



**VANCOUVER
INTERNATIONAL
SOCCER
FESTIVAL**



»As an athlete, as a parent or as a spectator, you are taking part in much more than a multi-ethnic soccer tournament; you are expressing one of Canada's most cherished values: acceptance.« The Honorable MP Justin Trudeau

VISF is a soccer organization with a big vision and an outstanding community track record. The festival strives to be one of the most successful international festivals/tournaments in the world, providing our local and international guests with an exceptional soccer and cultural experience that will benefit our city, country, and the world.

The festival is the brain child of Palestinian Canadian and award winning humanitarian, Adri Hamael. Adri is a committed humanitarian and entrepreneur who has long been involved in projects focused on improving the lives of young people and fostering understanding among different cultures. Adri co-created and developed the award winning Peace it Together Society. The charity received significant media coverage and recognition, including a grant from Steven Spielberg's Righteous Persons Foundation. Adri also created the annual Wish Cup Soccer Festival which raised significant funds and awareness for children impacted by war and life threatening illnesses.

WHY SOCCER?

Soccer is the biggest game in the world. The game is watched and played by billions of people worldwide; therefore, it's a powerful medium for change and for making a difference. The game transcends borders and barriers, and is among the most powerful tools for creating awareness about issues of global interest.

FESTIVAL OVERVIEW

VISF 2010 will be held on a weekend during the FIFA World Cup in the summer of 2010 at the Andy Livingstone Park and Sports Arena, Vancouver.

2009 Statistics:

- 400 local and international soccer players
- 2000 guests and spectators
- 50 staff and volunteers

2010 Festival Highlights:

- Onsite TV broadcast of the 2010 FIFA World Cup games
- Beer and wine gardens
- Globally inspired cuisine
- House DJs
- Live musical performances
- Family and Kids Zone
- Appearances by celebrities and VIPs
- Thousands of dollars worth of prizes will be won during the weekend

2010 Projections:

- 720 local and international soccer players competing in two divisions: Men Open and Co-ed recreational.
- 4000 guests and spectators are expected
- 100 staff and volunteers
- 24 hours of soccer competition and entertainment

Event Promotion and Publicity

VISF has caught the attention of local and international media, receiving extensive promotion and editorial coverage through TV, radio, print, and other multi-media outlets. Media sponsors are selected carefully to ensure that the event is promoted well. VISF provides sponsors with opportunities for promotion and publicity through an extensive advertising and media plan, and a publicity campaign which includes: a media campaign, promotional materials, an event website and an onsite event program.

»Vancouver International Soccer Festival is a wonderful contributor to the sporting and cultural life of our city. When the world comes to Vancouver in 2010, they are going to see a city that incredibly diverse. an amazing array of cultures and heritages living together in harmony.« Vancouver Mayor Gregor Robertson

SPONSORSHIP OPPORTUNITY

VISF is currently seeking major sponsorship aligned with the messages of sports, cultural harmony, and global peace and involvement in social change through soccer. We are seeking: funding partners, venue partnership, and media sponsors. VISF provides exposure by association opportunities, such as inclusion in press releases, event website, and exposure at the festival site and at VISF beer garden.

CONTACT

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