



Asia's Largest Youth  
Football Tournament

Commercial Sponsorship & Partnership Marketing Opportunities

## JSSL SINGAPORE PROFESSIONAL ACADEMY 7S 2024



Held in:



Passion  
Made  
Possible



LaLiga



Organised by:



Organised by JSSL  
Marketing Support by Paul Poole (South East Asia) Co., Ltd. - The Sponsorship Experts





## JSSL SINGAPORE PROFESSIONAL ACADEMY 7S 2024



### JSSL SINGAPORE PROFESSIONAL ACADEMY 7S 2024

**28 - 31 MARCH**

JSSL SINGAPORE PROFESSIONAL ACADEMY 7S is Asia's Premier Youth Football competition, showcasing young talent from 400+ teams across 15 countries.

The tournament attracts some of the world's prestigious professional clubs, including: Arsenal, Barcelona, Fulham, Liverpool, Manchester United, Sporting Lisbon, Tottenham Hotspur and Valencia.

Teams from all around the world come together during the Easter Holiday weekend to compete in Singapore for individual team glory and to be crowned Asia's No 1 Club and the coveted Paul Parker Trophy.

Now in its 10th year, Singapore's biggest youth football tournament is an amazing spectacle for football and one not to be missed by any youth footballer.

### QUICK FACTS 2023

**407**  
TEAMS  
219 X INTERNATIONAL  
188 X LOCAL (SINGAPORE)

**14**  
PROFESSIONAL  
ACADEMY UNDER  
16 TEAMS  
7 X BOY & 7 X GIRL

**5,600**  
PLAYERS  
15 NATIONS REPRESENTED

**11,200**  
PARENTS

**60,000**  
SPECTATORS  
ACROSS ALL DAYS

**20**  
PITCHES  
4 X VENUES

**1 MILLION+**  
JSSL SOCIAL MEDIA  
VIEWS OF 7S CONTENT

**\$5471,480**  
MEDIA VALUE 2023 ACROSS  
BROADCAST, PRINT,  
SOCIAL & ONLINE  
ESTIMATED MEDIA VALUE  
2024 - \$520K+

**LIVE STREAMING**  
STREAMED ON LA LIGA,  
VALENCIA CF, JSSL,  
**FC FACEBOOK**  
30 MINUTE HIGHLIGHT  
SHOW ON FOX SPORTS ASIA

**Be Part Of JSSL SINGAPORE  
PROFESSIONAL ACADEMY 7S -  
Become A Commercial Partner**

Source: JSSL & IPSOS 2023 EVENT REPORT



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## JSSL SINGAPORE PROFESSIONAL ACADEMY 7S 2024



### TOURNAMENT SPONSORSHIP PACKAGES

We have developed packages to suit differing levels of needs:

#### TIER 1: TITLE & PRESENTING SPONSORS

One x Tournament Title Sponsor with naming rights to the event

One x Tournament Presenting Sponsor with naming rights to the event

#### TIER 2: CO-SPONSORS

Six x Official Tournament Co-sponsors from non-competing categories

#### TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

10 x Official Tournament Suppliers from different industries providing goods and services

10 x Official Tournament Media Partners

#### ADDITIONAL PACKAGES

Sponsor & Partner packages available on request for additional JSSL properties, including:

JSSL Leagues

JSSL Programs

JSSL Camps



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## JSSL SINGAPORE PROFESSIONAL ACADEMY 7S 2024



### COMPETITION FORMAT

JSSL SINGAPORE PROFESSIONAL ACADEMY 7S is JSSL's flagship event.

The competition is a knock out format with 15 age groups from Under 6 to Under 16s Boys and Girls.

### PARTICIPATING TEAMS

Starting in 2013 with 40 teams the event has grown 1,000% with over 400 teams participating in 2023.

The 2024 event will attract similar numbers to 2023.

407 teams - 219 international, 188 local.

Overseas participating teams in 2023 comprised...

THAILAND	48	HONG KONG	12	SPAIN	3
PHILIPPINES	47	TAIWAN	11	CAMBODIA	3
MALAYSIA	33	CHINA	9	PORTUGAL	1
INDONESIA	25	JAPAN	7	ENGLAND	1
AUSTRALIA	15	VIETNAM	4	<b>TOTAL</b>	<b>219</b>

Source: JSSL & IPSOS 2023 EVENT REPORT

### 2023 PROFESSIONAL BOYS TEAMS



### 2023 PROFESSIONAL GIRLS TEAMS



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### AUDIENCES

#### SPECTATORS

In 2023, the 4-day event had a total of 60,000 spectators, including 50,180 international (foreign) spectators in attendance.

10,462	12,458	13,566	13,694
DAY 1	DAY 2	DAY 3	DAY 4

Source: JSSL & IPSOS 2023 EVENT REPORT

#### FOREIGN VISITORS

In 2023, 10,397 foreign visitors travelled to Singapore specifically to participate or support family members / players in the event. A similar number are expected in 2024.

3,042	878	5,282	649
PLAYERS	LEADERS	PARENTS	SUPPORTERS

Foreign attendees came to Singapore in groups of two and four people and stayed for an average of five days specifically to attend the JSSL 7s Tournament.

