



REQUEST FOR APPLICATIONS (RFA)

Tournament Management & Fundraising Services — National Charity Soccer Tournament Series

Issued by: Soccer Without Borders | Release Date: September 18, 2026

Application Deadline: Monday, October 12, 2026

1. Overview & Purpose

[Soccer Without Borders](#) (the “SWB”) is issuing this Request for Applications (RFA) to identify and select one or more qualified vendors, event-management firms, nonprofit partners, or individual applicants (the “Applicant”) to plan, organize, and execute a series of charity soccer tournaments across multiple cities in the United States.

The primary objective of this initiative is to maximize net fundraising revenue in support of creating belonging through soccer, education and community, while delivering high-quality, safe, and well-run tournament experiences for recreational and competitive soccer players.

SWB is seeking an Applicant who can combine strong event-operations capability with a proven, ambitious approach to revenue generation — including sponsorship sales, tiered registration pricing, merchandise, concessions, silent auctions, raffles, in-kind, and post-event engagement and cultivation activities — rather than a purely logistical tournament operator.

SWB anticipates awarding this opportunity to a single primary Applicant or a small cohort of regional Applicants, depending on proposed geographic coverage and the quality of applications received.

2. Background

SWB uses soccer as a vehicle for positive change, providing underserved youth with a toolkit to overcome obstacles to growth, inclusion, and personal success. Through soccer, education and English language learning, and community-building, SWB is driving the shift in youth sports to invest in the whole person, to co-create opportunities for all, and to demonstrate and expand the social value created through these community efforts.

Small Goals Big Change™ (SGBC) is a one-day, small-sided soccer tournament that brings soccer players across the community together for high-energy, high-impact competition.

Historically, SWB has hosted SGBC tournaments in New York City, Boston, Baltimore, Chicago, Oakland, Denver and Greeley, Colorado. Some of these tournaments have included both adult and youth brackets and some only engaged with adults. Additional prospective markets include Los Angeles and Washington, DC. These tournaments historically gross between \$7,500 - \$28,000 and we believe we can raise more for a good cause!

This isn’t just a tournament—it’s a movement to create access to play for all youth, no matter their background. Whether participants are in it to win or simply to connect through the game, participation builds more inclusive and welcoming communities.

3. Scope of Work (SOW)

The selected Applicant(s) will be responsible for the end-to-end planning, organizing, and execution of charity soccer tournaments in target markets across the United States, with a central emphasis on increasing gross and net revenue year over year. At minimum, the scope of work includes:

3.1 Revenue Generation & Fundraising Strategy (Primary Focus)

- Design and implement a comprehensive revenue strategy encompassing team/player registration fees, corporate sponsorships, merchandise sales, concessions, in-kind, raffles, silent auctions, and on-site or digital donation opportunities.
- Develop tiered sponsorship packages (e.g., title, presenting, field, and in-kind sponsor levels) with clear deliverables and pricing, and actively solicit sponsors in each host market.
- Set and justify registration pricing strategy, including early-bird, group, and late registration tiers designed to maximize both participation and revenue.
- Establish and track a fundraising goal and net-revenue target for each event and for the series, with a clear plan to meet or exceed prior-year performance.
- Recommend and manage complementary revenue streams (e.g., branded merchandise, food and beverage vendors, photography packages, youth clinics run alongside adult events, alumni or “legends” exhibition matches).
- Provide post-event financial reconciliation, including gross revenue, direct costs, and net proceeds delivered to SWB.
- Execute post-event participant communication; collaborate with SWB’s Advancement team to continue engagement, tournament debrief and next steps with SWB.

3.2 Event Planning & Logistics*

- Identify, evaluate, and secure suitable tournament venues (soccer complexes, municipal fields, or turf facilities) in each target city.
- Manage all permitting, facility rental agreements, insurance, and liability waivers required to legally operate each tournament.
- Develop tournament formats, brackets, divisions (e.g., co-ed, men's, women's, age or skill divisions), and rules of play appropriate for adult and youth recreational and competitive players.
- Recruit, train, and manage on-site staff, volunteers, referees, and medical/safety personnel for each event.
- Develop and execute a risk-management and emergency-action plan for each venue, including weather contingencies and an athletic trainer or medical professionals certified in CPR and First Aid
- Coordinate equipment, signage, field setup/teardown, timing/scoring systems, and any livestreaming or spectator amenities.
- Organize post-tournament social events and activities.

