

SPONSORSHIP OPPORTUNITY: WORLD CUP COMMUNITY GRANT PROGRAM

This summer, the New York City region will host the world's most watched sporting event, the FIFA World Cup, and MetLife Stadium will host the tournament's final match on July 19. The region is expected to welcome more than a million visitors from around the world, with the tournament generating an estimated \$3 billion in economic impact.



The ABNY Foundation is launching the **World Cup Community Grant Program** to ensure residents and communities across the five boroughs can experience and benefit from the excitement of the tournament, even if they are not attending a match in person.

The ABNY Foundation will award small grants ranging from \$5,000 to \$15,000 to community-based nonprofit organizations across New York City to:

Create Inclusive Fan Engagement

- Create free and welcoming, community-centered World Cup experiences
- Engage residents who may not have access to official ticketed events

Engage Youth Through Free Programming

- Provide no-cost, safe, and enriching activities for young people
- Use soccer as a tool for education, leadership, and healthy recreation

Spur Local Economic Development

- Drive foot traffic to commercial corridors and small businesses
- Activate public spaces with free programming
- Support local vendors, artists, and entrepreneurs

Sample projects could include, but are not limited to, community watch parties, public art installations; youth soccer clinics, tournaments, or skills workshops; educational programs connecting soccer to careers, arts, or global learning; neighborhood activations in partnership with local businesses; among others.

Sponsorship Tiers:

Leading Sponsor: \$50,000

Supporting Sponsor: \$25,000

Contributing Sponsor: \$10,000

Sponsors will be featured in the ABNY Foundation program promotion, grantee programming promotion, among others.

Contact Zina Robbins-Maldonado at zmaldonado@abny.org to learn more.