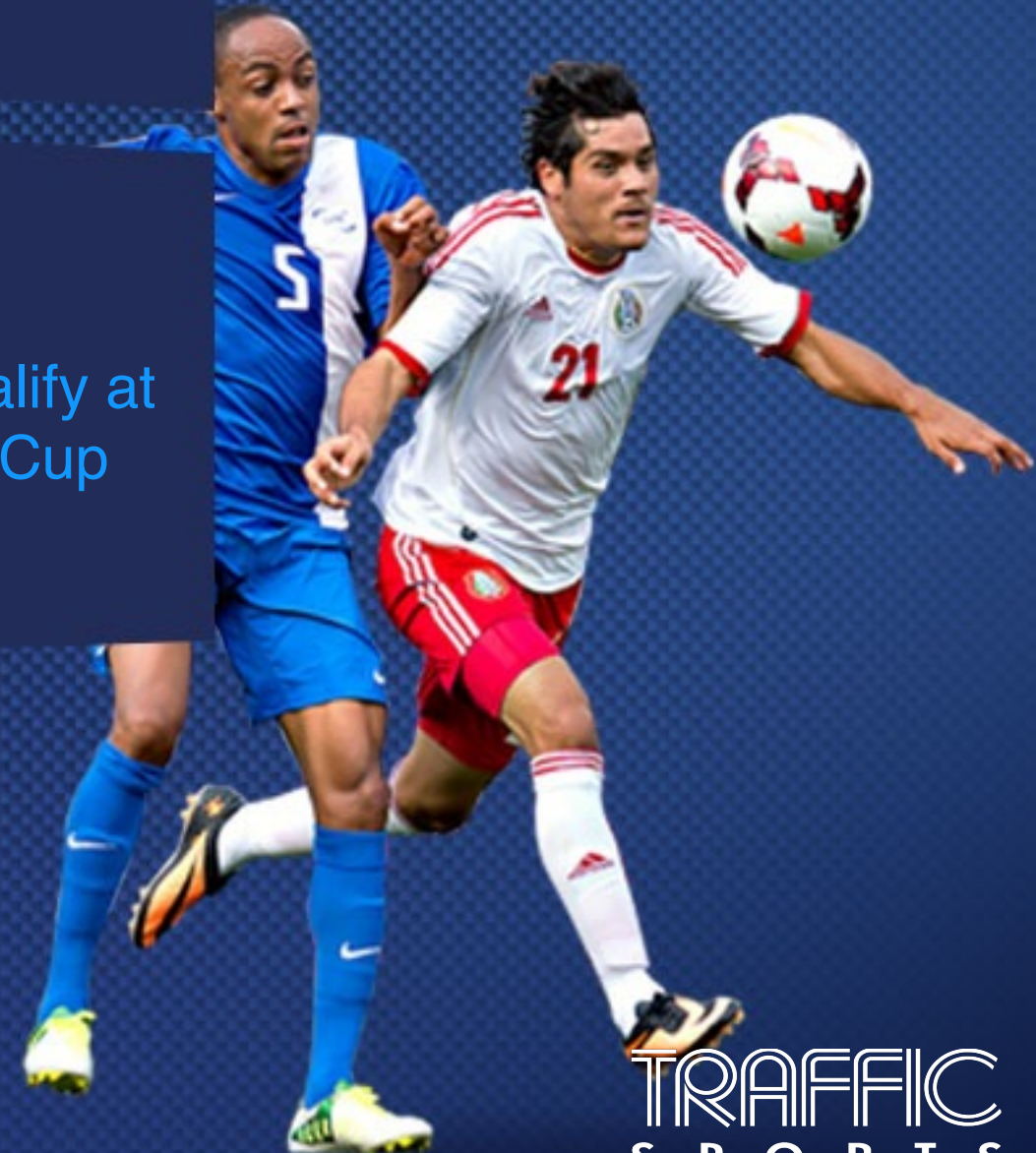
6 times



5 times



1 time







**Dates: July 7 - July 26**

**Qualified Teams**

**From Central America:**



Costa Rica  
CHAMPION



Guatemala



Panama



El Salvador

**From the Caribbean:**



Jamaica  
CHAMPION



Trinidad Tobago



Haiti



Cuba

**\* The last team will be determined by the  
playoff match: Honduras Vs French Guiana  
(March 25- March 29)**



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# GOLD CUP 2013 HIGHLIGHTS



**60**  **million people**

Over 60 million people, cumulative TV audience reached in the U.S., Mexico, Panama and Costa Rica; U.S. generated over 36 million (61%) of viewership

 **4.2M**

The Final broadcast reached over 4.2 million TV viewers P2+ in U.S. and Fox Sports achieved its second highest rated soccer broadcast on record with 1.7 rating/4 share



**263 hours**

263 hours of TV coverage via five broadcasters (Fox, Fox Soccer, Unimas, Univision and Univision Deportes) in the U.S.

