



U.P.S.E.S. 2010 CENTENNIAL FESTA
SOCCER INVITATIONAL
SAN DIEGO, CA.

Who Are We?

One of San Diego's most beautiful characteristics is its diversity, something which is contributed to by its Portuguese community, predominantly based in Point Loma.



Many Portuguese immigrants settled in Point Loma, making part of our San Diego community in various ways, mainly in the tuna industry. Over the years, our Luso-American patrons have shown their roots by means of past, present and future Portuguese restaurants, bakeries, radio stations and educational centers. Our UPSES Hall houses events, fundraisers, and club meetings, but we all unite as one for one function in particular: The Holy Spirit Festival.

The Holy Spirit Festival or Festa do Divino Espirito Santo is San Diego's oldest ethnic festival. It roots from the religious and cultural traditions and beliefs and is undoubtedly our Portuguese community's largest and most important event. It is realized seven weeks after Easter and includes a procession, crowning ceremony, and traditional luncheon, gratuitously feeding over 5,000 people each year. Other activities include folkloric dancing, live music, and the sale of traditional Portuguese food.



It takes over one year to plan our festival, and a crucial element to its success are the several fundraisers needed to produce this yearly occasion that means so much to our community and heritage. And now, in its 100th year, the significance is no different.

For more information on our Festa's history, please visit www.upses.com

100 Shots on Goal:

UPSES Centennial Festa Soccer Invitational

- **WHAT?** One major cultural staple for the Portuguese is soccer; a sport loved and followed by members of our local and international communities. Several Portuguese communities have used soccer tournaments as fundraisers. It is a fun and interactive way to bring the people of our culture together in efforts of supporting such an important tradition: The Holy Spirit Festival. As these soccer tournaments have proven to be not only fun, but highly successful, the United Portuguese SES has decided to present one of our own in our 100th Holy Spirit Festival's very first soccer invitational.
- **WHEN?** We have invited 12 soccer teams all representing different Portuguese communities throughout California to join us in San Diego the weekend of February 13, 2010 for two days of soccer matches, followed by a dinner to include an awards ceremony, an auction, and live entertainment.



WHERE? The games will take place on two fields in Liberty Station where there will be announcers, food for sale, and sponsor recognition.

The Awards Ceremony Dinner and Auction will take place at our UPSES hall, not two miles from Liberty Station.



- **WHO?** The event is estimated to receive over 2,000 guests, to include our local San Diego community, as well as players and family members from visiting teams who will be staying in nearby hotels. The presence of this multitude will bring not only an increased interest in San Diego in the long run, but an increased exposure to our local business during this event.
- **WHY?** We would like for you to be a part of this exciting weekend along with us, giving you the opportunity to advertise your business to local and visiting consumers, all the while contributing to a local 501(c)3 (non-profit) organization, the UPSES Centennial Festa.

There are many ways for you and your business to get involved with the UPSES Centennial Festa. Please review the enclosed list of sponsorship options. Any form of contribution would be greatly appreciated and we hope you can come join us for a fun-filled event!

Sponsorship Options



Champion Team Member

\$1000 and UP

- ✓ Business Name on Shared Banner, displayed at Games and Festivities
- ✓ Announcements at all Games and Festivities
- ✓ Recognition/Appreciation Plaque
- ✓ Full-Page ad in Program Booklet
- ✓ Acknowledgement as sponsor in Program Booklet
- ✓ Recognition of sponsorship on UPSES website with link to your business
- ✓ Tournament T-Shirt



Finalist Team Member

\$ 750 - \$999.99

- ✓ Recognition/Appreciation Plaque
- ✓ Half-Page ad in Program Booklet
- ✓ Acknowledgement as sponsor in Program Booklet
- ✓ Recognition of sponsorship on UPSES website with link to your business
- ✓ Tournament T-Shirt



Premiere Team Member

\$ 500 - \$749.99

- ✓ Quarter-Page ad in Program Booklet
- ✓ Acknowledgement as sponsor in Program Booklet
- ✓ Recognition of sponsorship on UPSES website with link to your business
- ✓ Tournament T-Shirt



Club Team Member

\$ 250 - \$499.99

- ✓ Business Card ad in Program Booklet
- ✓ Acknowledgement as sponsor in Program Booklet
- ✓ Recognition of sponsorship on UPSES website with link to your business
- ✓ Tournament T-Shirt

You can also advertise your business or send a message in our Program Booklet

- ❖ \$25 Business Card
- ❖ \$35 Quarter Page Ad
- ❖ \$50 Half Page Ad
- ❖ \$90 Full Page Ad
- ❖ \$200 Back Cover

Sponsorship Options (cont.)

If you would like to advertise in our **program booklet**, please e-mail your appropriately-sized advertisement to silvarete@sbcglobal.net or to msilva1@sbcglobal.net, and mail a corresponding check made payable to:

UPSES Centennial Festa 2010
3615 Garrison Street
San Diego, CA. 92106

→ If you would like to become a **team member**, please fill and return the form below along with the corresponding payment.

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_____ would like to be a team member for the
[Name of Sponsor] UPSES Centennial Festa Soccer
Invitational!

- | | |
|---|----------------------------|
| <input type="checkbox"/> Champion Team Member | Sponsorship Amount \$_____ |
| <input type="checkbox"/> Finalist Team Member | Sponsorship Amount \$_____ |
| <input type="checkbox"/> Premiere Team Member | Sponsorship Amount \$_____ |
| <input type="checkbox"/> Club Team Member | Sponsorship Amount \$_____ |

Thank You!!

Thank you for your time and attention. Should you have any questions or concerns regarding the UPSES Centennial Festa Soccer Invitational, please feel free to contact a member of our committee. We look forward to seeing you at our event!!

UPSES President

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Centennial Festa President

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Chair - UPSES Centennial Festa Soccer Invitational

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