3.3 Marketing, Outreach & Participant Recruitment*

- Develop and execute a marketing plan to recruit teams and individual players in each host market, including digital marketing, social media, local soccer league/club outreach, and community partnerships.

- Build and maintain event branding, a registration website or platform, and participant communications (confirmations, schedules, reminders).
- Cultivate relationships with local soccer clubs, adult leagues, universities, and corporate recreational leagues to drive team registrations.
- Coordinate with SWB's communications team on co-branded messaging and donor/sponsor recognition.

3.4 Multi-City Expansion & Program Management

- Propose a phased rollout plan for expanding the tournament series to multiple U.S. cities, including a recommended sequence of markets and rationale.
- Provide a scalable operating model (staffing, budget, and timeline templates) that can be replicated efficiently across host cities.
- Deliver regular progress reports to SWB as well as participate in regularly scheduled check-in meetings to communicate updates, progress, challenges including but not limited to registration numbers, sponsorship pipeline status, and revenue projections versus actuals.
- Participate in a post-season debrief and provide recommendations for the following tournament.

3.5 Reporting & Compliance*

- Maintain accurate financial records for each event and provide SWB with itemized revenue and expense reports.
- Comply with all applicable federal, state, and local laws governing charitable fundraising, gaming/raffles (if applicable), and event operations.
- Carry (or arrange for SWB to hold) appropriate general liability and event insurance for each tournament.

** Areas in this Scope of Work that SWB has significant knowledge and can support to partner with selected Applicant(s) to best achieve.*

4. Terms of Engagement

SWB has allotted a maximum budget of \$60,000 for the selected Applicant to execute this Scope of Work (SOW). The goal is to net a minimum of between \$100,000 - \$150,000 from November 9, 2026 - July 31, 2026. This application gives the Applicant significant creativity and agency in determining the best path forward to reaching these goals within this timeframe and articulating their ideal payment terms to execute on this work.

The Applicant will be required to use SWB's business operations platforms, tools, and services and will not need extensive software and application licenses. SWB will onboard and train the selected applicant to use SWB's digital marketing, fundraising including peer-to-peer tools and platforms as well as Slack, Notion and other internal communications tools.

If additional fees are required, the Applicant can integrate them as expenses needed to execute this RFA into the Revenue Generation Plan and the Budget and Fee section of their proposal.

This is an at-will engagement and both SWB and the Applicant are entitled to sever and terminate their relationship with 30 days written notice.

There is an expectation of driving at least one charity tournament no later than March of 2027.

5. Applicant Eligibility Requirements

To be eligible for consideration, Applicants must be able to demonstrate:

1. A minimum of 5-10 years of experience planning and executing sports tournaments and/or large-scale fundraising events.
2. A verifiable track record of achieving or exceeding fundraising/net-revenue targets for prior events.
3. The organizational capacity (staffing, systems, and vendor relationships) to operate in multiple U.S. markets within the proposed timeline.
4. Appropriate business licensure, insurance capacity, and, if/where applicable, nonprofit or fiscal sponsorship status.
5. No unresolved conflicts of interest with SWB, its board, or its major donors/sponsors.

6. Application Requirements

Applicants must submit a complete application package including the following components (maximum 10 pages submitted as one PDF document):

- Cover Letter — summarizing the Applicant's interest, qualifications, and high-level approach.
- Organizational Overview — history, structure, key personnel and their roles, and relevant past events.
- Revenue Generation Plan — a detailed narrative and pro forma budget showing how the Applicant will maximize gross and net revenue, including sponsorship strategy, pricing strategy, and secondary revenue streams.
- Operational Plan — proposed tournament format(s), venue-sourcing approach, staffing plan, and risk-management approach.
- Proposed Market Plan — recommended host cities, sequencing, and rationale, along with an estimated event calendar.
- Marketing & Outreach Plan — strategy for participant recruitment and sponsor/community engagement in each market.
- Budget & Fee Proposal — full cost breakdown, proposed compensation structure (e.g., flat fee, percentage of net revenue, or hybrid model), and projected net proceeds to SWB.
- References — at least three references from comparable past clients or partners, with contact information.
- Proof of Insurance / Licensure — or a written plan to obtain required coverage prior to contract execution.

