

2026

COPA Tysons SoccerFest

Sponsorship Packages

A World Cup–Inspired Celebration of Culture, Community, and Soccer



tysons
community alliance

7902 Tysons One Place, Tysons, VA 22102
tysonsva.org



About COPA Tysons

COPA Tysons SoccerFest is a signature, high-visibility community-building initiative hosted by the Tysons Community Alliance (TCA) and the only annual event of its kind in the Washington, D.C. region. The festival leverages the universal appeal of soccer to bring together diverse audiences, creating a dynamic platform for brands to connect with the Tysons community in an authentic, high-energy setting.

Featuring competitive 4v4 tournaments, family-friendly activities, World Cup watch parties, and culturally inspired programming, COPA Tysons delivers meaningful engagement across age groups and cultures. For sponsors, the event offers prominent brand exposure, onsite activation opportunities, and alignment with a celebrated community experience that draws residents, workers, and visitors from across the region.

2025 Event Highlights

95 4v4 tournament players

1000+ attendees (ages 18-54)

Representing **20+** countries

Guest appearance by DC United legend **Jamie Moreno.**

COPA Tysons 2026 | World Cup Edition

In celebration of the FIFA World Cup hosted in North America, COPA Tysons expands into a free, multi-event public soccer festival activating Tysons throughout the tournament.

Watch

World Cup watch parties across Tysons



Play

Community-building soccer tournaments

Soccer demonstrations, giveaways, swag, awards and family activities



Experience

International food and beverages from local partners

Appearances by well-known soccer personalities, including PK the Eagle, mascot of the Washington Spirit.



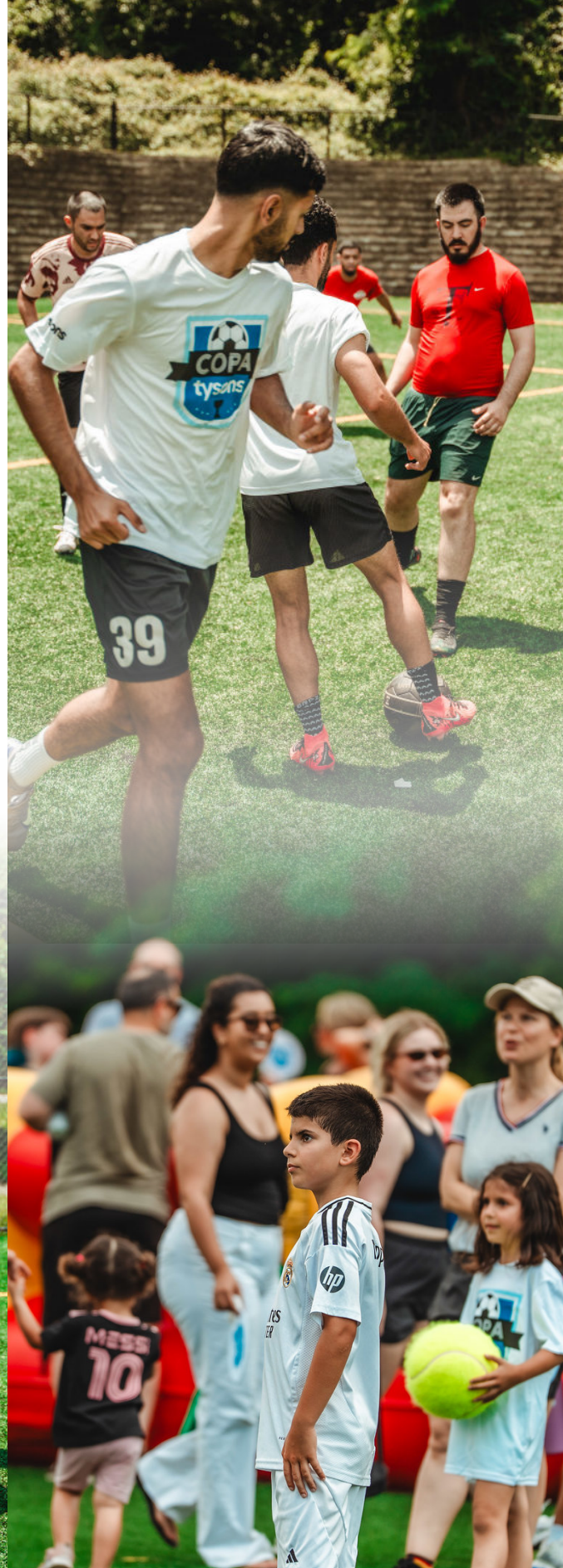


Why Sponsor COPA Tysons

A High-Impact Opportunity to Reach an Engaged, Global Audience

COPA Tysons connects your brand with an audience that is passionate, diverse, community-driven, and affluent, while delivering integrated exposure across on-site, digital, and regional media channels.

In 2026, COPA Tysons is expected to welcome more than 2,000 passionate fans and participants, creating a highly visible platform for sponsors to engage Tysons' uniquely international community.



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Sponsorship Packages

CONCACAF Cup Title | \$500

Community Recognition Partner

- Logo placement on COPA Tysons website and event jerseys
- Name recognition in one pre-event email communication

Champions League Title | \$2,500

Prominent Visibility

- All Community Recognition Partner benefits
- Event promotion mentions across TCA social media
- Recognition in event promotions (digital, print, TCA press releases, and on-site marketing materials)
- Space for two (6' x 3') banners at COPA Tysons events

Copa America Title | \$5,000

High-Value Branding

- All Champions League Title benefits, plus exclusive sponsorship of one on-site activity and a dedicated vendor table or activation space.

Eurocup Champion Title | \$7,500

On-Site Visibility & Engagement

- All Copa America Title benefits, plus inclusion in paid social media promotions

World Cup Champion Title | \$15,000

High-Value Branding, Visibility & Engagement

- All Eurocup Champion Title benefits
- On stage recognition and awards presentation
- Exclusive branded swag and prominent logo placement on COPA Tysons jerseys distributed to all participants

About TCA



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The Tysons Community Alliance (TCA) is an independent 501(c)(3) nonprofit organization leading the transformation of Tysons, Virginia into a vibrant, inclusive, and globally competitive urban center. Through high-impact placemaking, signature events, data-driven research, and strategic partnerships, TCA connects residents, workers, and visitors, driving visibility, engagement, and long-term value for the Tysons community.

Amplify Your Brand Through TCA's Platforms

- **1.1M+ regional impressions** from targeted radio promotions
- Strong social media presence, reaching over **10K followers**
- **2,000+ newsletter subscribers** with over 30% open rates

Ready to Extend Your Reach in Tysons?

Partner with TCA and align your brand with one of the region's most dynamic urban destinations. Connect with us at info@tysonsva.org to join our growing network of sponsors.



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Tysons at a Glance

Market data details are always shifting, but the broader picture of this vibrant, burgeoning urban center can be captured in a few important numbers. We invite you to save this page and become familiar with its contents, to help inform your next conversation about Tysons with clients, coworkers, friends, and family.

Live:

32,000

Residents

\$130K

Avg. Median
Income

4%

Avg. Annual
Population Growth
2019-2024

Play:

2 Of the Top-
Performing
Shopping Malls
in the U.S.

45
Entertainment
Venues

131
Acres of Publicly
Accessible
Green Space

160+
Restaurants, Bars
& Casual Dining
Locations

Work:

4,621

Businesses

92K

Employees

15%

Share of Fairfax
County Total
Employment


2nd

Largest Single
Regional Employment
Center Outside
Downtown D.C.

4 Fortune 500
Companies

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