29 International TV  
broadcasters to over  
50 countries

**29**   
**International**



\$101M cumulative Media Value Quality Index for the official sponsors obtained from live, tape delayed, re-broadcasts and match highlights in the U.S., Mexico, Costa Rica and Panama



Concacaf.com/Gold Cup achieved 3.6 million visits, 8.2 million page views and over 1.6 million unique visitors



# ATTENDANCE PER VENUE



Total Attendance

519,883

Average Attendance

39,991





3 USMNT  
MATCHES

+123%



## U.S. TV AUDIENCE 2013

- For the first time ever Fox broadcasted 3 USMNT matches on their national network
- Fox English language cumulative viewership increased by 209%
- Fox Network's broadcast of the final match increased 123% vs. 2011, obtaining the second highest rated soccer match on record

+209%



TOURNAMENT CUMULATIVE VIEWERSHIP (P2+)

U.S. SPANISH



32.8 MILLION

U.S. ENGLISH



8.8 MILLION

MEXICO



TV AZTECA



Televisa

18.6 MILLION



# TV DISTRIBUTION: Americas



USA: Univision (Spanish), Fox Sports (English)  
Mexico: Televisa and TV Azteca  
Canada: SportsNet  
Costa Rica: Repretel, Teletica  
El Salvador: Telecorporacion Salvadoreña  
Guatemala: Canal 3 y 7  
Honduras: Televisiote  
Panamá: TV Nacional de Panamá; Medcom  
South American (excluding Brazil): Gol TV  
Brazil: SportTV



# TV DISTRIBUTIONS: Europe, MEA & Asia



Africa: Supersport  
Australia: Setanta  
China: CSM  
Hong Kong: iCable  
Malaysia: Astro  
Middle East including North Africa: Al Jazeera  
Portugal: Sport TV  
Singapore: Starhub  
Spain: Mediapro / Gol TV  
Thailand: Grammy  
Turkey: Setanta  
United Kingdom and Ireland: ESPNUK  
Internet Streaming Worldwide: Perform Group  
(except in participating countries)



