



# 2018 Target United Cup

Program Guide and Manual

**It starts with a ball.  
A patch of grass.  
And some friends.  
Playing with your heart.  
And talking with your feet.  
The thrill of a goal.  
And the joy of celebrating as a team.  
That's the beautiful game.  
And we're here to cheer.**

At Target, we believe in fostering the growth and development of America's youth through soccer. We're more than a sponsor. We're fans with a common goal— to share in the joy of the sport, the diversity of its players of all ages, and to support soccer-loving communities everywhere.





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## Player Developmental Plan

The incorporation of the Target United Cup program should be used as part of the US Youth Soccer State Association's overall player development plan. It is usually through the local programs in our State Associations that children are first introduced to the sport of soccer. Each State Association's program should be designed to provide service and opportunities for boys and girls to enjoy themselves in and out of league play, and help them develop not only their skills, but also their love of the sport.

By including the Target United Cup program on the list of programs offered by the State Association, the benefits, services and fun opportunities for these players are enhanced. This makes the State Association more attractive to parents and coaches.

The information described in this guide outlines several ways to develop a new Target United Cup tournament, or foster interest in and expansion of your current Target United Cup program. The Target United Cup program gives State Associations another tool with which to increase membership and better serve current members.

When we incorporate programs that create a fun and healthy developmental environment for players, while recognizing their participation and excellence, we are investing in a quality future...the future of youth soccer and the child!

## Purpose

The opportunity exists for the game of soccer to help mold a positive self-image by encouraging individual and team self-esteem. The Target United Cup program was initiated and organized to enhance the accomplishments of youth players. The development of all players within US Youth Soccer is advanced when the player meets personal challenges. The Target United Cup is designed to encourage and honor the youth player by allowing the player to compete for both team and personal goals. This tournament is structured so that, regardless of ability, all players can realistically strive for the goal of being a champion.

The Target US Youth Soccer United Cup provides youth soccer players with an opportunity to experience a consistent, high quality tournament, in a fun family-like atmosphere. This program fosters stimulation and excitement about soccer in an effort to increase the youth players' interest in and love for the game.

US Youth Soccer wants all players to feel special and have fun! We can achieve this by providing players with the opportunity to participate in an original event beyond their normal league play. The Target United Cup gives US Youth Soccer State Associations another benefit to bring together current members and a tool to use in increasing membership enrollment.

## Philosophy

The Target United Cup philosophy rests in granting all players equal opportunities and benefits within their level of play in the sport of soccer. All players have the right to participate in the game in order to develop and exhibit their skills while enjoying themselves. The Target United Cup format provides youth players with a developmental opportunity by emphasizing participation, as opposed to competition in a family-centered environment.

### Basic Guidelines

The Target United Cup is a unique tournament in that it is open to all players. The tournament follows a set of guidelines that are administered at the league or state level, as follows:

- Every player shall have an equal opportunity to participate in every game.
- The formation of teams follows an open or controlled registration policy where every player is accepted and assigned to a roster regardless of ability.
- Player participation in a low-stress, fun-filled environment is promoted.

### The Use of Small-Sided Games

• Since the Target United Cup aims to encourage participation and player growth, the use of Small-Sided Games is the highly recommended play format for players under the age of 10. The Small-Sided Game format also allows flexibility in scheduling games in older age divisions where the number of players may be limited. Additionally, Small-Sided Games allow smaller associations, or those that are newly formed, the opportunity to compete against teams that have a similar player pool from which to draw. A number of local associations are already using the Small-Sided Games format. By requiring that all Target United Cup tournament play under the age of 10 includes the Small-Sided format, associations or leagues that currently play this format are not at a disadvantage in tournament play. Teams playing full-sided games will have no problems participating in Small-Sided Games, but it is difficult for teams that normally play Small-Sided Games to be forced to play full-sided games.

\* Consult [USYouthSoccer.org](http://USYouthSoccer.org) for more information on Small-Sided Games.

## Host Responsibilities

- Organize and manage the Target United Cup event.
- Promote the Target United Cup with the objective of maximizing participation.
- Guarantee exclusive naming rights and ownership of the event(s) as “Target United Cup”
  - No other brands or logos present or mentioned pre/during/post event besides those related to Target United Cup
- Secure a 100ft. x 100ft. space for Target to host the Target United Cup Village experience
- Collection of trash and recycling
- Help brand the tournament by adhering to the Target United Cup Logo Usage Guidelines (page 12).
- Work with the Target United Cup/US Youth Soccer representative. The Target United Cup/US Youth Soccer representative will provide general information and assistance, as well as finalize logistical aspects of Target’s involvement with the event.
- Take care of the event collateral to the best of your ability.
- Collect information and materials necessary and submit the Target United Cup forms provided by US Youth Soccer.
- Provide US Youth Soccer with the Proof of Performance which should include photographs of signage placement (tents and banners), etc.
- Return all forms and photos to US Youth Soccer no later than 30 days after your event.

