



FOOTY • COMMUNITY • SWEETS

**CAMPUS POINTE**

**3PM - 9PM | 5050 N. CHESTNUT AVE, FRESNO, CA 93710**

# TRUSTED BY:

We are extremely fortunate to have leading global and community-oriented organizations who have not only supported HPA & HPAF events & programs but also managing their events. Together we have made a prominent impact on improving the quality of life while empowering all generations! Below are a few organizations that we have teamed up with to promote mental, physical, and emotional wellness.







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## ABOUT FOOBOO

Join us for our annual FooBoo celebration! FooBoo is a fun, safe, and not-so-scary way for families to enjoy the fall holiday. The Square at Campus-Pointe, located at Fresno State & next to Save Mart Center, will be transformed into a cultural experience. We will start the festivities in the morning with a free playdate and soccer skills camp for youth at HPA Indoor Center. Later in the afternoon, don't miss out on the chance to enjoy the newest edition of World Cuppies '22, food, a family-friendly DJ, and a soccer maze, and visit all of our vendor's booths for a fun evening of trick-or-treating! Children are encouraged to dress in costumes. Non-scary costumes are appropriate for this event - please select a costume that is appealing to children and does not contain horror elements of any kind.



## ABOUT HPA

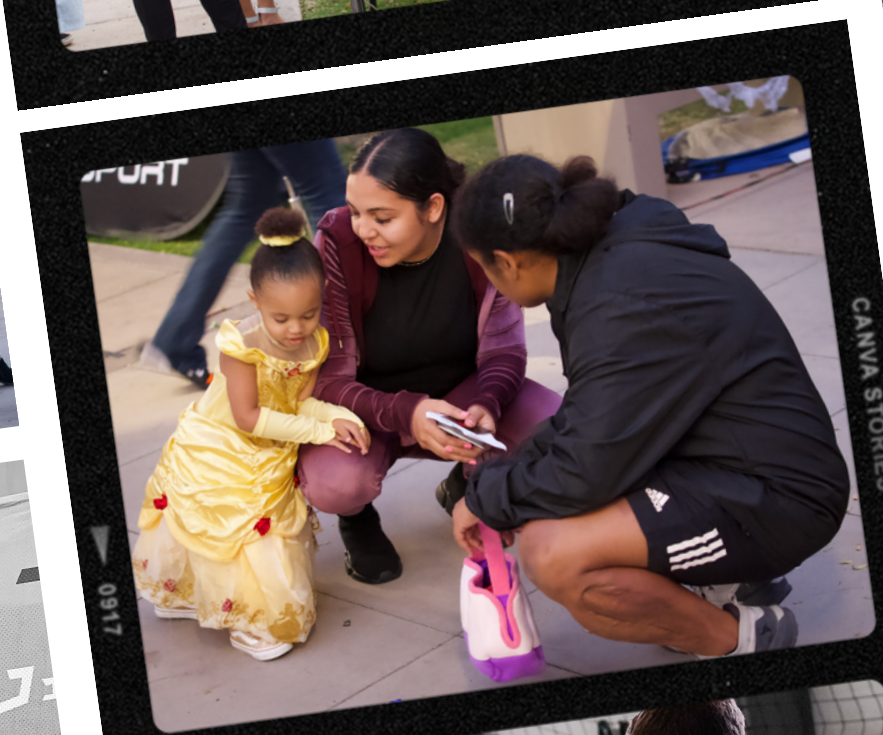
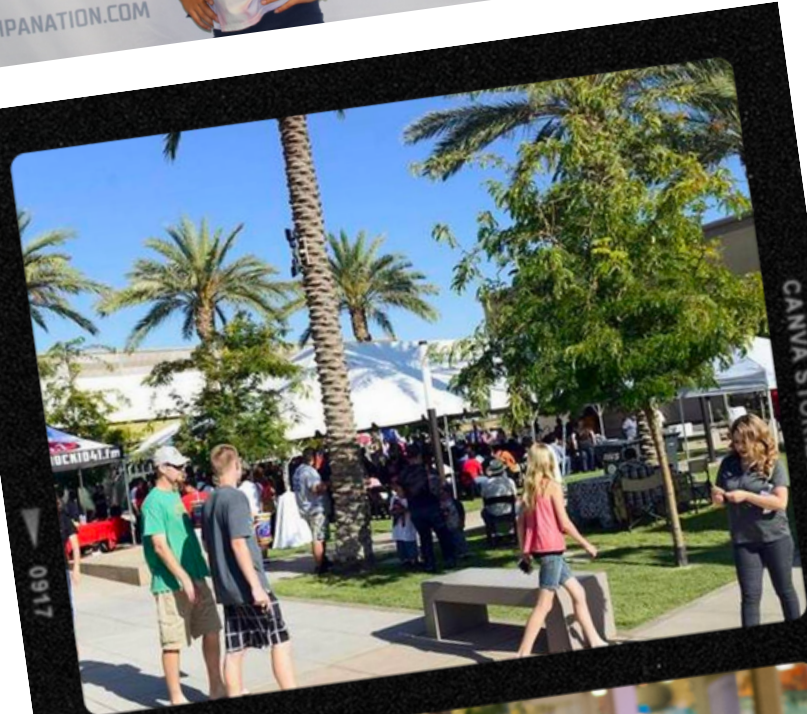
Located in Clovis, Fresno, HPA is the Central Valley's only and most advanced sports institution. Founded and established in 2012, HPA continues to evolve and expand as the athletic and performance development industry leader. Since its birth, HPA has impacted over 10,000 players in the Central Valley. HPA provides an all-inclusive program for athletes of all levels. We offer a wide variety of programming, including a 2-6 child soccer-themed child development, year-round youth soccer leagues, adult soccer, sports camps, health & wellness programs, corporate events, team training, events, and professional and collegiate training.