# TOURNAMENT MEDIA VALUATION



## TOTAL BRAND EXPOSURE MEDIA VALUE TELEVISION AND NEWS

**\$635m**  
100% Media Equivalency

**\$101m**  
Q1 Media Value



## TOTAL BRAND EXPOSURE MEDIA VALUE NEWS ONLY

**\$24m**  
100% Media Equivalency

**\$5m**  
Q1 Media Value



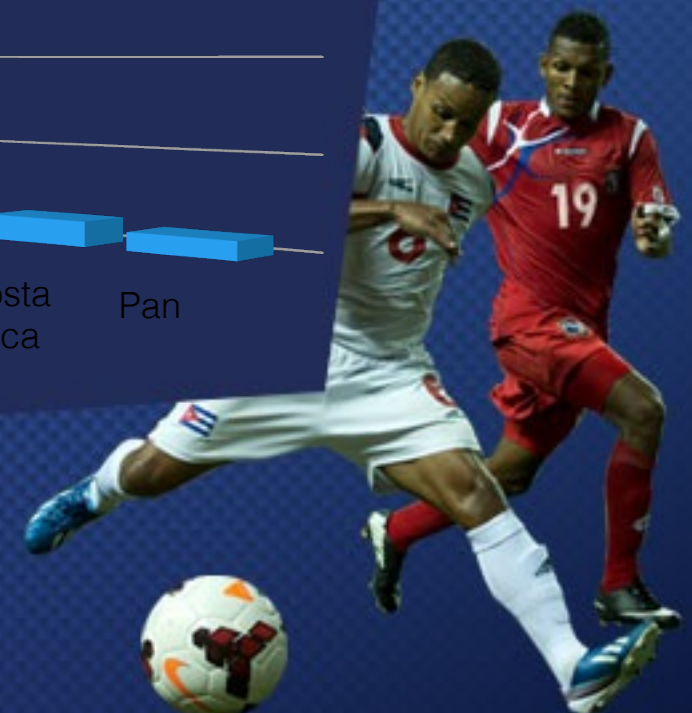
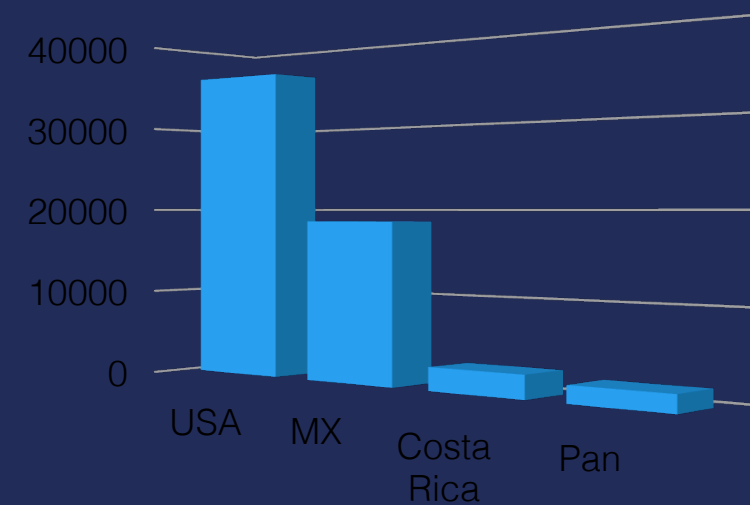
## TOTAL BRAND EXPOSURE MEDIA VALUE TELEVISION ONLY

**\$611m**  
100% Media Equivalency

**\$96m**  
Q1 Media Value



## TOTAL COMPETITION TV AUDIENCE 000 BY MARKET







# IROPE

## MEDIA VALUATION

Ibope Repucom was retained to measure media value equivalency of the field boards and general signage for the match broadcasts and key highlight shows in USA and Mexico

## Average brand exposure valuations:

Silver (2 field boards)

**Ave. \$4.4M**

**High: \$6.8M**

Gold (4 field boards + 2 3D Carpets)

