



Bringing together community, scholarship, and soccer



Welcome to the 5th Annual Hope Soccer Festival!

The Hope Soccer Festival brings people of all ages together for a day of fun, friendly competition with a great mission. Participants create four-player teams and compete in round-robin format in age divisions. Each game is quick, lasting 20-30 minutes, and teams are responsible for refereeing themselves.

Proceeds from the Festival create opportunities by paying educational expenses for refugee students through the Star City Soccer Foundation, ranging from cooking classes and public high school fees to tuition and fees at two- and four-year institutions including VWCC, Roanoke College, Radford University and UVA.

Sponsors of the event will be associated with these efforts, plus receive recognition that extends beyond the day of the festival and throughout the Roanoke community.

The Hope Soccer Festival will be the focus of broad advertising and public relations efforts, reaching out to local and regional publications, social media and news outlets.

Sponsors will play a role in enhancing the Roanoke community while positioning themselves in front of key audiences during a year-round marketing campaign.

The reach of your message is tied to your level of support. All sponsorships are tax deductible. The Hope Soccer Festival is operated by the Star City Soccer Foundation, a 501(c)3 charitable organization.


The Festival

WHO: All soccer players! Divisions U8 to 35+

WHERE: Patrick Henry High School in Roanoke VA

WHEN: Nov. 25, 2017 (the Saturday after Thanksgiving)

WHY: Funding refugee educational scholarships



“Playing on his high school soccer team with several refugee peers from around the world, my son may not fully understand the struggle that these families have had to endure, but he most certainly understands that each player on that team works equally hard to succeed and, most importantly, to find moments for laughter, joy, and connection. Soccer has been the means to form an incredibly bonded band of brothers.”

— Dustin Eshelman, parent of PHHS soccer player

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Did You Know?

The United Nations Refugee Agency defines a refugee as: “someone who has been forced to flee his or her country because of persecution, war, or violence.”

Lack of access to quality educational opportunities, particularly for refugee children, is a primary barrier for refugee families as they work to develop a new and resilient life in the United States. The U.S. Department of State’s Reception and Placement program only provides financial assistance for three months. As such, state, local and private programs are necessary in order to provide ongoing support past that three-month period.



- Approximately **200-300 refugees** are initially resettled each year in Roanoke, Virginia. This is almost 2% of the total amount of refugees resettled in the country this year and 8.4% of the Virginia population.
- Statistics collected in the Roanoke Valley indicate that more than 85% of working-age refugees resettled since 2013 are currently employed, paying taxes, and earning money to pay rent and bills. Almost 50% of working-age refugees become employed within 90 days and more than 75% become employed within six months from the date of arrival.
- Since the mid-1970s, Roanoke has welcomed over 7,000 refugees. In 2017, Roanoke expects to resettle refugees from 27 countries including: Rwanda, Afghanistan, Syria, Vietnam, Laos, Somalia, Ukraine, Cuba, Ethiopia, Sierra Leone, Liberia, Haiti, Tanzania, Nepal, Kosovo, Burundi, and Bosnia-Herzegovina.
- The **Roanoke Valley is home to over 100 nationalities**, many of whom initially arrived in this country as refugees. This makes Roanoke one of the most diverse small cities in the Southern United States.
- The Bhutanese constitute one of the largest refugee populations in Roanoke. Statistics indicate that 65% of Roanoke’s Bhutanese refugee families own their homes.

Sources: The majority of data shown here was compiled by students from 2017 Roanoke Refugee Summer Lab, Virginia Tech and Hollins University. Additional data provided by Commonwealth Catholic Charities.

“It was extremely difficult starting a new life. School was difficult because I did not go to school in my country [Liberia]. The first time I ever stepped in a classroom was in ninth grade at William Fleming. Being in a classroom was new, but we gladly accept the challenge.”