2021

HPA Indoor Center - Campus  
Pointe







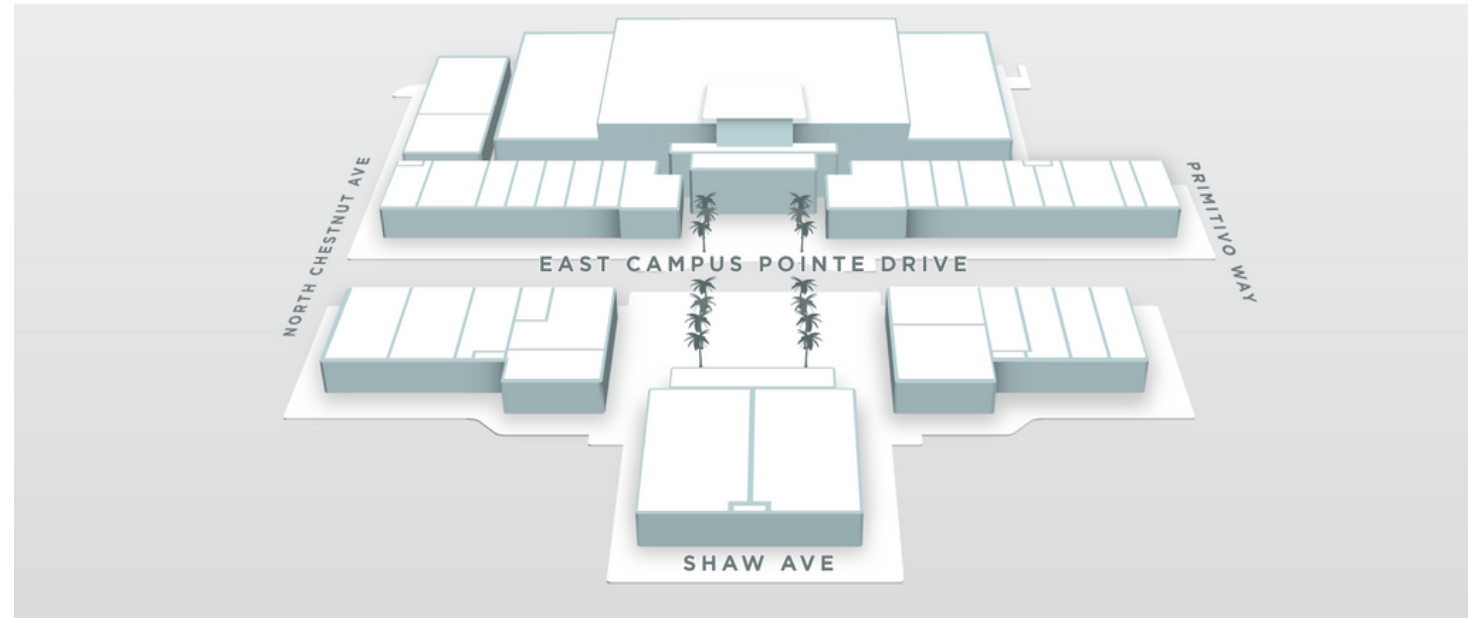
## ABOUT WORLD CUPPIES

The World Cuppies 2022 ft FooBoo is California's very own World Cup! We hope that you join us to celebrate cultures from around the world in the heart of Central Valley while having World Cup Fever.

Word Cuppies is a men's & women's soccer tournament celebrating the international & cultural diversity of Central Valley and the start of the FIFA World Cup '22 during a one-day event.







## ABOUT THE SQUARE CAMPUS-POINTE

Campus Pointe is an exciting new destination for those who want to experience shopping, dining, learning, entertainment, business, and life to their fullest!

Located at Fresno State University, Campus Pointe is adjacent to the Save Mart Center arena – just a quick walk, ride or drive from anywhere on or near the campus. Parking? No problem – there's plenty here for the residents, students, and commuters who make Campus Pointe their home...or their home away from home.

At the heart of Campus Pointe is The Square – where people can gather for outdoor events or performances or connect for casual dining or client meetings. Here, people can expand their horizons, pursue cultural understanding, explore public art, enjoy the unique aesthetics or simply engage in conversation and people-watching. A 14-screen theater complex and a wide variety of restaurants guarantee an active nightlife, while specialty retailers cater to the needs of all kinds of shoppers.




**FRESNO**   
**STATE**  
Discovery. Diversity. Distinction.



