



Dr Pepper Dallas Cup Quick Facts

- **17,000 spectators attended Opening Day Stadium Games at Pizza Hut Park** in 2006 to see Manchester United FC (U19-Super Group) play Real Madrid CF (U19-Super Group)
- On average Dallas Cup entertains **150,000+ spectators** during the tournament week
 - On average, **4,000+ participants & spectators travel by air each year**
 - On average **8,200+ hotel room nights** are consumed each year
- On average **130,000+ restaurant meals** are **consumed** during the tournament week by participants & spectators
- **1,600+ local volunteers** provide more than **13,000 volunteer hours** each year
- On average **900+ international players** participate in the tournament **each year**
- On average **30 international teams and 30+ International referees** take part in the **Dallas Cup HomeStay Program** with local Dallas families
- On average **180 teams participate** in the **Dallas Cup each year with 30%** of the field **international teams, 55% of the field coming from the 4 corners of the USA and 15% local Dallas area teams**
- **3,300+ column inches of newspaper & magazine articles** cover the Dallas Cup events around the world
 - On average there are **45 minutes of local television coverage** including, KDAF (WB33), KDFW (Fox 4), KTVT (CBS 11), WFAA (Ch. 8), Telemundo & NBC 5 with a **total Nielson audience of 1.7 million or more**
 - On average there are **120+ minutes of national/international television coverage**, including, ESPN, Fox Sports News-SW, Fox Soccer Channel, CBS Evening News w/ Bob Schieffer, GOL-TV, Univision, Soccer (Children's Network) as well as the top professional clubs TV networks such as Manchester United TV, Real Madrid TV, Liverpool FC TV, the Iraq National News, Turkish Television Network & Baghdad News Agency, etc.
 - On average there are **10+ hours of live radio coverage** on local and national Hispanic stations
- The **Dallas Cup** is an annual event taking place every year during **Easter Week (Palm Sunday through Easter Sunday)** so the calendar dates change every year



NOTIFICATION TO PARENT(S) OR GUARDIAN(S):

As the parent(s) or guardian(s) of a youth soccer player who desires to participate in the Dr Pepper Dallas Cup XXXI international youth soccer tournament, March 28-April 4, 2010 in Dallas, Texas, USA sponsored and hosted by the Dallas Cup, Inc., a Texas non-profit corporation, you will find attached for your review a Player Liability Release and Indemnity Agreement/Medical Release/Media Release (the "Release"). Upon your review of the attached Release, you will find that by executing the attached Release that you are releasing and agreeing to indemnify the Dallas Cup, Inc., Dallas Cup and North Texas State Soccer Association and its members, directors, officers, employees, staff, volunteers, vendors, insurers, attorneys and agents ("Indemnitees") from, among other things, claims arising from your child's participation in the Dr Pepper Dallas Cup XXXI in Dallas, Texas, USA (this statement is not intended to in any manner limit the terms and conditions of the Release).

As the Dallas Cup, Inc. and its international youth soccer tournament Dr Pepper Dallas Cup XXXI are non-profit activities held to provide a positive international experience for youth soccer players, it is imperative that the parent(s) or guardians(s) of the youth player who desires to participate in the Dr Pepper Dallas Cup XXXI agree that none of the Indemnitees are liable for claims, losses or injuries which may occur as a result of a youth player's participation in the Dr Pepper Dallas Cup XXXI in order to induce the Dallas Cup, Inc. to permit the player to participate in the Dr Pepper Dallas Cup XXXI.

Before deciding to execute the attached Release, you may wish to have the attached Release reviewed by an attorney of your choosing. If you or your attorney have questions or comments about the Release, please contact the Dallas Cup, Inc. office. Otherwise, if you desire that your player participate in the Dr Pepper Dallas Cup XXXI, please complete and execute the attached Release and return it to the team representative who is responsible for all tournament documentation so that they will be able to return it to the Dallas Cup, Inc. office by the required deadline.

Dallas Cup, Inc.

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