— Nathaniel Scere,
refugee and
student athlete at
Tusculum College

“I arrived to Roanoke in 1995 at the age of 14 as a refugee from Bosnia and Herzegovina. The struggle to understand the language, make friends and assist my mother and father in their daily activities was common in the early years. I attended William Fleming High School and managed to complete my higher education goals at VWCC and Radford University, earning an M.S. in Communication in 2010. ... The reason I do this is because I needed these resources, particularly mentorship, when I was in their position. The assistance provided by the Star City Soccer Foundation can make a huge difference for refugee students.”

— refugee Elvir Berbic, Student Affairs Manager at Virginia Tech Carilion School of Medicine and founder of VWCC Refugee Annual Scholarship



How Your Scholarship Helps

Your generous support allows local refugee students to further their education as they build a new life in the Roanoke Valley. Education is a crucial component of the transition that refugees make as they go from a refugee camp to becoming members of our local community. Your donation helps pay for expenses such as:

Play in soccer festival and feel empowered by helping other refugee students	\$20
PSAT/ACT/SAT registration and test fees	\$25-\$90
Monthly tuition for West End Center for Youth, tutoring, and afterschool care	\$60
Roanoke City high school student fees	\$85
Roanoke City high school student fees - Senior year	\$105
College books per semester (estimated)	\$500
Virginia Western Community College one class (3 credit hours)	\$525
Roanoke College tuition and activity fee as part-time student (full unit credit)	\$2,025
Virginia Western Community College tuition per semester (15 credit hours)	\$2,600
Radford University tuition, fees, room, and meals per semester (full-time)	\$9,930
University of Virginia tuition, fees, room, and meals per year	\$27,300
Roanoke College tuition, fees, room, and meals per semester	\$27,975



“The Foundation helped me with costs such as books, and registration fees every semester. The Star City Soccer Foundation also helped my siblings to continue their school and the after school program. The Foundation was able to help with the cost and other activities fees such as camps, etc.”

— Stephano Claude, refugee and graduate of Roanoke College



“When I came to this country, education was part of my goals. Now that I have graduated from Roanoke College with a bachelor’s degree, I would like to thank the Star City Soccer Foundation for helping me achieve my goal. It was an honor to attend Roanoke College.”

— refugee Stephano Claude, now a four-year college grad



Sponsor Benefits

	COMMUNITY SPONSOR \$50-\$100 Contributions cover the cost of registration for refugee participants.	FIELD SPONSOR \$300-\$500 Fund educational opportunities such as tutoring and afterschool programs.	ZONE SPONSOR \$1,000-\$2,000 Contributions help defray the costs of higher education of local refugee youth.	PARTNER SPONSOR \$3,500-\$5,000 Naming contributions make a lasting impact on the lives of refugee students.
Name/Logo in Event Program	✓	✓	✓	✓
Complimentary Event Entry	✓	✓	✓	✓
Logo on Event Shirts	✓ Small	✓ Medium	✓ Medium	✓ Large
Ad Space in Program		✓ 1/4 page	✓ 1/2 page	✓ full page
Booth in Vending Area		✓	✓	✓
Name/Logo on 2'x3' Field Signs		✓	✓	✓
Emcee Mention During Event			✓	✓
Banner at Event Field			✓	✓
Branded Zone			✓	✓
Name/Logo on Sponsor Page				✓
Name/Logo in All Event Promotion				✓
Input on Event Marketing				✓

We look forward to working with you to tailor a partnership specifically with you. We encourage creative partnership opportunities or in-kind donations. **Please contact Landon Moore at coachlandonmoore@gmail.com.**

“I have taught refugee and immigrant students for three years. I’ve seen firsthand the personal and academic struggles my students have gone through. Many of them come to us fleeing civil unrest and life-threatening situations in their countries, yet they are motivated by the strong desire to improve themselves, help their families, and become active members of their communities. Their resilient spirit is an inspiration to all of us. I’d like to invite everyone to consider helping our refugee and immigrant youth to achieve their dreams.” — Elizabeth Schenkel, ELL educator, William Fleming High School