In addition to attending the JSSL 7s, more than half the foreign attendees visited local attractions and enjoyed entertainment options e.g. nightlife, gaming.

Source: JSSL & IPSOS 2023 EVENT REPORT



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## JSSL SINGAPORE PROFESSIONAL ACADEMY 7S 2024



### COACHING CONVENTION

Held the day before the event featuring guest speakers, youth football experts and guest of honour.

In 2023 the Coaching Convention included a talk with football legend Dwight Yorke and his son Harvey.

### GUESTS OF HONOUR

The following celebrity former players attended the event in 2023.

Teddy Sheringham – Ex Tottenham Hotspur, Manchester United & England Striker

Emile Heskey – Ex Liverpool & England Striker

Andy Cole – Ex Manchester United & England Striker

Michael Carrick – Ex Manchester United & England Midfielder

Dwight Yorke - Ex Manchester United & England Striker



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## JSSL SINGAPORE PROFESSIONAL ACADEMY 7S 2024



### SPONSOR VILLAGE

Sponsors and Partners will be allocated space in a Sponsor Village area, where they can showcase their products and services.



### 2023 PARTNERS INCLUDED... GOLD PARTNERS



**TURKISH  
AIRLINES**



ST. JAMES'S PLACE  
WEALTH MANAGEMENT



### PARTNER SPONSORS



**LaLiga**



Passion  
Made  
Possible



**CARLTON** ✨  
HOTEL | SINGAPORE

### SINGAPORE TOURIST BOARD (STB)

The tournament has a strong partnership with STB, a three-year deal running 2023 – 2025. STB provide additional tourism benefits for participants.

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## JSSL SINGAPORE PROFESSIONAL ACADEMY 7S 2024



### WHY GET INVOLVED?

An association with JSSL SINGAPORE PROFESSIONAL ACADEMY 7S 2024 allows Sponsors and Partners to promote their products and services to a worldwide audience, with 15 nations represented. Sponsors benefit from a partnership in many ways, including:

#### BRAND EXPOSURE

##### ADVERTISING BOARDS

BANNERS / AD BOARDS PER VENUE X 25  
LOGO ON WINNERS BACK DROP  
LOGO ON WELCOME & ENTRY BANNERS  
BIG SCREEN ADVERTISEMENTS

##### PROMOTIONAL BRANDING

LOGO ON COLLATERAL  
EMCEE ON SITE MENTIONS & ANNOUNCEMENTS  
PRIZE PRESENTATION TO WINNERS

##### TEAMS & OFFICIALS

ON TEAM BIBS  
ON OFFICIALS – REFEREES, LINE OFFICIALS

##### OTHER

ON PITCH ACTIVITY

#### MEDIA & PR

##### MARKETING TO FOOTBALL AUDIENCE

The event provides an excellent vehicle for businesses to associate with and target football fans.

##### BROADCAST

The organisers plan to live stream the event and produce a 30 minute highlights programme.

In 2023 the event was streamed on La Liga, Valencia CF, JSSL, FC Facebook and a 30 minute highlight show aired on Fox Sports Asia.

#### PR COVERAGE 2023

	NO. OF COVERAGE	PR VALUE (S\$)
PRINT	1	34,680
BROADCAST	5	118,800
ONLINE	11	165,000
SOCIAL	17	153,000
<b>TOTAL</b>	<b>34</b>	<b>471,480</b>

#### PRESS CONFERENCES & SPECIAL EVENTS

Opportunities to hold press conferences and photo opportunities before, during and after the event.

#### LEGEND PROGRAM

Sponsors & Partners have the opportunity to meet the legends that support JSSL SINGAPORE PROFESSIONAL ACADEMY 7S 2024. Activities include:

FOOTBALL CLINIC WITH LEGEND  
GALA DINNER WITH LEGEND  
LUNCH WITH LEGEND  
SPECIAL CASINO APPEARANCE WITH LEGEND  
EVENT VIP HOSPITALITY WITH LEGEND



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## JSSL SINGAPORE PROFESSIONAL ACADEMY 7S 2024



### WHY GET INVOLVED?

#### DIGITAL & SOCIAL RIGHTS

##### Inclusion in social media activity

	facebook.com/jsslsingapore	6.7K FOLLOWERS
	instagram.com/jsslsingapore	7.6K FOLLOWERS
	tiktok.com/@jsslsingapore	6.3K FOLLOWERS

#### 2023 EVENT

**1 MILLION** TOTAL VIEWS    **100** CONTENT PIECES    **296K VIEWS** TIKTOK POSTS ATTRACT

#### EXPERIENTIAL

The opportunity to sample and promote products and services at the event Sponsor Village to over 11,000 parents / fans and 5,600 players.

#### HOSPITALITY & TICKETING

Sponsors and Partners can use their association to entertain business audiences including customers, suppliers and employees.

