Kohl's American Cup: Sharing Best Practices

Friday, March 6, 2009
1:30pm – 2:45pm
Room C3
Rachel Knight
US Youth Soccer Marketing Assistant and Program Manager for Kohl’s American Cup

Lindsay Williams
US Youth Soccer Communications Coordinator for Kohl’s American Cup

Emily Schwab
Kohl’s Corporation New Store Marketing Coordinator
How to find media information in your local area.

Why is the media questionnaire important?

When to submit media questionnaire and timeline for releases.

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### Media Questionnaire

**Note:** Proper Event Name

First Reference: North Texas Kohl’s US Youth Soccer American Cup

Second Reference: North Texas Kohl’s American Cup

**BEST CONTACT FOR ANY MEDIA REQUESTS:**

<table>
<thead>
<tr>
<th>Complete Name</th>
<th>Organization and Title</th>
</tr>
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<tbody>
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**Cell Phone Number:** __________

**Email Address:** __________

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**EVENT SPECIFICS:**

- **Impacted Cities/Suburbs:** (Please list where teams will originate from):

  __________

- **Number of times a Kohl’s American Cup has been held in this location:** __________

- **Anything special or unique about your event (giveaways, special on-site, no fees, etc.):**

  __________

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**MEDIA CONTACTS:**

US Youth Soccer Communications will use a database to pull local contacts based on the impacted cities/suburbs. Often, local representatives are aware of additional key contacts. Please provide any members of the local working media that should be added to our communications.

**Format –**

- **John Doe, USA Today –**
  - __________
  - __________

**Newspaper:**

- __________

**Television:**

- __________

**Radio:**

- __________

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Please return this form to:

Lindsay Williams

Communications Coordinator – US Youth Soccer

(P): 972-334-9300

(F): 972-334-9960

lwilliams@usyouthsoccer.org
Meet the Panel

Tim McCoy

Tim McCoy is the Director of Member Services for Pennsylvania West State Soccer Association. He has coached kids at the recreational, travel, and classic/premiere levels. He is an Assistant Dean with US Youth Soccer’s Soccer Learning University.
Jenny Wood

Jenny Wood is the Director of Member Services at the Iowa Soccer Association. She serves as Tournament Director for the Kohl’s American Cup, the Iowa State Cup, the Iowa Director’s Cup, along with numerous other tasks with Iowa Soccer. Prior to joining Iowa Soccer, Jenny was the head coach of a college men’s soccer team as well as the sports information director.
Barb Newtown

Barb Newton is currently the Director of Programs and Services for Florida Youth Soccer Association. Barb served on the board of directors for Florida Youth Soccer Association for over 12 years before joining the office staff. She served as a District Commissioner, Regional Vice President and served as the President for 8 years.
Steve Anderson is the Recreational Committee Chair for the North Dakota Youth Soccer Association. Since starting his local club in 1997, Steve is the current president and has since coached U8, U10 and U12 teams. Steve is also the Supply Management Specialist for John Deere Seeding Group in North Dakota. This will be Steve’s fifth year of attending the US Youth Soccer adidas Workshop.
David Eadie is the Deputy Executive Director of the San Jose Sports Authority. The Sports Authority is the sports commission and sports marketing agency for the City of San Jose, and since its inception in 1991 the Sports Authority has – with the support of its community partners – established a leadership role in San Jose’s attraction and hosting of hundreds of professional, amateur, spectator, and participatory sporting events in San Jose.
How do you begin to promote and/or advertise for your Kohl’s American Cup event?
How do you run registration for your Kohl’s American Cup event?
What are the logistics of your Kohl’s American Cup tournament or festival?
How do you acquire volunteers?
What different tasks do you have the volunteers do?
Kohl's A-Team

* Kohl’s A-Team consists of 5 or more Kohl’s Store Associates.
* A-Team must participate for at least 3 hours to qualify.

-BENEFITS –
Kohl’s supports the A-Teams participation with a $500 corporation grant given directly to your soccer organization.

www.KohlsCorporation.com
*The Kohl’s Cares for Kids® Fundraising Card program is an effective way to raise money for nonprofit youth organizations and eliminate many of the hassles associated with traditional fundraising!

*Kohl’s Fundraising Cards are sold to organizations at a discount of five percent for purchases over $1,000 and three percent for total purchases from $500 to $999.

*Cards are available in denominations of $10, $25, $50 and $100.

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