# EVENT PANEL



**SOCCER PLAYDATE**  
**HIGH PERFORMANCE ACADEMY**  
8AM - 1:30PM | HPA CLOVIS | 275 N. MINNEWAWA, CLOVIS, CA 93612




**WORLD CUPPIES**  
**FOOBOO 2022**  
**CAMPUS POINTE**  
12PM - 8PM | 5050 N. CHESTNUT AVE, FRESNO, CA 93710

**TEQBALL**  
WORLD IS CURVED  
**CAMPUS POINTE**  
TBD | 5050 N. CHESTNUT AVE, FRESNO, CA 93710



**FIFA 23**  
TOURNAMENT  
**CAMPUS POINTE**  
3PM | 5050 N. CHESTNUT AVE, FRESNO, CA 93710



**CAMPUS POINTE**  
**ALL WEEKEND**  
5050 N. CHESTNUT AVE, FRESNO, CA 93710

**BARBERS**  
**CAMPUS POINTE**  
1PM - 6PM | 5050 N. CHESTNUT AVE, FRESNO, CA 93710



**Fooboo**  
FOOTY • COMMUNITY • SWEETS  
**CAMPUS POINTE**  
3PM - 9PM | 5050 N. CHESTNUT AVE, FRESNO, CA 93710



**GAME CHANGER VILLAGE**  
**CAMPUS POINTE**  
ALL DAY | 5050 N. CHESTNUT AVE, FRESNO, CA 93710

**& MUCH MORE**



**Soccer, Food, Halloween Kid Theme events, Culture, DJ, E-Sports, Fashion, Pop Up Shops, Bounce houses, Community vendors, Brews, Movies, and much more! Locals can enjoy a cultural experience throughout the day and experience culture through World Cuppies '22 & FooBoo Festivities!**

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**HPA x Fuego FC Soccer Playdate | 10.22.22 @ 9am-12pm:** Kicking off FooBoo 2022 with lots of footy + fun! In collaboration with CV Fuego Football Club & HPA, Youth Soccer Playdate will be available for FREE to the community for boys & girls ages 2-10! The soccer day aims to develop skills and game fundamentals for our young top-level players. Our mission is to inspire our future generations! We aim to help with important developmental milestones through age-appropriate and fun-filled activities.

