

SPONSORSHIP PACKAGES



UNITING OUR NEXT GENERATION THROUGH SPORT

ABOUT US



Community Interest Company

Est. 2009 as a cross-community youth football tournament. Registered as a CIC in January 2011. Main focus remains on bringing people together, creating opportunities and helping to build a brighter future for all.

The Craigavon Cup

Est. 2014



The Belfast Youth Cup

Est. 2019



PFTF Academy

Est. 2020





CRAIGAVON CUP

Ireland's premier grassroots youth tournament



ABOUT US

Established in 2014 we are proud to have developed into one of Ireland's premier youth football tournaments. We are delighted to have a strong community of clubs who support our event year on year. In 2024 we are celebrating 10 years of existence!!

The Craigavon Cup is part of the Playing for the Future project. Playing for the Future is a non profit registered Community Interest Company who focus on bringing people together from different backgrounds and promoting opportunities for young people.

2025 FACTS

- 240 teams and 2,568 players
29th & 30th June 2025
- 3 venues, 10 age groups, 3 girls,
- Teams from all over Ireland!





MASSIVE THANK YOU TO TITLE SPONSORS ABP FOOD GROUP

SPONSORSHIP HAS HELPED US GROW THIS PRETEGIOS GRASSROOTS COMPETITION OVER THE LAST 10 YEARS

THE COMPETITION HOSTS SOME OF IRELAND MOST PRESTITIOUS CLUBS, SHOWCASES PORTADOWN AS A VENUE!

KEY SPONSORS





BELFAST YOUTH CUP

03 - 05 AUG
2025

events@playingforthefuture.co.uk

**The Belfast Youth Cup is part of the
Playing for the Future project. Playing
for the Future is a non profit registered
Community Interest Company who focus
on bringing people together from
different backgrounds**

Established in 2019

DATES - 3TH -5TH AUGUST 2025

**Venues - Ulster University Jordanstown,
Seaview & Blanchflower Stadium**

Past winners include - Leeds United

2025 we will have over 240 teams and 2,768 players!

Growth in girls competition - 3 age groups

**@belfastyouthcup www.playingforthefuture.co.uk/belfast-youth-cup
info@belfastyouthcup.com**

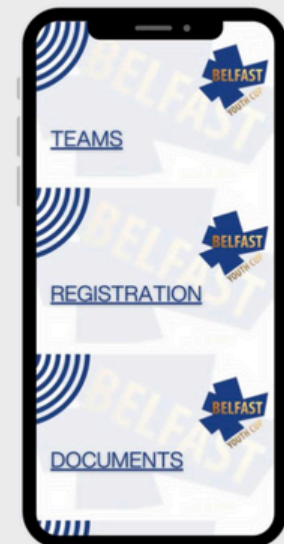
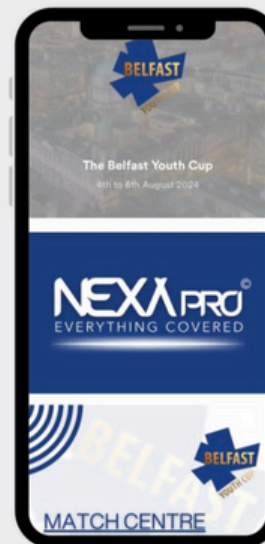


Belfast Youth Cup, Craigavon Cup and now our PFTF Academy now operate using a bespoke communications app, this allows us to connect with our members, participating teams and spectators.

30K views across both our summer tournaments!!

You can promote your business through the app!

NEXA PRO
EVERYTHING COVERED





○○○○

BROUGHT TO YOU BY



PLAYING FOR THE FUTURE ACADEMY

*Individual player development
within a team context*

○○○○○



DETAIL



- About us
- Programme Focus
- Season 2024/25
- Games Programme
- 2025 Trips



SEASON 2024/25



Start New Season

Commit to the season ahead and work with your new teammates to improve

Player reviews

Receive your player review



Sign contract

If offered a place in the academy you will have the opportunity to sign your contract

Events

Build towards the games programme and aim to compete strongly at tournaments

Awards Evening

Various awards up for grabs



Player Pathway at Playing for the Future Academy

“At Playing for the Future, we’re dedicated to creating an optimal environment for every player’s development. Our player pathway focuses on providing top-level coaching and fostering an inclusive environment”

Left - Troy Savage (Burnley), Top right - Manchester Cup winners 2024, middle/bottom right - PFTF Academy players representing Northern Ireland

WWW.PLAYINGFOR THE FUTURE.CO.UK

AMBITION
PROFESSIONAL
TEAMWORK
RESPECT

#ITSPROFESSIONAL


@pffacademy09

**PFTF ACADEMY
PLAYER OF THE MONTH**

**PFTF ACADEMY
SIGNING DAY**



PLAYING FOR THE FUTURE ACADEMY

**GAMES PROGRAMMES -
EVERY 5 WEEKS IN BELFAST
AND LURGAN - 14 GUEST CLUBS**

**PFTF ACADEMY CUP
COMPETITIONS**

**GUEST CLUBS
CREATING EXPERIENCES**



SPONSORSHIP OPPORTUNITIES

The Craigavon Cup		Belfast Youth Cup		Academy	
Main Title Sponsor	£5,000	Main Title Sponsor	£5,000	Individual Centre Title Sponsors	£2,500
Associate Sponsor	£3,000 - SOLD	Associate Sponsor	£3,000 - SOLD	Age Group Sponsor	£1000
Digital Sponsor	£1,000	Digital Sponsor	£1,000	Water Bottle Sponsor	£1000
Age Group Sponsor	£500	Age Group Sponsor	£500	Digital Sponsor	£1,000
POTM Sponsor	£500	POTM Sponsor	£500	Games Programme Sponsor	£1000
Final Match Sponsor	£100 per final	Final Match Sponsor	£100 per final	Playing for the Future Academy Cup - 2016, 2015, 2014, 2013	£300 per age group ALL - £1000
Programme Sponsor	£500	Programme Sponsor	£500		
Programme advert - Full Page	£150	Programme advert - Full Page	£150		
Programme advert - Half Page	£100	Programme advert - Half Page	£100		

CONTACT -

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THANK YOU

FOR ALL YOUR ATTENTION