NO ICE IN THE CUP

SOCCER TOURNAMENT TOOLKIT

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No ICE in the Cup is a national call to action demanding the World Cup remain joyful, safe and secure for all to enjoy. This means the U.S. Immigration and Customs Enforcement has no place near the World Cup festivities.

We want ICE out of stadiums, out of watch parties, out of local businesses, and off the streets where people will gather to celebrate the game they love.

Soccer belongs to the world. Our communities - especially immigrant communities - and international visitors deserve to experience it without the threat of government violence or intimidation.

We know when communities come together, ICE melts.

Join us by organizing a soccer tournament in your community.

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PLANNING GUIDE

1) Book a field in your community

2) Secure a permit for the field

- **You may need to research which city/town agency controls the space, and be aware of the timeframe for applications to be turned around**

3) Set up a sign-up form

- **Take a look at the Brooklyn sign-up form as a sample, but feel free to make it your own**

4) Tap into your community to recruit players and volunteers to help you run the event

Local soccer clubs may be a good resource for finding a field and recruiting youth players! See who is in your area and reach out.

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MERCH/SHIRTS

Our logo is here if you'd like to design t-shirts or water bottles for players and volunteers, but please note this is not mandatory! You may also look at our merchandise if you'd like to order anything for your tournament.

If you wanted to use our logo and create t-shirts with your tournament's information on the back, we recommend exploring if there's a shirt printer in your community who might like to sponsor this element or offer a discount.

Alternatively, you can order pinnies/scrimmage vests in two different colors to designate teams, and assign volunteers a third color t-shirt that they provide themselves.

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OUTREACH TEMPLATE - COMMUNITY

Below is a basic email you can use to recruit participants, volunteers, and community sponsors. Be sure to include information at the end on how they can sign up to be part of your community's event.

Email

Our community is pushing back against ICE at the World Cup by leaning into what we love most about the beautiful game of soccer.

We're organizing a soccer tournament (ages XX-XX) in YOUR CITY/TOWN demanding, **NO ICE IN THE CUP**! Let's bring to our community the clearest expression of what this game is meant to be - joyful, inclusive, and free of fear. These local players remind us of the kind of world we should be building: one rooted in fairness, belonging, and the simple right to play without fear.

Soccer belongs to the world. Join us on this day of community, fun and soccer!

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OUTREACH TEMPLATE - LOCAL LEADERS

Below is a basic email you can use to invite local elected officials, community leaders, and/or dignitaries to attend your tournament. Be sure to include information at the end on how they can RSVP to confirm their attendance.

Email

We're inviting local leaders to stand with our community as we push back against ICE at the World Cup by leaning into what we love most about the beautiful game of soccer.

We're organizing a youth soccer tournament (ages XX–XX) in YOUR CITY/TOWN on DAY/DATE at TIME calling for **NO ICE IN THE CUP**. We're bringing to our community the clearest expression of what this game is meant to be - joyful, inclusive, and free of fear. These local players reflect the kind of world we should all be working toward: one rooted in fairness, belonging, and the simple right to play without fear.

Your presence would send a powerful message of support for immigrant communities and for the values this sport represents. Soccer belongs to the world. We hope you'll join us for a day of community, joy, and this beautiful game.

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OP-ED

If you'd like to write an op-ed for local publications, please find some guidance below.

Most op-eds don't get published because they're too broad, too late, or too self-focused. The ones that land are timely, clear, and useful. Think of your op-ed as making a public case, not just sharing thoughts.

1. Get clear on your message
Have one central claim that can be summed up in a single sentence.
2. Hook it to the moment
Tie your story to something happening right now and explain why it matters today.
3. Lead strong
In the first 2-3 sentences: name the issue, state your position, and make readers care.
4. Structure it simply
Intro (hook + thesis), context (what's happening and why it matters), conclusion (specific call to action). Aim for ~600–900 words unless specified.
5. Write for humans
Use shorter sentences, avoid jargon (or explain it), and favor concrete examples over abstract language.
6. Pick the right outlet
National = broader framing; local = clear local stakes; niche = insider perspective. Read recent pieces to match tone.
7. Pitch smart
Usually pitch first. Include a 1–2 sentence summary, why it's timely, why you, and estimated word count. If sending a draft, note it's exclusive/unpublished.
8. Follow rules exactly
Meet word counts, include a short bio, disclose conflicts, and confirm exclusivity if required.

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OUTREACH TEMPLATE - PRESS

Below is a basic email template can use to reach out to local press outlets, if you'd like them to cover your event.

Subject: Local youth soccer tournament pushes back on ICE presence at World Cup

Hi [Reporter Name],

A coalition of local organizers and community groups in [CITY/AREA] is hosting a local soccer tournament to call attention to ICE's involvement in World Cup security, and to offer a different vision of what the sport should represent.