# GOLD

**\$18.9M**



## DIGITAL MEDIA



youtube.com

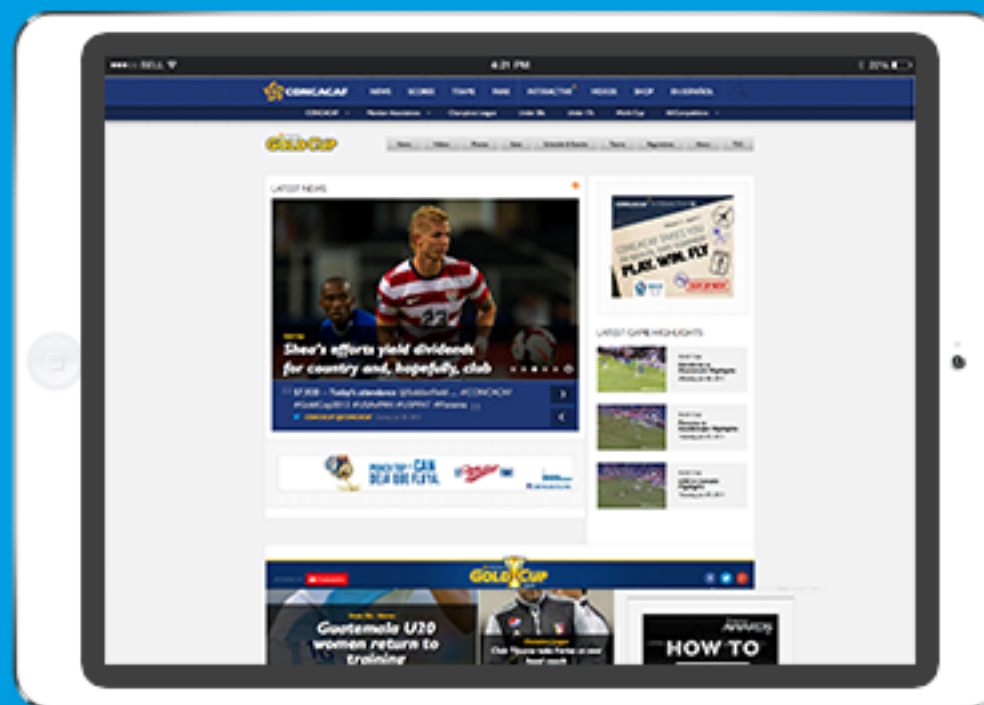


1.1M  
Views

1.8M  
Minutes Watched

51%  
Subscriber Growth

goldcup.com



3.5M  
Visits

8.2M  
Page Views

1.6M  
Unique Visits

52%  
Return Visits

10,319,540 Impressions

Mobile Apps



21,600  
Downloads

600+  
Push Notifications



# SOCIAL MEDIA



facebook 

65%  45%

Increase in Likes

Increase Engagement Rate

twitter 

50,000

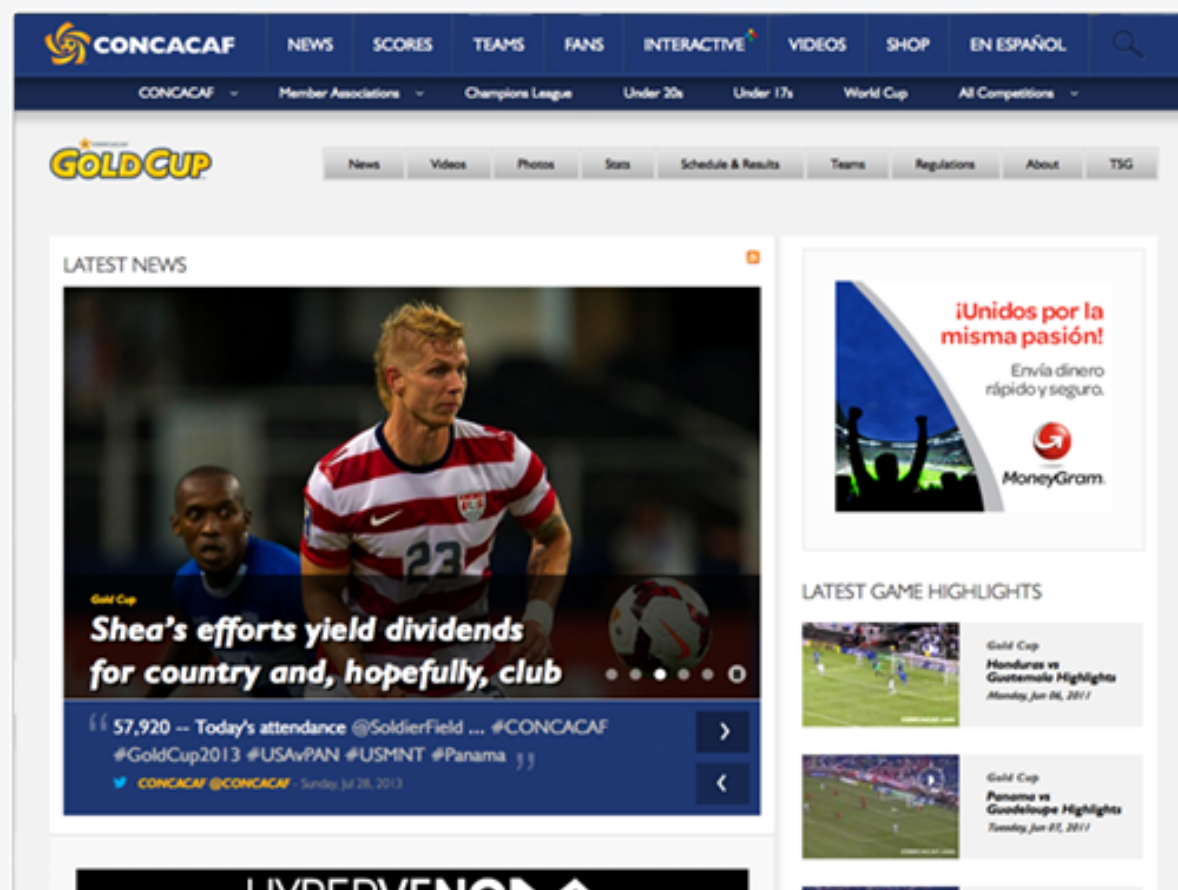
Followers

56,436

#CONCACAF Mentions

40,903

#COPAORO/GOLDCUP Mentions



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# VENUE FAN SURVEY



## DEMOGRAPHICS



**70.1%**  
**Male**



**49.7%**  
**Latino**  
**descent**



**42.6%**  
**Caucasian**  
**descent**



**62.5%**  
**have**  
**no children**



**82%**  
**between**  
**the ages**  
**of 18-49**



**74% have**  
**higher**  
**education**



**27% earn**  
**more than**  
**\$75,000 per year**



## PSYCHOGRAPHICS

- 46.96% indicated they either played soccer competitively or for fun
- 57.47% indicated they were “die-hard” soccer fans
- 67.5% were supporters of the United States National Team
- 43.32% were supporters of the Mexican National Team
- 38.1% had attended previous Gold Cup matches
- 91.72% of respondents attended games with friends or family
- 47.14% travelled within a 20 miles radius from the stadium to attend match





# VENUES





## ANCILLARY ACTIVITIES

- Interactive Gold Cup
- Concerts
- Gold Cup Mascot Design and Naming Contest
- Gold Cup Official Song
- Copita Oro – Youth and Amateur Tournament
- Ball Run
- Miss Copa Oro
- Viewing Parties
- Golf Tournament
- FootGolf
- Reality Show





# GOLD CUP 2015 FIELD MAP

Presenting Sponsor