## Participation

The Target United Cup is open to both competitive and recreational players registered with a US Youth Soccer State Association-affiliated leagues. A league, club or association may decide which teams can enter the Target United Cup; however, they must be a regular season team. No all-star teams are allowed. Any league, club or association found to have substituted ineligible players on a roster will forfeit their games at this event and may be subject to further sanctions.

The State Association may reserve space in the tournament for its competitive or recreational leagues or associations before each season. The actual team names can be submitted at a later date, based on league standings at the end of the season, or some other suitable method. If league standings are not kept, then leagues may want to have some sort of competition after the season is complete to determine which teams will compete.

## Participation

### **Age Group**

At their discretion, host organizations should determine which age group to include in their Target United Cup tournament. US Youth Soccer encourages each organization to make its best effort to accommodate teams of all ages and both genders that wish to participate.

### **Guest Players**

At their discretion, host organizations can determine their policy on guest participation in these events. Any participating guest players must meet all eligibility requirements set by the host organization.

### **Guest Participation Guidelines**

The Target United Cup offers all registered US Youth Soccer players an opportunity to excel through participation. The goals of the program are to introduce and promote the sport of soccer to every boy and girl. The fun and enjoyment of playing soccer is the number one reason why boys and girls have elected to play the sport. Every player shall play at least 1/2 of every game. This would be in keeping with established league and association policies. It is also recommended that all players receive recognition of their participation, especially in the younger age groups.

## Coaches' Conduct

The conduct of coaches on the playing field directly reflects on US Youth Soccer and the host organization. Parents who entrust their children to US Youth Soccer should feel confident that the standards being taught and demonstrated are consistent with their own. These coaches help shape the public's perception of US Youth Soccer's players, coaches and parents. It is vital that coaches maintain and teach the highest standards of fair play. Every US Youth Soccer coach is expected to read and observe the following guidelines:

- Players will be instructed to play according to the Laws of the Game (as modified for youth soccer) and will be encouraged to play without taking unfair advantage of an opponent.
- Coaches will not dispute the rulings of a referee and will instruct players, substitutes, parents and spectators to do the same. Clarification of a ruling may take place only with the referee's approval during an official break or when the official indicates it is appropriate.
- Coaching from the sidelines is permitted provided that: a. Direction is informative and instructive b. It is done in/from the bench area c. It is done from the correct sideline
- Coaches are responsible for the conduct of their players, parents and spectators. If a parent or spectator's conduct warrants caution or ejection by the referee, the caution or ejection can be issued directly to the spectator. If a referee believes that the coach has not attempted to control spectators, then the coach may be cautioned or ejected.
- If a team walks off the field in protest, they forfeit the game. The coach will be summoned by the local organizational committee for unsportsmanlike conduct and possible disciplinary action.

## Team Fair Play

Target and US Youth Soccer believe firmly in developing the principles of fair play with players of all ages. The team fair play rules are designed to instill a fair play attitude within all players at all levels of the game. The following are fair play guidelines:

- Cheer on teammates
- Show respect for opponents
- Play honestly
- Listen to referees, coaches and event volunteers
- Respect the rules and those who enforce them
- Try your best
- Enjoy the game - no matter the results!

## Target United Cup Overview

### The Official Brand Mark of Us Youth Soccer



**US YOUTHSOCCER**



**Red**  
PMS 186 C  
CMYK: 4 100 85 6  
RGB: 204 0 0

### The Official Brand Mark of Target United Cup

The official logo lockup representing Target United Cup and US Youth Soccer (USYS). Logo used for sign-up forms, flyers, and other promotional materials when the USYS logo needs to be locked up to the Target United Cup logo.



### Secondary Lockups

These lockups can be used for banners or on-field signage if needed. Target wordmark and Bullseye must be used in Pantone 186, black, or white only. Additional colors cannot be introduced.