**World Cuppies | 10.22.22 @ 12pm-8pm:** World Cuppies '22 @ FooBoo 2022 is a day full of California's very own World Cup and promoting all the beautiful diversity the Central Valley has to offer! We hope that you join us to celebrate cultures from around the world in the heart of Central Valley while having World Cup Fever. From a #worldcuppies section to prize giveaways and special guests to unique beats by DJ HBK - a weekend you don't want to miss!!

**TeqBall | 10.22.22 @ 12pm-6pm:** Soccer and... Table Tennis?! Come learn Teqball, the sport that is taking the world by storm! Then – the best part – we'll play some pickup games!

**Game Changer Village | ALL DAY:** Where you'll find your moment of pause, your place to warm up, cool down, hydrate, and even some hydration beverages. You will have access to the recovery area, stretching zone, hydration station, and the Soccercito lounge.

**Campus Pointe | ALL WEEKEND:** Enjoy incredible food, beverages, fashion, movies, and much more all weekend long at Campus Pointe!

**Fifa 23 Tournament | 10.22.22 @ 3pm:** FIFA 23 Tournament will be in top heat with gamers around the Valley.

**Barbers | 1p-6p:** See how the dopest barbers in town out on some of the dopest cuts out in the game.

**FooBoo | 10.22.22 @ 3pm-9p:** Don't miss out on the chance to join us at Campus Pointe for fantastic food, a family-friendly DJ, a soccer maze, and visit all of our vendors' booths for a fun evening of trick-or-treating! Children are encouraged to dress in costumes. Non-scary costumes are appropriate for this event – please select a costume that is appealing to children and does not contain horror elements of any kind.





# TRAFFIC

**20,000,000 +** impressions over the last 12 months and counting from HPA, Fuego FC, Campus Pointe, and supporting partners!

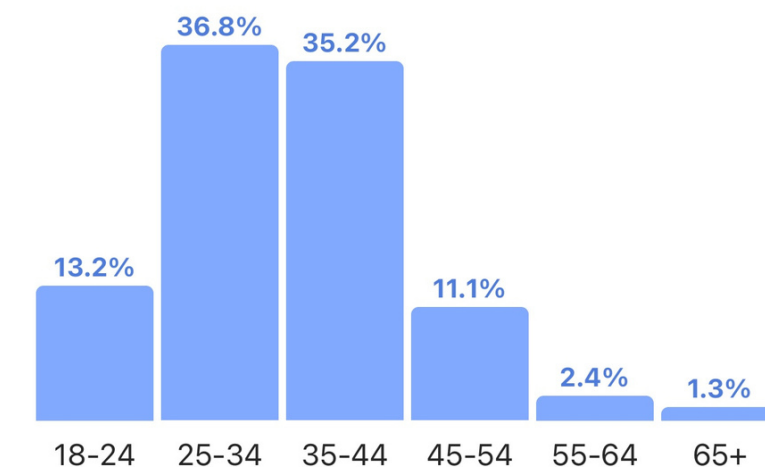
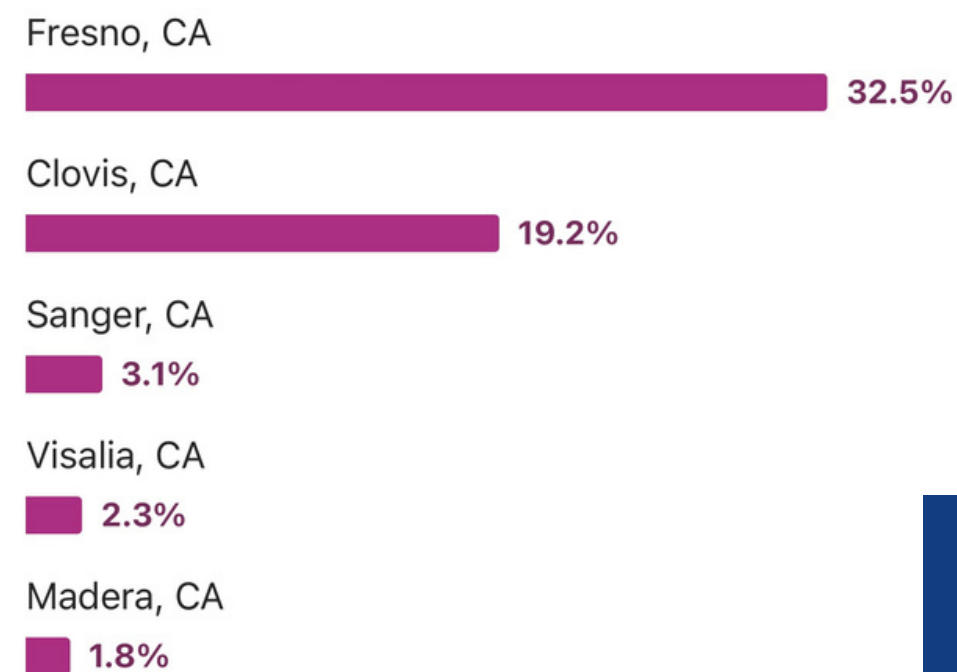
## Age & gender



