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INAUGURAL TOURNAMENT

**REVIEW**

# FROM THE FOUNDER

## *Greetings, California and U.S. Youth Soccer Community,*

My name is Carlos Velasco, and I am the President and Founder of California Youth Sports Management (CYSM). Since our inception in June 2014, CYSM has nurtured young soccer talent and fostered the sport's growth throughout California, particularly in the Central Valley. Our dedication and efforts have led to significant achievements in youth soccer.

From the beginning, CYSM has diligently worked to establish an international youth soccer network, offering our players opportunities to train and compete at elite levels across Europe. Over the past decade, our athletes have traveled to countries including Croatia, Denmark, Italy, Portugal, and Spain.

On the international level, our players have traveled abroad and trained under the guidance of academy coaches from prestigious clubs like GNK Dinamo Zagreb, Real Betis Balompié, Villarreal CF, and RCD Espanyol. They've also competed in renowned tournaments such as Mundialito (Spain), Dana Cup (Denmark), Algarve Youth Cup (Portugal), and San Marino Cup (Italy), among others. Around 400 players have participated in these international experiences, combining high-level soccer competitions with rich cultural exchange. We are excited to continue providing these invaluable opportunities for future generations.

On the local level, CYSM has invested significantly in soccer camps and coaching clinics across California. These programs, led by professional coaches from world-renowned academies like Sport Lisboa Benfica, GNK Dinamo Zagreb, and Real Betis Balompié, aim to expose local players and coaches to top-tier soccer training. Notable coaches such as Quique Setién, former head coach of F.C. Barcelona, and Marcos Álvarez, the current head fitness coach of Chelsea FC, have led our seminars. We aim to ensure that more U.S.-based players and coaches have access to the best expertise in soccer. More than 2,000 boys and girls have participated in our camps statewide.

In June 2024, we celebrated CYSM's 10th anniversary by hosting the inaugural California Youth Cup 2024, the largest and most internationally diverse youth soccer tournament ever held in California's Central Valley. This groundbreaking event brought together around 1,200 young players from professional academies across Croatia, England, Italy, Mexico, Portugal, Spain, and the U.S. The tournament was a tremendous success, and we are now focused on making the second edition—the California Cup 2025—even bigger and better.

We actively seek the support of government entities, local businesses, media, and the community to help elevate the California Cup 2025. Our mission is to showcase California's talent and vibrant culture, and with your backing, we can create an event that will gain national recognition.

Thank you, California and the U.S. Youth Soccer Community, for your continued support of CYSM and the growth of youth soccer in California. Together, we have achieved significant milestones, and with your continued support, we can make the California Cup 2025 an unforgettable success.



A white, handwritten signature of Carlos Velasco, written in a cursive style.

**CARLOS VELASCO**  
FOUNDER & PRESIDENT



# CYC 2024 QUICK VIEW



**FIRST EVER INTERNATIONAL YOUTH SOCCER TOURNAMENT IN THE CENTRAL VALLEY**



**WITH OVER 3,800 SUPPORTERS IN ATTENDANCE**



**NUMBER OF TEAMS COMPETED:**

**72**



**NUMBER OF PLAYERS PARTICIPATED:**

**1,100**



**PLAYERS' AGE GROUPS:**

**2015-2010**



**TOTAL NUMBER OF GAMES PLAYED:**

**189**



**NUMBER OF CITIES/TOWNS INVOLVED:**

**24**

- Bay Area, California
- Bakersfield, California
- Caruthers, California
- Clovis, California
- Fresno, California
- Hanford, California
- Idaho, United States
- Irvine, California
- Lodi, California
- Mendota, California
- Merced, California
- Modesto, California
- Napa, California
- Sacramento, California
- San Francisco, California
- Santa Clara, California
- Santa Rosa, California
- Southern California
- Stockton, California
- Turlock, California
- Venice Beach, California
- Visalia, California
- Wasco, California
- Woodland, California

**NUMBER OF VENUES USED FOR GAMES:**

**5**



- Caruthers Elementary School
- Caruthers High School
- Fresno State University
- Fresno City College
- Immanuel Sports Complex

**COUNTRIES REPRESENTED AT THE TOURNAMENT:**

- **CROATIA**
- **ENGLAND**
- **ITALY**
- **MEXICO**
- **PORTUGAL**
- **SPAIN**
- **UNITED STATES**



# CYC 2024 CHAMPIONS



U9  
**STRIKERS FC NORTH**  
SOUTHERN, CALIFORNIA



U11  
**BAY AREA SURF**  
BAY AREA, CALIFORNIA



U13  
**SPORT LISBOA BENFICA**  
LISBON, PORTUGAL



U10  
**CV FUTBOL ACADEMY (CVFA)**  
TURLOCK, CALIFORNIA



U12  
**FUTURE PAMA**  
BAKERSFIELD, CALIFORNIA



U14  
**SEVILLA FC**  
SEVILLA, SPAIN

# CYC 2024 RUNNER-UPS



U9  
**BAY AREA SURF**  
BAY AREA, CALIFORNIA



U11  
**FC FRESNO ACADEMY**  
FRESNO, CALIFORNIA



U13  
**BAY AREA SURF**  
BAY AREA, CALIFORNIA



U10  
**SPORTING CALIFORNIA USA**  
SAN GABRIEL, CALIFORNIA



U12  
**LODI FC**  
LODI, CALIFORNIA



U14  
**GNK DINAMO ZAGREB**  
ZAGREB, CROATIA

# INTERNATIONAL TEAMS

In its inaugural edition, the California Youth Cup 2024 made history by attracting six international clubs to compete and learn about our region. Each club and some of its players had experienced the American culture for the first time, plus the experience of being in the soccer community with other local clubs. The following are the foreign teams who participated in our first-ever soccer cup:



