



COPA AMERICA CENTENARIO

— USA 2016 —



Part One – INTRODUCTION

Thank you in advance for your time in participating in this process. We are fortunate to have the interest of so many outstanding potential partner communities and look forward to making the Copa America Centenario a new world standard for international soccer events.

World Cup fever and patriotism reached new heights in the United States during the 2014 FIFA World Cup, with the U.S. Men's National Team advancing out of the "group of death" and playing a nail-biting game in the second round. Other participants from the Western Hemisphere also had considerable success, led by Argentina reaching the Final. In all, eight of the ten participating teams from the "New World" advanced out of the group stage.

New viewing records were set in the United States across linear television and on-line, while social media interest reached a fever pitch. The World Cup, combined with the consistent growth of soccer over the last 20 years, provides an ideal foundation for a significant step forward for the sport in the United States. In 2016 we have the opportunity to take that step on our home soil when the United States Soccer Federation ("U.S. Soccer"), in association with the regional governing body CONCACAF (the Confederation of North, Central America and Caribbean Association Football) and the South American governing body, CONMEBOL (the Confederación Sudamericana de Fútbol), shall serve as host to the 100th anniversary of the Copa America competition.

The Copa America represents the continental championship of South America and 2016 represents the 100th Anniversary of the competition — the Copa America Centenario. For the centennial event, we are uniting the Americas — North America, Central America, the Caribbean and South America. The event is an occasion for communities to showcase themselves to the world, with 15 teams plus the host United States participating and a cumulative worldwide television audience that will number in the hundreds of millions.

For a host community, the event can enhance community pride and reputation and generate a significant economic impact. The Copa America Centenario will also serve as a showcase event in a possible future bid for the FIFA World Cup to return to the United States.

This document provides the guidelines for communities to host this once-in-a-century event and contains essential information that will assist interested communities in developing competitive proposals. A successful proposal will include the partnership of many sectors of the community, which will also be essential to the successful *hosting* of matches in the Copa America Centenario. It is therefore recommended that a Bid Committee be formed to prepare your community's proposal. The committee should be comprised of representatives from your local professional soccer club (if any), the Venue (includes the stadium and the entire surrounding premises controlled or operated by the stadium) in which the matches will be played, local and regional governments, the convention and visitors bureau, and one or more key business leaders (the "Bid Committee"). We think it is advisable to appoint a chairperson to represent the leadership of the entire community. These Hosting Guidelines have been distributed to a select group of communities, and no selections have been made by U.S. Soccer as of the distribution of this document.

We look to embark on a partnership with host communities to showcase these communities and the sport of soccer in the United States.



Part Two – ROLE OF THE U.S. SOCCER FEDERATION

U.S. Soccer, a non-profit, 501(c)(3) entity, will serve as the Local Organizing Committee (“LOC”) and has formed an independent entity to execute the event. The LOC is responsible for the planning, management, and execution of the Copa America Centenario, working closely with CONCACAF as well as CONMEBOL.

The LOC will oversee all aspects of the event and its related activities, including broadcasting, communications, competition, environmental design/décor, fan services, finance, hotel accommodations, hospitality functions, information technology services, legal, marketing, media services, on- and off-field entertainment, operations, security, social events, special events, sponsorship execution, team operations, ticketing and transportation, among many others.

Upon selection, each Venue will be required to participate in joint working groups to maximize information sharing and the development of the event itself. These working groups as currently contemplated will be comprised of ticketing, hospitality, fan experience, security, broadcast/media services, Venue operations, marketing, and legacy. As is currently contemplated, there will be between eight (8) and thirteen (13) communities awarded matches for the Copa America Centenario. The number of matches will range from one to four, depending on the final schedule configuration. Each day at a Venue will be for a single match only.

The LOC, with CONCACAF and CONMEBOL, shall own exclusively on a worldwide basis all rights relating to the commercial exploitation of any kind to the Copa America Centenario and all official events, including, without limitation, all rights to appoint broadcasters, sponsors, and licensees. The LOC may grant rights to the Host Committee (defined below) enabling the Host Committee to use the term “Copa America” and/or “Copa Centenario” and/or “Copa America Centenario” in its name and logo, with any such logo developed in conjunction with the LOC and subject to LOC approval. As part of the rights granted in accordance with these guidelines, it is acknowledged and agreed that the LOC shall have approval in its sole discretion of any/all Host Committee local sponsors, commercial affiliates, and donors.