 Women **50%**

 Men **49%**

## Top cities



**LAST YEAR EVENT  
ATTENDEES:  
2,000+**



# BECOME A VENDOR



Please join us at Campus-Pointe for the annual FooBoo. All attendees will be given a vendor map. Gifts will be given to all families that attend all vendors.

Time: 2pm-9pm

Info Booth Vendors: We will limit the event to 20 non-food vendors. Each booth size is limited to 1 booth (10x12). Booth price includes a 10' x 10' space, an 8' table with black linen, and a chair. Vendors are to bring their tent and may bring branded table covers. Each booth is also required to provide candy for kids. Access to the building will open at 12 pm for set up.

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## INVESTMENT

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BOOTH FEE

**\$150**

\*\*inventory is limited.

\*Vendor Booth Fee waived for Partnerships/Sponsors.



# PRESENTED BY PARTNER



Your business would be the **Official Presenting Sponsor** of our Soccer Tournament & FooBoo event. Our Tournament will be referred to as FooBoo & World Cuppies – **Presented by “Your Business Name”**. This advertisement will be included in our email marketing, website, and guide advertisements, reaching more than 50,000 people around the Central Valley area.

**ONLY 1 OFFICIAL  
SPONSOR AVAILABLE**

[www.hpanation.com](http://www.hpanation.com)

- Official Tournament & FooBoo Sponsor
- Tournament
  - Champion Jersey (FRONT)
  - Digital Player Cards
  - Digital Media Wall
  - Field Banner
  - Logo on Champion Trophies
  - Opportunity to put business flyers, cards, etc. in the player's bags provided by Joga.
- Logo and website link
- Included in social media announcements
- FooBoo Event
  - 10x10 Booth at Event (Sponsor must provide canopy)
- Forefront on all Marketing of event, including Video Promos

## INVESTMENT

- 1 Event Agreement Partnership
- 2022 – \$4,000



# SUPPORTING PARTNER



Your business would be part of our family of incredible event partners. Our Community Partners will be recognized as **"Proud Community Partners"** through marketing materials. This advertisement will be included in our email marketing, website, and camp guide advertisements, reaching more than 50,000 people around the Central Valley area.

- Official Supporting Partner of Tournament & FooBoo Event
  - Champion T-Shirt (Back)
  - Digital Media Wall
  - Access to one (1) Field Banner
  - 4x8 Banner to be provided by the sponsor. Additional fees for special orders..
- Logo and website link
- Included in social media announcements
- FooBoo Event
  - 10x10 Booth at Event (Sponsor must provide canopy)