## Target United Cup Logo

The Official Brand Mark of Target United Cup / Colors



**Red**  
PMS 186 C  
CMYK: 4 100 85 6  
RGB: 204 0 0



**Blue**  
PMS 2925  
CMYK: 85 21 0 0  
RGB: 0 154 217

### Target United Cup Single Color

Black or white can be used for one color applications.



### Logo Misuse





## Target Logo Guidelines

The Bullseye Design may appear in Target Red, black or white only. It may not be shown in any other color. The inner ring of the Bullseye is transparent. When the Bullseye is placed on another color or image, that color or image is visible through the inner ring.



**Red**  
PMS 186 C  
CMYK: 4 100 85 6  
RGB: 204 0 0



**Black**  
PMS U/C: N/A  
CMYK: N/A  
RGB: 0 0 0  
HEX: 000000



**White**  
PMS U/C: N/A  
CMYK: N/A  
RGB: 255 255 255  
HEX: FFFFFFFF

### Target Logo Misuse

The Bullseye Design is synonymous with our corporate identity and is a globally recognized and registered icon. It must be used in the precise way it is registered.

The Bullseye may be applied to objects, but may not become a particular object such as a wheel or an eye, or a part of an object such as the center of a flower. The Bullseye may not be used as a number, letter, any part of a letter or as punctuation. When using the Bullseye, no other items may touch or connect to it. The Bullseye may be used in a sentence only if it is substitutable for the word "Target." It is not acceptable to use any image that suggests a bullseye (even if it's not a bullseye) that does not comply with these rules. Please email Target.Brands@target.com with any questions related to the use of the Bullseye.



## USYS Logo Guidelines

The Official Brand Mark of US Youth Soccer



**Red**  
PMS U/C: N/A  
CMYK: 0 0 0 100  
RGB: 35 31 32



**Blue**  
PMS 186 C  
CMYK: 4 100 85 6  
RGB: 204 0 0



**Black**  
PMS 286 C 2  
CMYK: 100 84 11 3  
RGB: 26 70 141

## US Youth Soccer + Target

US Youth Soccer + Target Brand Mark and One Color

The official logo lockup representing US Youth Soccer and Target partnership.



### Logo Misuse





## USYS Typeface

The fonts Helvetica, Verdana and Arial are universal and available in nearly every computer. They also are standard with banner fabricators. Many variations are available such as condensed, light and bold. Whenever possible, US Youth Soccer asks that these typefaces be used.

Helvetica- Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%&'\*?+“ ”””**

Helvetica- Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%&'\*?+“ ”””**

Helvetica- Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%&'\*?+“ ”””

Verdana- Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**ǻǿcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&'\*?+“ ”””**

Verdana- Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%&'\*?+“ ”””

Arial- Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890 !@#\$%&'\*?+“ ”””



The Target United Cup is a terrific way for your organization to shine and showcase your membership base. As a Target United Cup host, your organization is responsible for planning, setting-up and staffing the event in hopes of gaining a return on your investment.

As the United Cup title sponsor, Target has provided Target United Cup t-shirt artwork. 2018 Target United Cup t-shirt orders and billing will be conducted via the link below.

<https://areswear.wufoo.com/forms/target-united-cup-tournament-tshirts-z1umzhhq0mvvek0/>



Please contact US Youth Soccer if you have questions or need assistance with this process.

If you choose not to use the Target approved artwork, you will need to have any artwork that is produced for the event approved by US Youth Soccer. If you do not get approval from US Youth Soccer, the merchandise may be prevented from being sold.

All event merchandise (t-shirts, programs, etc.) produced for this event must carry the official Target United Cup logo.



Each Target United Cup Local Host is responsible for producing and distributing the tournament medals. To facilitate this process, we have taken the initiative to suggest implementing the following design:



Regardless of the design selected by the Local Host, please ensure the Target United Cup logo is present on the front side of the medals.

## Event Components

The Target United Cup Village is an interactive space full of fun for the entire family. The Village experience will be a unique and engaging oasis among fields of play where families can enjoy some fun while they cheer on their children, and where players can take a break between games. Activities include: music and emcee entertainment on the Celebration Stage, the Family Patio where guests and players can grab a snack, a Soccer Playground featuring an oversized billiards table played with soccer balls.

### **Every Target United Cup event will receive the following:**

- Registration Tent
- Player Hydration stations located throughout fields of play
- Player Welcome Bags full of goodies for every player
- Tide Wash Agents FREE laundry service offering washing and folding of team uniforms after the first day of play. In select markets only, see Target and/or Tide representative for more details.
- Hospitality Ambassadors bringing moments of surprise and delight for all guests throughout the day, including visits from the Target Bullseye Mascot!.