**GNK DINAMO ZAGREB**  
CROATIA



**INTERNAZIONALE MILANO**  
ITALY



**LEICESTER CITY FC**  
ENGLAND



**CLUB TIJUANA**  
MEXICO



**SEVILLA FC**  
SPAIN



**SPORT LISBOA BENFICA**  
PORTUGAL



# TEAMS WHO COMPETED IN CYC 2024

June of 2024 will be remembered as a pivotal day in the development of young soccer players and the growth of youth soccer in California's Central Valley, as we introduced the California Youth Cup, an annual International Youth Soccer Tournament that will be played each year in different areas of the Golden State. We want to recognize all the teams and clubs participating in our first edition. We are thankful for your support and for believing in our vision, which is to expose U.S.A. local players, to higher competition and to create opportunities for these players to see some of the world's best youth soccer academies; we are looking forward to seeing you back for a bigger and better California Youth Cup 2025.



# THE SPONSORS OF CYC 2024

We understand that to establish a successful youth soccer tournament, we must approach and obtain the promotional and financial support of local governmental organizations, school districts, local businesses, and individuals to ensure our event will continuously succeed. The California Youth Cup 2024 coaches and staff would like to thank all the school districts, local businesses, and individuals who supported our inaugural tournament in June 2024; we look forward to continuing our partnership supporting our tournament's second edition during Memorial Day Weekend 2025.



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HEALTHCARE



BARRETO'S  
PAINTING  
RESIDENTIAL & COMMERCIAL



CARUTHERS  
HIGH SCHOOL  
*Home of the Blue Raiders*



CORE  
HOME LOANS



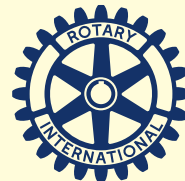
DEMERA  
DEMERA  
CAMERON



DONAGHY  
SALES



FRESNO CITY COLLEGE



ROTARY  
INTERNATIONAL  
FRESNO LATINO

FRESNO STATE



HARRIS  
CONSTRUCTION

HYDR8  
TV HYDRATION THERAPY



IMMANUEL  
EAGLES SPORTS COMPLEX



LITHIA NISSAN OF  
FRESNO



Mercedes-Benz  
of Fresno

THE  
ORTIZ GROUP  
*Driven by data. Led by experience.*

PRIME

PHYS MED  
PHYSICAL THERAPY CLINICS



REGENERATE CALIFORNIA INNOVATION

# THE CYC 2024 CULTURAL IMPACT

CYC 2024 tournament provided Fresno and the Central Valley exposure to people from other regions, states, countries and cultures. One of our objectives as a tournament is to open the Central Valley to the world, attracting each year people from other cities, states and countries to spend time around our communities. Our tournament also allowed for foreigners to visit iconic sites and prized sites like Yosemite National Park and Sequoia National Park. The CYC has also provided a great platform for our young local players to be able to interact with European and Mexican peers, this is very positive as it allows local talent to see the foreign competition and learn from it.



# THE CYC 2024 SOCIAL IMPACT

By uniting people from different communities across California, out of state, and from other countries, we provided our local young players with great competition and a unique platform to interact and learn about different cultures and how they feel and play soccer. Socially, our tournament impacted hundreds of local California players who were able to get on the same field and compete toe to toe with players from other cities and countries. This is a significant step towards empowering our Central Valley youth, inspiring them to reach their full potential.





# THE CYC 2024 ECONOMIC IMPACT

The CYC 2024 provided the city of Fresno and the surrounding cities an opportunity to showcase what the cities can offer our visitors and guests, including the many supporters who flooded the stadiums to watch the games. The positive economic impact is seen in hotels, gas stations, restaurants, bars, food trucks, grocery stores, and rental cars. When most locals go out of town during June when the temperature reaches three digits, CYSM did the opposite by inviting all these teams, players, and visitors, leading to increased spending, which benefits local businesses and franchises. Our local educational institutions, California State University, Fresno, and Fresno City College, also benefited from CYC 2024 through promotions, marketing, and social media presence.



# THE OVERALL IMPACT OF CYC 2024 ON OUR LOCAL YOUTH AND THE

**What A Great Experience It Was!** CYC 2024 was more than just a tournament. Our event congregated young soccer players from Europe, Mexico, and the United States. Participating in an international youth soccer tournament provides local and visiting young players with numerous benefits, both on and off the field.

Our tournament will empower the local and visiting young players by improving their personal and skill development; our event will improve players in

the following aspects: skill development, cultural exposure, personal growth, team bonding, motivation and inspiration, life skills, and education on and off the field.

Finally, the California Youth Cup will create **a long-lasting positive impact** on our local youth, improving and touching young lives outside our borders as foreign young players come to compete, enjoy, and discover the California culture. After competing in our



# YOUTH OF EVERY TEAM WHO PARTICIPATED IN THE TOURNAMENT

tournament, players are exposed, experienced, and leave with the following skills/benefits:

- Enhanced competition and higher intensity
- Global perspective and friendship across borders
- Confidence building and independence & responsibility
- Stronger connections and shared experiences
- Exposure to elite play and opportunities for recognition

- Adaptability and resilience
- Broader horizons and community & social impact

Participating in international youth soccer tournaments is not just about winning games; it's about the holistic development of young athletes, equipping them with skills and experiences that extend far beyond the soccer field.





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