1 - Presenting Sponsor  
3 - Gold  
6 - Silver



**PS: Presenting Sponsor**  
**G: Gold**  
**S: Silver**  
**CB: Corner Boards**  
**L: Local**

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# GOLD CUP 2015 FIELD MAP - Presenting Sponsor



RIGHTS AND BENEFITS	PRESENTING	GOLD	SILVER
Territory	Global	Global	Global
Business Category Exclusivity	Yes, up to 3 products/services.	Yes, up to 2 products/services.	Yes, 1 product/service.
MARKETING			
Sponsor brand incorporated into event logo in all institutional materials produced by CONCACAF and Traffic	Yes, as Presenting Sponsor	No	No
Right to Utilize Gold Cup Marks/Footage/Photography in advertising & promotional campaigns	Yes	Yes	Yes
LED Signage	15 minutes of inventory per match + "Gold Cup Presented By" Scrolls	10 minutes of inventory per match	5 minutes of inventory per match
Perimeter On-Field Goal Line Boards (7 x 1 Meters); Corner Boards; Goal Post boards	2-Goal Line Boards + 4-Goal Post Boards	2-Goal Line Boards	2-Goal Line Boards
3-D Carpets	2 per Match	2 per Match	No
Branding on Official Materials controlled by CONCACAF and Traffic including: Website, Social Media, Press Conference Backdrops, Mixed Zone, Flash Zone, Stadium Directional/Promotional Signage, Outdoor Promotional Signage, Hospitality Areas, Official Credentials, Fan Zone, Ticket Stock (if available)	Size / Positioning based on Sponsor Level	Size / Positioning based on Sponsor Level	Size / Positioning based on Sponsor Level
Premium/Exclusive Branding: Benches, Press Bibs, Player Escorts, Ball Kids, Flagbearers, Official Cars/Buses, Subs Panel	First Priority	First Come - First Served Basis after Presenting sponsors	First Come - First Served Basis after Presenting and Gold sponsors