The LOC would like to leave a positive legacy in the community at the conclusion of the Copa America Centenario. The LOC will work with the Host Committee to help identify outstanding soccer entities in the region for consideration as U.S. Soccer Legacy Grant recipients. These community grants are designed to foster the long-term growth of the sport.

The LOC will work closely with the Host Committee, soccer entities, Venue, and community to ensure that the Copa America Centenario provides a positive and rewarding experience for all involved, as well as a major showcase for the sport in the region and business community.



Part Three – SUMMARY OF KEY EVENTS

The Copa America Centenario aims to create more than simply a schedule of matches. The tournament will be a platform to celebrate the sport by combining the official matches with community activities and fan events. The list below outlines the current possibilities for key events. (These are meant to be illustrative only. Events, times, and dates are subject to change.)

COPA AMERICA CENTENARIO OFFICIAL MATCHES – June 2 to June 26, 2016

Venues should be available at least two weeks prior to their opening match for Venue set-up and preparation.

COPA AMERICA CENTENARIO FANHQ

Copa America Centenario FanHQ will be an interactive soccer event space, hosting fans in the days and nights prior to the matches and featuring food and drink available for purchase, music and video capability, broadcast set-up, and other fan amenities. As contemplated, admission will be free and the Host Committee will have the right to charge for beverages and food, with only sponsor friendly product to be made available. The events will be RSVP, and the LOC shall provide a complete list of attendees and arrange for the communication of the event. Capacity is required for a minimum of 2,000 people and a maximum of 5,000 people. FanHQ is to be located in each city that plays host to a match or matches.

MEDIA DAY

Press conferences will be held at the Venue on the day before each match.

COMMUNITY YOUTH CLINIC

An event will be offered free of charge for invited, underserved youth from the host community (closed to the public). This is designed to be part of a longer-term legacy program in the market.

COPA AMERICA CENTENARIO OPENING PARTY (only for the Opening Match)

A party for between 500-750 guests will be held at a location that is unique and reflects the host community.

COPA AMERICA CENTENARIO FINALS PARTY (only for the Final Match)

A business party for approximately 1,000 invited guests will be held at a location that is unique and reflects the host community.

COPA AMERICA CENTENARIO TAILGATE PRE-MATCH PARTY

A pre-match party for up to 5,000 invited LOC guests will be held in walking proximity to the Venue.

COPA AMERICA CENTENARIO ON-SITE HOSPITALITY

A hospitality event will host up to 5,000 guests who will attend each match. Hospitality should be divided into a number of different areas to ensure that each guest is able to receive attentive and professional service. Locations can be on-site or within walking proximity of the Venue.



Part Four – HOST COMMITTEE & COMMUNITY INVOLVEMENT

The active support of the host region and key members of the community will be essential to the success of the Copa America Centenario and to making a lasting impact in the community for the sport. Should a community be selected, a Copa America Centenario Host Committee (the “Host Committee”) should be formed to partner with the LOC to execute the event. The Host Committee may or may not be the same entity as the Bid Committee. The Host Committee may be formed under an existing legal entity (like the Venue) or it may be an independent legal entity. The LOC also intends to form local venue offices to work hand-in-hand with the Host Committee. Together, they will manage local resources to ensure a successful event in each community.

The Host Committee will be responsible for assuming and fulfilling the obligations agreed to in the submitted proposal. It will be the Host Committee's mission to work with the LOC, local venue offices, and all available local resources to showcase the host community to inbound visitors, media, and the worldwide television audience. The Host Committee will serve as the community's ambassador to incoming Copa America Centenario fans, guests, and corporations, and as a manager of local resources, such as city services, event venues, accommodations, and volunteers.

The Host Committee will be responsible for assisting and funding events that are included in their submitted proposal, including, but not limited to, the Copa America Centenario FanHQ, a legacy donation (which may be matched by the LOC) towards a U.S. Soccer Legacy Grant, city decorations/welcome program, and promotion of the event.

The Host Committee should have a close partnership with the hotel community to assist in securing hotel rooms and function space, and with the local government(s) to fulfill a variety of functions, such as coordinating municipal agency participation.