



**DALLAS CUP & MADCUP  
developed a strategic alliance to  
strengthen both international events and  
promote exchange and sports tourism  
between Dallas, TX (USA) and Madrid  
(Spain).**

**DALLAS CUP will celebrate its next  
competition between April 1 and 9, 2023  
while the next edition of MADCUP will be  
in Madrid between June 23 and 28, 2023.**

- Between the two tournaments, more than 900 teams and 18,000 participants will gather to play more than 2,500 soccer matches.

- Both events are looking to break attendance records in 2023 cementing their places as major drivers of sports, tourism, cultural exchange, and economic development in Dallas and the Community of Madrid. Non-stop IBERIA and American Airlines air routes between Barajas and Dallas/Fort Worth airports benefits the relationship between DALLAS CUP and MADCUP, while also connecting Spanish companies with the third most popular commercial destination in the U.S.

- Dallas is one of the main U.S. cities for foreign investment, as is the Community of Madrid in Spain.

**Madrid, November 18, 2022.** - This new agreement outlines the upcoming collaboration between the DALLAS CUP and **MADCUP**, which will work together to strengthen the relationship between Dallas (Texas) and the Community of Madrid through the tournaments and tourism associated with both events. The goal is to grow both events through diversity, educational, and community engagement, while promoting sports tourism and the offerings of the Dallas and Madrid regions.

Both institutions seek to develop joint strategies, generate projects to enhance both brands, and build common development opportunities while boosting and enriching the experience of the participants. Both sports properties will also work closely with their communities to promote tourism opportunities in the Dallas and Madrid regions. Specific activities and projects will be developed and are likely to include developing and organizing seminars and clinics for coaches, selecting ambassadors for both tournaments, and promoting a joint tourism exchange between Dallas and Madrid.

The DALLAS CUP, founded in 1980, is the oldest and most prestigious international youth soccer tournament in the United States and one of the most competitive in the world. Held every spring during the week leading into Easter, it is accessible by invitation only, selecting the best teams from the hundreds of applications it receives each year. The DALLAS CUP currently consists of nine age groups in the boys' bracket, from U-12 through U-19, including the prestigious Gordon Jago U-19 Supergroup, and four age groups in the girls' bracket, from U-15 through U-19. The tournament is traditionally comprised of approximately 40% international teams, 40% state teams and 20% Dallas area teams. The DALLAS CUP is more than an elite competition; it also focuses on cultural exchange, diversity through its programs on and off the field. In addition, DALLAS CUP participants also learn important life lessons with visits to children's hospitals, advocacy centers, schools and homeless shelters.

**MADCUP**, with only two years of competition, is already one of the best tournaments in the world. It has the collaboration of the Atletico de Madrid Academy, the clubs in Madrid, the Madrid Football Federation and the Community of Madrid. A project strongly supported by companies such as the pharmaceutical BRISTOL MYERS SQUIBB.

Since 2021, it has been recognized by the Spanish Sports Council as an Event of Exceptional Public Interest. It is strongly supported by the University of Alcalá and the World Tourism Organization, which

included MADCUP as a reference activity in Sports Tourism. MADCUP has already received the registration of one hundred international teams for its 2023's competition. In two years, one thousand teams and seventeen thousand boys and girls from twenty countries have participated. The interest aroused has already led teams such as **América** from Mexico, **River Plate** from Argentina, Fenerbahçe from Turkey, **Benfica** from Portugal or **Wolverhampton** from England to register. The international clubs will face the best Spanish teams.

Teams from Australia, Chile, Colombia, South Korea, United Arab Emirates, United States of America, France, Italy, Israel, Japan, Mexico, Palestine, Peru, Portugal, Puerto Rico, United Kingdom, Sweden, Turkey and Venezuela participated in 2022, with clubs such as **Porto**, **PSG**, Tigres or **Fenerbahçe** facing Real Madrid, Atlético de Madrid, Getafe, Alcorcón, Leganés, Levante or Celta among a total of 546 teams, which will play matches in 16 categories: U-7 to U-16, male and female, as well as U-19 categories.

The tournament will be attended by ambassadors such as David Villa, Juanfran Torres, Virginia Torrecilla and Fernando Torres.

For more information:

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