



TM

**AUSTIN  
CITY CUP**



# Making History



Austin, TX is known as the City of Legends. The World's capital of live music. The Texas Silicon Valley. Many faces to one City that's rapidly becoming a melting pot of Culture, Intellect and Investment. Therefore, it's our duty and privilege to get the best out of everyone in ATX and create something unique, loyal to the city's spirit: The First Women's Soccer Festival in the World, Austin City Cup.

A space for the World's most popular sport, music, technology and culture to collide, dedicated to the #1 in the Globe, the American girls' soccer players. A two-days event once a year at a venue that will receive thousands of visitors to commemorate Sports, International Culture and Family.

A brand that will be available year-round through our Market Place, alongside many benefits our tech, art, sports, music and nonprofit partners will share with our ACC Friends Club.

All for the possibility of making history together, in Austin, for Austin and providing a platform for all the girls that dream big.

**"Austin City Cup is the First Women's Soccer Festival in the World.  
A place to celebrate Sports, International Culture and Family"**

-Francesco Barbera, Austin City Cup's CEO-





# Why ATX



**Music** and Austin are synonyms. The creativity, talent and space for everyone makes the City appealing since the early days and has been blessed with the presence of legends that have shaped a special vibe within it. ATX is the City of Legends, the Capital of Live Music and a special place all around, that's the reason why Austin City Cup must mix its sporting passion with a platform for artists and their mastery.

**Technology** found a new home in Austin. A warm welcome was given to individuals from around the globe who brought state of the art knowledge, expertise and culture. As a brand, Austin City Cup must be available to everyone around the world and our Marketplace will make it possible.

**Investment** in Real Estate, Technology and Entertainment makes of Austin one of the US powerhouses today. With a 32.7% increase in its population over the last decade according to the Austin Chamber of Commerce, Austin's HMI experienced a staggering 29,6% growth in the last five-year period (U.S. Census Bureau). Austin City sits among the top ten cities with the fastest growth speed and is home of both USL and Major League Soccer Teams.

**Austin is the perfect melting pot for the First Women's Soccer Festival in the World.**

A City with room for growth, open explore and embrace the current changing world's needs within a City culture of acceptance, tolerance and curiosity for improvement.





# ACC The Festival



**Austin City Cup is a TM Festival**, it's a space for Soccer and Music to meet in their essence, live. ACC fuses the spirit of the city with the platform Soccer can provide and focus this in ATX youth, specifically, in girls. The future of the #1 team in the World and of our community.

Local youth soccer teams will participate in the first events, which will be held for two consecutive days and as we progress, more teams from the state of Texas, other States and abroad will join.

The winner team will participate, representing the City of Austin in international tournaments like Donosti Cup (Spain) and/or Gothia Cup (Sweden).





# ACC The Brand



As a **TM apparel brand, Austin City Cup is 100% Athleisure.** Born for the comfort of our players, families and friends across the globe. To represent the vibe of the City, we need you to feel at home, comfortable and cool at all circumstances.

ACC will be found in our Market Place where many benefits and opportunities from our Friends Club shall be found as well. From Tech, Music Production, Art and Non-Profit campaigns, Austin City Cup's MP will provide everyone the chance to play and represent.





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[www.austincitycup.com](http://www.austincitycup.com)

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