The needed field space to host the Target United Cup Village is 100' x 100'. The Target United Cup Village team will arrive with all necessary materials and staff needed to setup, run and breakdown the interactive space.

Hosting a Target United Cup event is a great way to share your host organization's message with the community. Target and US Youth Soccer encourage you to develop a marketing and communication plan for your event. Your plan might include...

## Brochures, Posters, etc

- Event registration brochures or posters distributed to your membership or to other soccer organizations in your community. Target and US Youth Soccer have created an editable Target United Cup poster for tournament directors' use. Please contact US Youth Soccer for a blank poster.

## Website Presence

- Event call out or tag on your organization's web site or newsletter
- Raise awareness about your Target United Cup through your Web site and eNewsletters by adding Target United Cup web banners. Contact JoEllen DeLeon at [jdeleon@usyouthsoccer.org](mailto:jdeleon@usyouthsoccer.org) for more information about the Target United Cup web banners.
- US Youth Soccer features a special section on Target United Cup at [USYouthSoccer.org](http://USYouthSoccer.org), and a schedule of all Target United Cup events is listed throughout the year on the master calendar.
- Articles and photos from your Target United Cup event may be posted on the Target United Cup Facebook page.
- US Youth Soccer will provide pre-event marketing materials that can be shared through your social media outlets.
- Photo Galleries – US Youth Soccer posts photos from each interactive event within the first week following the events (contact JoEllen DeLeon at [jdeleon@usyouthsoccer.org](mailto:jdeleon@usyouthsoccer.org) with photo requests).

## Newspaper Advertisement

US Youth Soccer will supply the ad. Please contact US Youth Soccer with the size requirements and deadline as soon as possible to ensure timely delivery. Please allow two weeks for request to be filled.

## Media Plan

- To further assist in the promotion of your event, US Youth Soccer Communications will be sending a press release and a media advisory prior to your event to media outlets impacted by the event.
- You will be asked to supply US Youth Soccer with key information to better define your specific events. Please contact **JoEllen DeLeon** at [jdeleon@usyouthsoccer.org](mailto:jdeleon@usyouthsoccer.org) to complete a short Media Questionnaire.

In the event your Target United Cup is cancelled please follow the guidelines given below:

**Cancellation three months or more prior to event:**

- Notify US Youth Soccer as soon as cancellation has been determined

**Cancellation a month prior to event:**

- Notify US Youth Soccer
- Notify Target United Cup representative

**Cancellation two weeks prior to event:**

- Notify US Youth Soccer
- Notify Target United Cup representative

**Cancellation week of the event:**

- Notify US Youth Soccer
- Notify Target United Cup representative

**Cancellation day prior to event day or day of event:**

- Notify US Youth Soccer
- Notify Target United Cup representative

In case of inclement weather that leads to the cancellation of a Target United Cup event, you may be able to reschedule your tournament. In the event that your United Cup is cancelled, please contact US Youth Soccer to discuss your options.



## **Emergency Shelter:**

In the event that there is a severe storm the following steps will need to be followed:

- 1) An announcement will be made via all game officials on each field.
- 2) All fans in the area will be directed to move away from the fields and Target United Cup Village and into their vehicles.
- 3) Guests are to stay in vehicles unless instructed to leave the property.

## **Rain (Non-Severe Weather)**

In the event that there is rain in the forecast, weather will be closely monitored by the Production Manager to begin the securing loose assets in footprint from water/wind damage prior to the arrival of a storm. Follow break down procedures as instructed by the onsite Production Manager.

## **Non- Emergency Conflicts**

If you encounter a non-threatening guest conflict please notify an event supervisor immediately.

## **Medical Emergencies**

If a medical emergency arises notify an event supervisor as well as the on-site security/police team.

- Do not move the injured person unless there is immediate or danger of further harm
- Unless unsafe to do so remain on the scene until help arrives
- Emergency Phone Number: 911

## **Violence**

If you witness any violent act or display of firearms / weapons contact on-site security/police team immediately.

- Do not put yourself at risk contact the proper security personnel
- Emergency Phone Number: 911



## **Suspicious Object**

If you discover a suspicious package or letter immediately contact the onsite security/police team.

- Do not move, alter, open, examine or disturb the package
- Clear the immediate area and keep others away
- Emergency Phone Number: 911

## **Missing Child**

If an individual reports that a child is missing, staff shall obtain a detailed and accurate description of the child.