## INVESTMENT

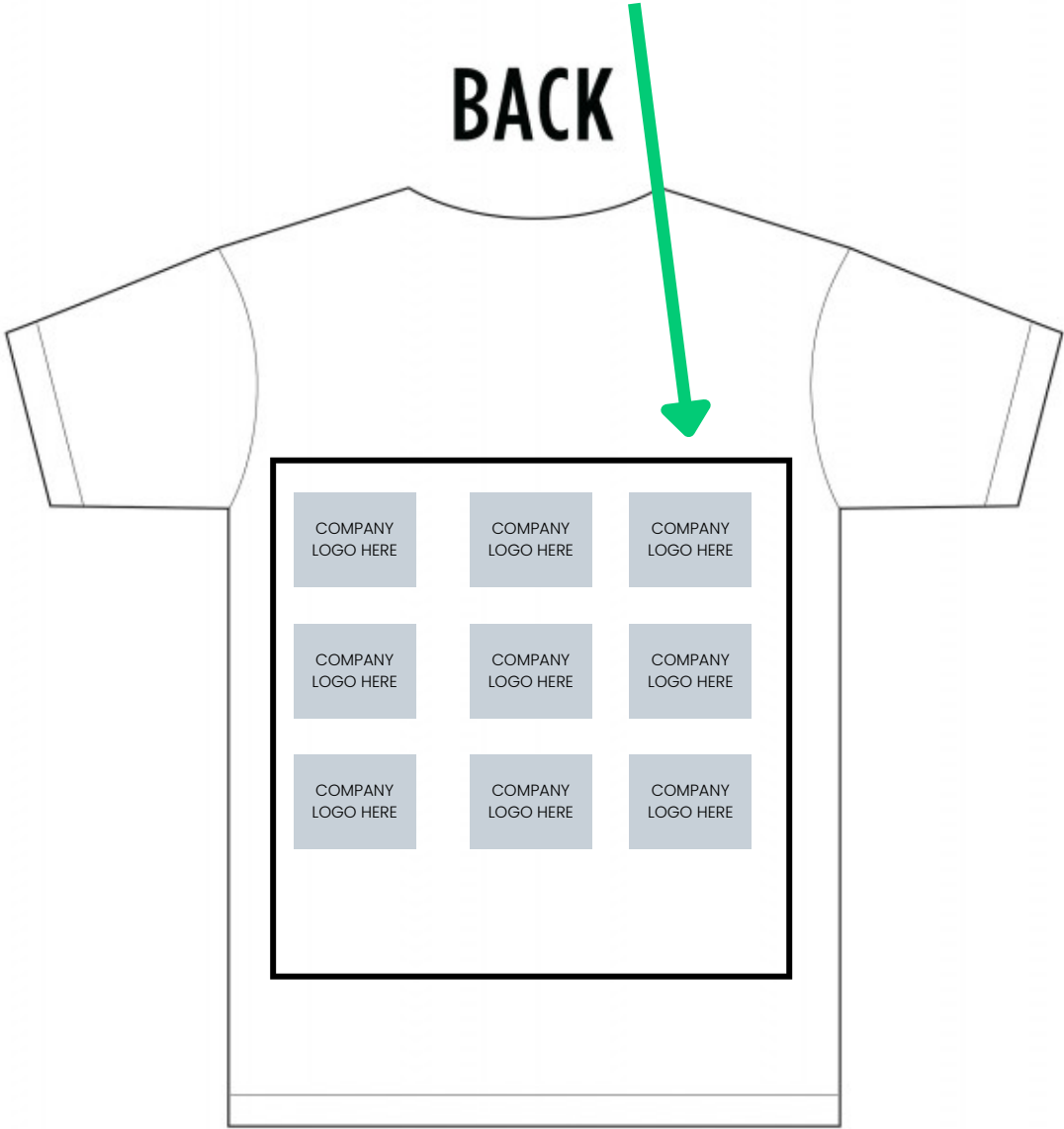
- 1 Event Agreement Partnership
- 2022 – \$2,000



# 2023 TOURNAMENT CHAMPION TEE



## SUPPORTING SPONSORS



**PRESENTED BY SPONSOR**



# FIELD BOARD



# TOURNAMENT PLAYER CARD





# MEDIA PHOTO WALL

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# TROPHY

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# TOP SCORER AWARD PRESENTED BY



Social Media Post

Glass Trophy  
for Top Scorer



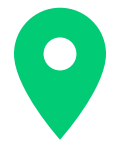


# GET IN TOUCH

**FOR CAMP SPONSORSHIP INFORMATION,  
CONTACT JESUS WITH HPA.**



jesus@hpanation.com



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93612



559-960-7782



www.hpanation.com //  
www.joga559.com

