



City of Houston

Parks and Recreation
News Release

FOR IMMEDIATE RELEASE

Date: 10/15/2025

Get in the Game: HPARD Seeks Sponsors and Teams for Upcoming Soccer Tournaments

HOUSTON – In anticipation of the 2026 World Cup, the Houston Parks and Recreation Department (HPARD) is calling on sponsors and teams to support two exciting soccer tournaments: the H-Town Soccer Tournament, taking place November 28–30, 2025, and the Legacy Cup, scheduled for May 2026.

Teams from across the United States will travel to Houston to compete for the title of H-Town Soccer Tournament Champions, bringing together athletes, families, and fans to celebrate the global spirit of soccer.

Becoming a sponsor offers organizations the opportunity to:

- Align their brand with the momentum of the 2026 World Cup
- Support youth development and community health initiatives
- Gain visibility on-site, online, and across HPARD and partner platforms

Proceeds will directly benefit HPARD's youth soccer programs—Soccer for Success and H-Town Soccer Academy—which provide professional, high-quality training opportunities for Houston youth at all levels, from recreational to elite.

"These tournaments are more than just a celebration of the game," said Kenneth Allen, Director of Houston Parks and Recreation. "They represent our city's commitment to building community, inspiring young athletes, and ensuring that every child—no matter their background—has access to quality sports opportunities."

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-2-

Soccer for Success is a free after-school program serving approximately 1,500 youth across eight Houston sites in partnership with the U.S. Soccer Foundation. The program emphasizes healthy habits, teamwork, and family engagement.

H-Town Soccer Academy, launched in 2017, focuses on developing elite players ages 6–18 in an affordable and inclusive environment, with a special focus on underserved communities.

As Houston prepares to host seven World Cup matches between June 14 and July 4, 2026, these tournaments will build excitement while supporting the next generation of local soccer talent.

For sponsorship opportunities, please call Adrian Juarez at 281-386-2611 or Cristina Aguirre at 832-395-7016.

To register your team or learn more, visit:
h-townsocceracademy.org/tournaments.

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