



## 2022 DESERT SHOWCASE

*America's Largest Professional Soccer Preseason Event*

### 2022 Event Overview

Since 2011, FC Tucson has hosted preseason training and game for top professional clubs across the United States. The weather of Southern Arizona, combined with the hotels, amenities and first-class fields make Tucson the optimal host city. FC Tucson provides the staffing and experience to put on a best-in-class experience for teams and their fans.

MLS and USL Championship teams have brought more than \$6M of tourist revenue each year. Global stars such as David Beckham, Clint Dempsey, and Thierry Henry have participated in preseason in Tucson. Another example of #ItStartsInTucson, six times an eventual MLS Cup finalist has started the year in Tucson, while three times an eventual USL Championship finalist took part in our preseason events.

This year, FC Tucson is proud to announce the return of preseason events as part of the 2022 Desert Showcase Presented by Visit Tucson. Tucson will once again welcome five MLS teams and their fans from all over the country in a series of games and training sessions running January through February 2022. In this new iteration of the event, six USL Championship and League 1 teams will join the MLS teams for training and a series of friendlies.

**ANNUAL MLS PRESEASON EVENT**

**SUN CUP**  
Visit Tucson

- 11 Consecutive Years
- More than 28,000 Hotel Room Nights 2014-2021
- Team Spends Range From: \$350,000 to \$1M+
- Annual Economic Impact: \$6M+
- Average Time Spent In Market: 10 Days

Please note, in addition to the gated games, the MLS and USL teams will conduct daily trainings and non-gated friendlies that will be closed to the public. For questions, press or media inquiries please contact [info@fctucson.com](mailto:info@fctucson.com) or call Jason Christley (520)330-8824.



# SERIES OF EVENTS

## WORLD CUP QUALIFYING WATCH PARTIES PRESENTED BY RIO NUEVO



This is the final round of qualifying games for CONCACAF (North America, Central America, Caribbean Teams) prior to the World Cup which will be in Qatar November 2022. FC Tucson will be the preeminent organization in Tucson leading, promoting, and hosting World Cup Watch Parties in Downtown Tucson.



Date	Match Up	Location <sup>1</sup>	Time	Estimated Attendees
THUR JAN 27	USA at SLV	Pueblo Vida	4:30 PM	75
SUN JAN 30	USA at CAN	The Neighborhood	1:00 PM	75
SUN JAN 30	CRC at MEX	The Neighborhood	4:00 PM	150
WED FEB 2	USA at HON	Pueblo Vida	5:30 PM	75
THUR MAR 24	USA v MEX	TCC	TBD	1,000
SUN MAR 27	PAN at USA	Ten55	TBD	200
WED MAR 30	USA at CRC	Hotel Congress	TBD	200
<b>TOTAL</b>				<b>1,750</b>

## RIO NUEVO DESERT SHOWCASE SPEAKER SERIES & KICK OFF PARTIES

This will be a series of soccer aficionado events that bring the leadership of the youth soccer community together. The MLS Press Conference will feature MLS Coaching staff and FC Tucson leadership. The Coaching Symposium will feature a panel of USL Coaches, League Officials, Professional Academy Directors, and Former Pro Players to help educate the youth coaching ecosystem on all the paths to professional play and development available to their youth players.

Date	Event Name	Location*	Time	Estimated Attendees
1/25/2022	MLS Press Conference	Hotel Congress	TBD	100
FEB 17-21 2022	Coaching Symposium	Fox Theatre	TBD	300
Mar 24 2022	Season Kick Off Party	TCC	TBD	250
<b>TOTAL</b>				<b>650</b>

<sup>1</sup> Tentative Downtown locations that can be adjusted but remain committed to Downtown



## DESERT SHOWCASE MLS & USL MATCH SCHEDULES

 **WED. JAN 26**  
7 PM | KINO NORTH STADIUM

 **SINGLE GAME TICKETS**  
STARTING AT \$17

 **SAT. JAN 29**  
4 PM | KINO NORTH STADIUM

 **SINGLE GAME TICKETS**  
STARTING AT \$17

 **SAT. FEB 5**  
4 PM | KINO NORTH STADIUM

 **SINGLE GAME TICKETS**  
STARTING AT \$17

<https://www.fctucson.com/desert-showcase-tickets>

 *Get Ready*  
**USL IS HERE**  
AT KINO NORTH GRANDSTAND



 **WED. FEB. 16 | 2PM**

 **SUN. FEB. 20 | 10AM**

 **SAT. FEB. 26 | TBD**

 

 **FCTUCSON.COM**



FC Tucson will be working with our apparel partner, PUMA, to bring a youthful, hip feel to the event and leveraging their global digital footprint to tell the Desert Showcase story. Between the games, watch parties, and fan fests, this is an exciting event that is totally unique in the U.S. and **#ItStartsinTUCSON!**