# GOLD CUP 2015 – SPONSOR PACKAGES



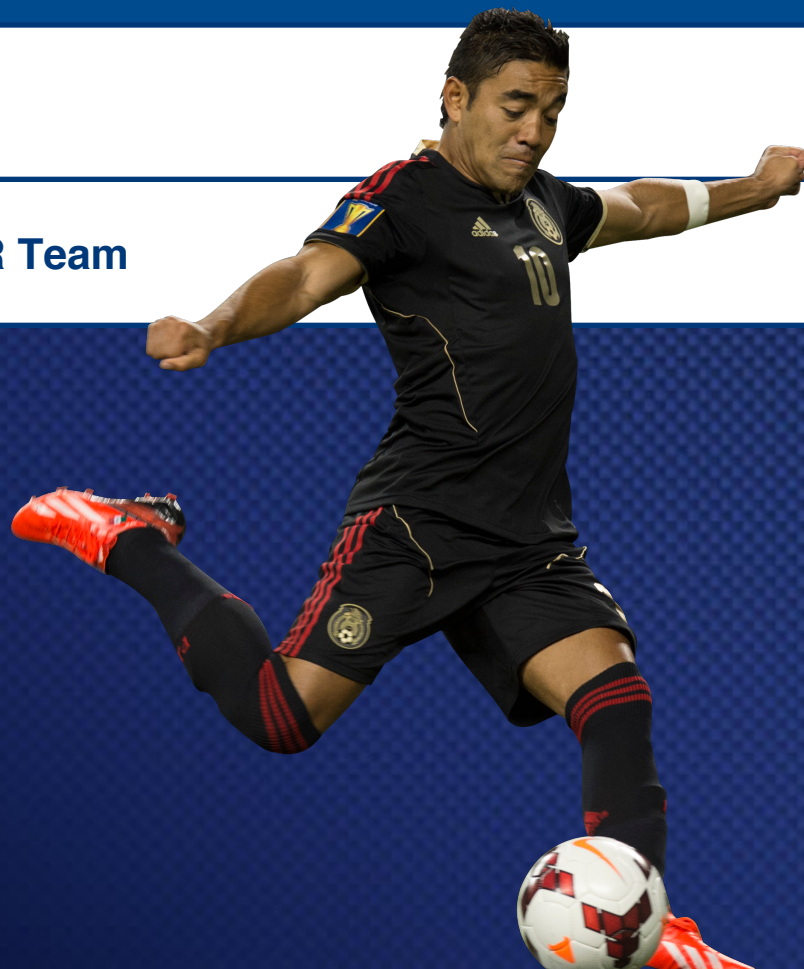
RIGHTS AND BENEFITS	PRESENTING	GOLD	SILVER
Tournament Awards: Golden Ball, Golden Boot, Golden Glove, CONCACAF Fair Play, Man of the Match, Presidential Award	First Priority	First Come - First Served Basis after Presenting sponsors	First Come - First Served Basis after Presenting and Gold sponsors
Welcome Letter/Full Page Ad(s) in Official Program	Welcome Letter / 2 Ads	2 Ads	1 Ad
Right to Activate at Stadia	Yes, Size/location based on Sponsor Level	Yes, Size/location based on Sponsor Level	Yes, Size/location based on Sponsor Level
:30 sec Video scoreboard Ads / :15 sec Stadium PA Announcements	5 spots per Match and 5 PA's per Match	3 spots per Match and 3 PA's per Match	1 spot per Match and 1 PA per Match
Right to organize/sponsor ancillary events such as Trophy Tour, Interactive Gold Cup, Fan Flags, Ball Run, Miss Copa Oro, Youth/Amateur Tournament, Official Song, Official Mascot/Poster, Golf Tournament, Viewing Parties, Reality Show	Available on a Case-by-case basis	Available on a Case-by-case basis	Available on a Case-by-case basis
HOSPITALITY			
Preferred Cat A or B Tickets per Match Date	75 Tickets per Match Date. Right to purchase additional tickets at sponsor price.	50 Tickets per Match Date. Right to Purchase additional tickets at sponsor price.	25 Tickets per Match Date. Right to purchase additional tickets at sponsor price.
CONCACAF Hospitality Suite Tickets	Yes, quantity subject to sponsor level and suite capacity	Yes, quantity subject to sponsor level and suite capacity	Yes, quantity subject to sponsor level and suite capacity
Right to Rent Hospitality Suites at Preferred Rate (subject to availability)	Yes	Yes	Yes
VIP Tickets/Passes to Special Gold Cup events TBC	Yes	Yes	Yes
Parking Passes / VIP Official Credentials TBC	Yes	Yes	Yes



# GOLD CUP 2015 – SPONSOR PACKAGES



PACKAGES	PRESENTING	GOLD	SILVER
2015 Gold Cup	<u>Prices Available Upon Request</u>		
2015 + 2017 Gold Cup Combo Package	<u>Prices Available Upon Request</u>		
2015 vs. 2013 Playoff Match (For Confederations Cup Spot)			
USA vs. MEXICO	<u>Prices Available Upon Request</u>		
USA vs. CA or CAR Team	<u>Prices Available Upon Request</u>		







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