



Illustration by Corey Wright - Age 11, Dunbar L.C.



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HICKS, MUSE, TATE & FURST
Super Cup
International Youth Club Championship

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DALLAS CUP[®] XXIV

International Youth
Soccer Tournament

April 13 - 20, 2003

Host: Texas Longhorns Soccer Club



WELCOME WORLD



What is Dallas Cup?

What is Dallas Cup?

The Dallas Cup is the oldest and most prestigious international youth soccer tournament in the United States, and is internationally recognized as one of the most elite in the world.

Mission Statement

To promote the well-being of young people through athletic competition, cultural appreciation and educational opportunities.







ROBINHO



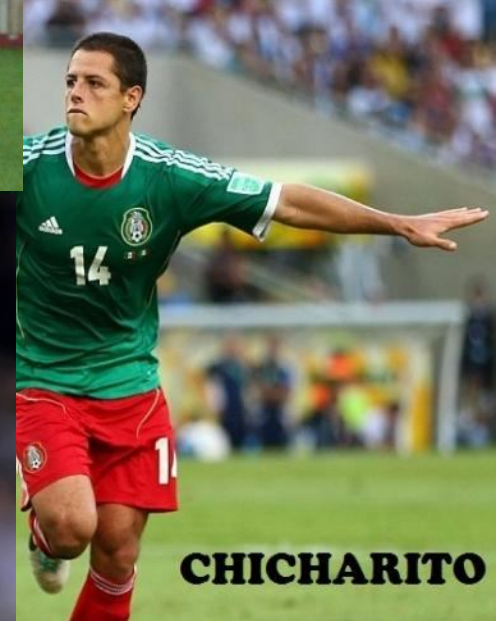
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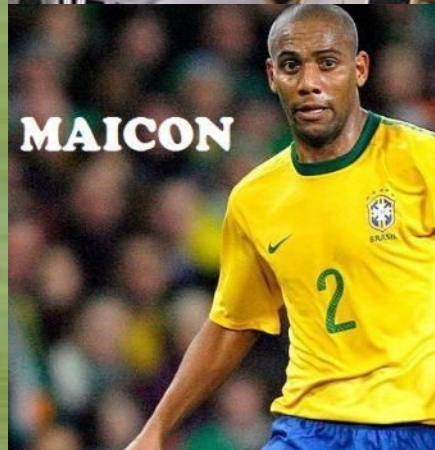
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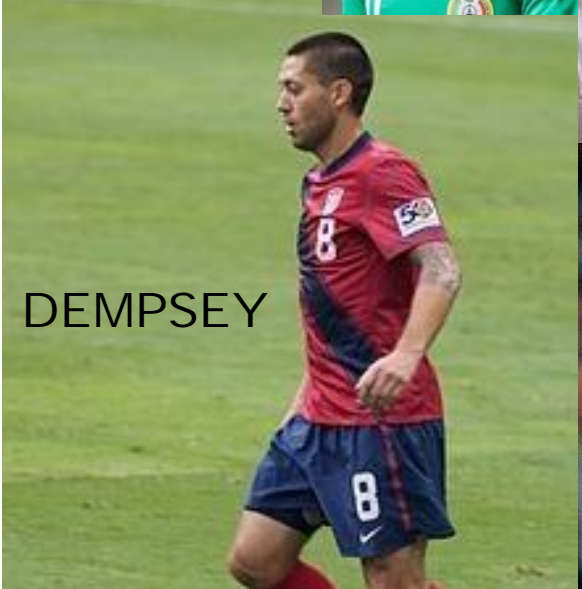
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BECKHAM



DEMPSEY





A One of a Kind Homestay Program







Dallas ISD Ticket Voucher Program



Dr Pepper Dallas Cup XXXVI



188 Teams

5,000+ Players and Coaches

200+ Referees

40+ Countries Represented

8 Age Brackets

330 Games

1,500 Volunteers



Opening Day 2014



Opening Day 2015







DALLAS
MU FC









Nationwide TV Package



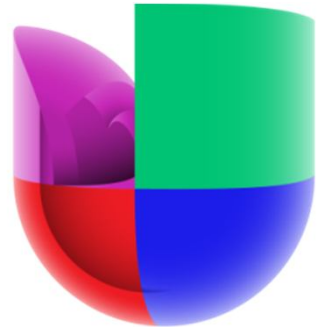
Radio



Worldwide Streaming



iHeartRadio



UNIVISION[®]



clearchannel
MEDIA + ENTERTAINMENT





“ With its **more than \$12.6** million economic **irnpact**, the **Dr Pepper** Dallas Cup is one of **the largest annual** sporting events held in Dallas.”

- Phillip Jones, President and CEO of the Dallas Convention & Visitors Bureau



Dr Pepper Dallas Cup

2015 Numbers

MoneyGram Soccer Park

- 165 games
- 6 days
- 41% increase over 2014

Hotel Room nights

- 11 Properties (Addison, Dallas)
- 8400 total room nights
- 3500 in Dallas-proper
- 10% increase over 2014

Attendance throughout all venues: 100,000+



Dr Pepper Dallas Cup

Future Initiatives

Opening Day Growth

- Saturday night
- Combine with international exhibition game

Adjust number of participating teams

- Must stay within "Quality over Quantity" motto
- Competition, Referees, Quality of Fields
- Explore permanently adding U12 7v7 component

Post-Tournament training opportunities for teams

Local Qualifiers

Expand Tourism Initiatives



Dr Pepper Dallas Cup XXXVII

March 20th – March 27th, 2016