Through VIP and general access, Sponsors and Partners have the ability to create tailored events for clients and customers at the event. Opportunities include:

- VIP PASSES COACHING CONVENTION
- OPENING CEREMONY TICKETS

#### MERCHANDISING

The opportunity to produce joint branded merchandise e.g. T-shirts, scarves, caps, jackets.

#### OTHER PROMOTIONAL OPPORTUNITIES

The organisers are pleased to discuss any other requirements of business partners in order to maximise exposure of products and services.



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## INVENTORY OF RIGHTS

CATEGORY EXCLUSIVITY & TITLE RIGHTS	PARTNER LEVEL		
	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 OFFICIAL TOURNAMENT CO-SPONSORS	TIER 3 OFFICIAL TOURNAMENT SUPPORTERS & OFFICIAL MEDIA PARTNERS
Rights to title for PR and advertising use [TITLE SPONSOR NAME] JSSL SINGAPORE PROFESSIONAL ACADEMY 7S 2024 presented by [PRESENTING SPONSOR NAME]	Yes		
Rights to title for PR and advertising use [Co-sponsor Name] Co-sponsor of [TITLE SPONSOR NAME] JSSL SINGAPORE PROFESSIONAL ACADEMY 7S 2024 presented by [PRESENTING SPONSOR NAME]		Yes	
Rights to title for PR and advertising use [Sponsor Name] Official Supporter / Official Media Partner of [TITLE SPONSOR NAME] JSSL SINGAPORE PROFESSIONAL ACADEMY 7S 2024 presented by [PRESENTING SPONSOR NAME]			Yes
Category Exclusivity	Yes		
INTELLECTUAL PROPERTY & BRANDING RIGHTS			
LOGO & IMAGE RIGHTS			
Right to use composite (lock-up) logo on all internal and external marketing - comprising your logo and [TITLE SPONSOR NAME] JSSL SINGAPORE PROFESSIONAL ACADEMY 7S 2024 presented by [PRESENTING SPONSOR NAME]	Yes	Yes	Yes
BRAND EXPOSURE – GENERAL			
Total branding area available will be allocated in the following ratios: Tier 1: 40% - shared between Tier 1 Tier 2: 40% - shared between Tier 2 Tier 3: 20% - shared between Tier 3	Yes	Yes	Yes
ON SITE BRANDING			
Banners / Ad Boards per venue x 25	Yes	Yes	Yes
Logo on Winners back drop	Yes	Yes	Yes
Logo on Welcome & Entry banners	Yes	Yes	Yes
Big Screen advertisements	Yes	Yes	Yes
On team bibs & officials – referees, line officials	Yes		
On pitch activity	Yes		
At Coaching Convention	Yes	Yes	Yes
PROMOTIONAL BRANDING			
Logo on collateral	Yes	Yes	Yes
Emcee on site mentions & announcements	Yes	Yes	Yes
Prize presentation to winners	Yes		
MEDIA & PR RIGHTS			
PR & CONTENT CAMPAIGN			
Inclusion in any campaign running throughout event	Yes	Yes	Yes
ADVERTISING & PROMOTIONAL CAMPAIGN			
Inclusion in campaign of advertising, editorial, blogging and social media	Yes	Yes	Yes
OFFICIAL PROGRAMMES, BOOKLETS, BROCHURES			
Sponsors & Partners will be included in all digital and online Programmes, Booklets and Brochures, where relevant	Yes	Yes	Yes
LEGEND PROGRAM			
Involvement in Legend program – specific activity to be agreed	Yes	Yes	Yes
DIGITAL & SOCIAL RIGHTS			
Inclusion in any official social and digital media opportunities: Facebook, Instagram, TikTok & other digital channels e.g. e Newsletter mailings	Yes	Yes	Yes
Logo on official website	Yes	Yes	Yes
Access to event attendee data and promotion to organiser databases	Yes		
EXPERIENTIAL RIGHTS			
Sponsor Booth – presence at Sponsor Village	Yes	Yes	Yes
HOSPITALITY & TICKET RIGHTS			
Complimentary VIP tickets to Coaching Convention & Opening Ceremony	Yes	Yes	Yes
MERCHANDISING RIGHTS			
Opportunity to produce joint branded merchandise	Yes	Yes	Yes





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## JSSL SINGAPORE PROFESSIONAL ACADEMY 7S 2024



### ORGANISERS - JSSL

**900** WEEKLY CHILDREN  
**3** TRAINING LOCATIONS  
**20** QUALIFIED COACHES

JSSL is Singapore's Premier Youth Football Club & League Provider, offering young boys and girls the opportunity to explore football at all levels in a safe environment.

JSSL's vision is to revolutionise youth football in Singapore with the most professional football club, the most encompassing youth leagues, and Asia's largest youth football tournament.

Through innovative coaching methods and tailored football sessions, JSSL aims to instil its values in every child. JSSL's main goal, as a football club and coaching team, is to maximise every individual's development; as a player as well as a person off the pitch.

JSSL activities cover:

PROGRAMS – ELITE, SOCCER SCHOOL, GIRLS & GOALKEEPERS

COMPETITIONS - JSSL LEAGUES, JSSL 7S, GOTHIA CUP & BANGKOK 7S

### CONTACT

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