- Obtain detailed description (gender, race, age, eye and hair color, height, weight, clothes worn, location or area last seen).
- Notify onsite Production Manager immediately so that they can alert additional event staff to monitor entrances / exits and begin to look for the child in the surrounding areas
- If the child is found, notify their parents/legal guardian. Do not release the child until parent/legal guardians have properly identified themselves with a state ID.
- If child is not found within 10 minutes call law enforcement
- Emergency Phone Number: 911



The host organizations are the backbone of the Target United Cup program. Your feedback and commentary are very important to us; thus, each host organization is asked to complete a Proof of Performance. This allows Target and US Youth Soccer to understand what you like and dislike about the program, what is working and what can use some improvement!

So tell us what you think...

- Complete the Target United Cup official Proof of Performance report
- A hyperlink to this form will be sent to the host organizer following the completion of your event.
- Please submit your completed form within 10 days of your event day.
- If the form is more than 30 days overdue the allotment back to the state could be affected.
- Please send the following materials or samples with your completed form:
  - Event photos via email
  - Samples of all event communication forms (registration forms, posters, programs, etc.)
  - Samples of all event merchandise (t-shirts, medals, giveaways, etc.)

**All materials are due to:  
US Youth Soccer  
Attn: Whitney Francis  
9220 World Cup Way  
Frisco, TX 75033  
1-800-4-SOCCER  
wfrancis@usyouthsoccer.org**

\* Timely submission of materials is appreciated for planning future programs.



## Planning Check List

The checklist below outlines key deadlines associated with the activation of the Target United Cup and was designed as an organizational tool for hosting an event. Please review the checklist and all materials forwarded in your event manual prior to the first contact by US Youth Soccer so you are prepared to share your event plans and ask questions as necessary.

### Execution Manual

- Review entire manual
- Review check list
- Review items attached in the email
- Logos/artwork received (make sure all formats work)
- Collateral Damage Report
- Prepare questions for initial communication

### First Communication

- Initial contact from US Youth Soccer
- Confirm event date
- Confirm receipt of planning materials
- Confirm event contact information
- Confirm number of participants
- Confirm number of locations and fields
- Go through check list
- Discuss event elements and/or Target United Cup Village layout (if applicable)
- Confirm shipping address materials being shipped to the host organization (if applicable)
- Discuss security for event

### Four Weeks before Event

- Return Media Form to US Youth Soccer Communications
- Steve Prince – [sprince@usyouthsoccer.org](mailto:sprince@usyouthsoccer.org)



## **Two Weeks before Event**

- Communicate with US Youth Soccer to solidify event details/confirm event logistics
- Verify contact has been made with Target United Cup representative
- US Youth Soccer will send out a press release about event to local media

## **Five Days before Event**

The Target United Cup representative will call the tournament director to touch base

- Confirm Target United Cup event elements and/or Target United Cup Village layout (if applicable)
- Discuss any questions
- Other logistical needs

## **Post-Event (Due no later than 10 days after the event)**

Send the following related to the Target United Cup:

- Photos of signage (tents and banners) as well as tournament play
- Provide feedback on the event
- Samples of any event collateral (medals, t-shirts, posters, programs, etc.)



US Youth Soccer will coordinate the logistical aspects of the Target United Cup. We will serve as the liaison and ongoing clearing house to provide information and to answer questions regarding the Target United Cup.

There will be a designated US Youth Soccer Target United Cup representative who will:

- Serve as the contact for the US Youth Soccer State Associations and Local Organizing Committee.
- This representative will be in communication with the tournament director, contactor designee prior to the event and will provide general information and assistance, finalize logistical aspects of Target's involvement with the tournaments (tents, banners, sampling, public announcements scripts, advertisements, etc.).
- Ensure the delivery of all previously described on-site elements to the designated location prior to the event.
- Distribute and collect a descriptive form about each Target United Cup in order to produce a summary report about the events.

## Contact Information

### **US Youth Soccer**

9220 World Cup Way  
Frisco, TX 75033

### **Whitney Francis**

Marketing & Communications Manager  
wfrancis@usyouthsoccer.org

### **Steve Prince**

Marketing & Communications Manager  
sprince@usyouthsoccer.org

**Telephone:** 800-4SOCCER

**Fax Number:** 972-334-9960





## Need volunteer support?

Please reach out to your local Target store and inquire about team member volunteers supporting your event.

To contact your local store, visit **Target.com** for more information.