6. Key Dates & Timeline

Milestone	Date
RFA Release Date	Friday, September 18, 2026
Application Deadline	Monday, October 12, 2026
Finalist Interviews / Presentations (if applicable)	Friday, October 23, 2026
Award Notification	Friday, October 30, 2026

Milestone	Date
Contract Execution & Kickoff Meeting	Monday, November 9, 2026
First Tournament Event (Season 1)	By March of 2027

7. Evaluation Criteria

Applications will be reviewed by a selection committee and scored according to the following weighted criteria. Particular weight is placed on the strength and credibility of each Applicant's revenue generation strategy, consistent with SWB's primary goal of increasing fundraising revenue.

Evaluation Criterion	Weight	What Reviewers Are Looking For
Organizational Experience & Track Record	25%	Demonstrated history planning multi-site or large-scale adult sports/soccer tournaments; references; prior fundraising outcomes.
Revenue Generation Strategy	40%	Strength and creativity of the plan to maximize net revenue — registration pricing, sponsorship sales, merchandise, concessions, upsells, and donor conversion.
Operational & Logistics Plan	10%	Site selection process, staffing model, permitting/insurance approach, risk management, and multi-city execution capability.
Marketing, Outreach & Participant Acquisition	15%	Approach to recruiting teams/players, digital marketing, partnerships, and community/charity-partner engagement.
Budget Reasonableness & Cost Efficiency	10%	Realistic budget with transparent cost structure and favorable ratio of net proceeds to gross revenue.

SWB reserves the right to request finalist interviews or virtual presentations prior to final award, and to award the opportunity to a single Applicant, multiple regional Applicants, or no Applicant, at its sole discretion.

8. Budget & Compensation Structure

Applicants should propose a compensation structure that aligns Applicant incentives with SWB's revenue goals. SWB will give favorable consideration to structures that tie a meaningful portion of Applicant compensation to net revenue performance (e.g., a base management fee plus a percentage of net proceeds above an agreed threshold). Applicants must clearly disclose all proposed fees, commissions, and reimbursable expenses.

9. Submission Instructions

Submission Method	Email to Jennifer Tepper
Submission Format	Single PDF file
Submission Deadline	Monday, October 12, 2026
Point of Contact	Jennifer Tepper, Executive Director

Contact Email	jtepper@soccerwithoutborders.org
Questions Deadline	Please submit all questions to jtepper@soccerwithoutborders.org by Monday, Sept. 28, 2026 and responses will be published to SWB's website by the EOD on Sept. 30, 2026.

Late, incomplete, or non-conforming applications may not be considered. SWB reserves the right to amend this RFA, extend deadlines, or cancel this solicitation at any time, for any reason, without liability to any Applicant.

10. Ancillary Information

Below is a list of recent media that provides a sense of SWB's work, impact, culture, priorities, and stories. .

- ["As the World Cup Fades, Will Its Promise?"](#) written by Jennifer Tepper and published on LinkedIn, August 2026.
- [After Hours with James Corden](#), July 2026
- [SWB's Hajar Abulfazl Shares Her Story on the Giving Game Podcast](#), July 2026
- [As Youth Soccer Grows in the Bay Area, some kids still struggle for opportunities to play - NBC Bay Area](#), July 2026
- [Le Monde - France - "You can get rid of your stress here": in Oakland, far from the World Cup, the "power of football" is being used to help refugees](#), July 2026
- [Warshan Hussin Featured on The Beautiful Game Unfiltered Podcast](#), July 2026
- ["We're Overlooking One of Our Most Powerful Mental Health Resources: Coaches,"](#) by Dr. Swap Mushiana, June 2026.
- [Skin in the Game: "Beyond the Field: Soccer, Trust, and Opportunity for Newcomer Youth,"](#) featuring Jennifer Tepper and Bruno Contreras, May 2026.
- [Soccer America: 20-year profile of SWB](#), March 2026.
- [Sports Business Journal Celebration of Service Award](#) and related visibility, May 2026.
- [A Field Called Home](#), SWB 20th anniversary storytelling and short film, May 2026.
- [Sport for Refugees Coalition co-convenor announcement](#), January 2026
- [SWB 2025 Annual Report](#) and youth-led impact stories.

11. General Terms & Conditions

- This RFA does not commit SWB to award a contract, pay any costs incurred in preparing an application, or procure or contract for services.
- SWB reserves the right to reject any or all applications, to negotiate with one or more Applicants, and to waive minor informalities in any application.
- Any resulting agreement will be subject to a formal written contract, including insurance, indemnification, data-privacy, and brand/usage terms to be negotiated with the selected Applicant(s).
- All information submitted becomes the property of SWB and may be subject to internal review; confidential/proprietary information should be clearly marked as such.