The event is part of a global effort and brings together players, families, and local partners for a day centered on community, joy, and belonging.

Why it matters:
As the World Cup approaches, concerns are growing about how increased immigration enforcement could impact immigrant communities and their ability to safely participate in public events.

Event details:
Location: [FIELD / PARK NAME, CITY]
Date: [DATE]
Time: [TIME]

Available for interviews:

- Organizers
- Participating coaches/parents
- Local partner organizations

(Be sure to confirm who from your tournament is comfortable speaking with press and edit this portion accordingly.)

Happy to coordinate interviews or provide additional background.

Best,
[Your Name]
[Phone] • [Email]

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SOCIAL MEDIA

Below are editable templates in Canva that you may use to promote your tournament.

When posting on IG, TikTok, or Threads, tag @NoIceInTheCup2026! We'd love to see what you're doing and share it with the broader community.

Social Media Assets

These Canva templates are view-only, please make a copy of the assets so you may edit them as needed for your event!

Instagram

TikTok

- *Note: Video works best on TikTok, but you can use these if you'd like to post images, or add them into a video.*

You can also download the logo here to create your own graphics.

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SOCIAL MEDIA

Below are sample captions/text you can use as a starting point when sharing information about your tournament.

When posting on IG, TikTok, or Threads, tag @NoIceInTheCup2026! We'd love to see what you're doing and share it with the broader community.

Be sure to add info to your captions on how people can join your event!

Sample IG Captions

- No ICE in our communities. No ICE in our game.
- Our fields are for community, not enforcement.
- Soccer belongs to all of us. That's why we're organizing locally, centering joy, safety, and community, especially for our immigrant neighbors.

Sample TikTok Captions

- We made our own World Cup!
- When you stop waiting and just organize.
- You could do this in your city too 👀

Sample Threads Posts

- Soccer has always belonged to the people. This weekend, we're bringing it back to where it lives, right here in our [CITY/TOWN/NEIGHBORHOOD].
- Kids deserve to play without fear. Families deserve to gather in peace. Our immigrant neighbors deserve to feel safe. So we're organizing locally and building that space ourselves.
- What should soccer feel like? Safe, joyful, and for everyone. That's why we're hosting our own local tournament ⚽

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PERMITS/INSURANCE/WAIVERS

PERMITS:

When securing your field, you'll most likely need to obtain a permit from your local municipality. Be sure you understand the turn-around time and the specific type of permit required for your tournament.

INSURANCE:

Your soccer field may require you to obtain a Certificate of Insurance (COI). They will provide you with the requirements of the day-of policy, and you may use a local insurance agency or do a search online for event insurance. They will typically need this in advance of your event, so be sure you're aware of the deadline to submit the COI.

WAIVERS:

You will want to include basic waiver language for your players at their point of registration or check-in that you, any organizing entities, and the field are not responsible for any illnesses or injuries to players or their chaperones.

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PHOTO/VIDEO & FILMING NOTICES

PHOTO & VIDEO:

Connect with your local community and see if any photographers and/or videographers are interested in capturing your tournament.

If you plan on having professional photo/video and/or press, be sure to have all player chaperones sign a document acknowledging and approving. If you do not have permission to film a certain player(s), it is your responsibility to alert any film crew or press so they work around that player(s).

FILMING NOTICES:

When you engage photographers and/or videographers, it is important that you have filming notices visibly displayed so attendees are aware of a film crew presence before they enter the space. (At the entrance/check-in is a great place for these.)

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SAMPLE FILMING NOTICE

FILMING IN PROGRESS

NO ICE IN THE CUP

By entering today's tournament, you are entering an area where photography, audio, and video recording will occur.

Entering this space constitutes your consent to be photographed, filmed, and/or otherwise recorded.

By attending today, you waive and release any claims you may have related to the use of recorded media.

You understand that all photography, filming, and/or recording will be done in reliance on this consent.

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DAY-OF-CHECKLIST

CHECK-IN

- Folding table(s) and chairs for your check-in volunteers
- Tablecloth(s) for tables
- Tablets or paper lists/pens (whatever works best for you)
- Wristbands for attendees, with a separate color wristband for adult chaperones of players
- Nametags or lanyards designating volunteers (and press, if they are part of your tournament)
- Filming notices (if applicable)

Note: You might also consider partnering with a local immigration rights organization and providing a QR code at check-in for attendees to make a donation. Alternatively, the organization could table at your event.

PLAYERS & VOLUNTEERS

- Holding area for players and their chaperones
- 3-5 soccer balls per team
- Sports drinks and water station
- Healthy snacks
- Sunscreen

OTHER

- Bring with you any permits, waivers, Certificate of Insurance, and/or signage required.

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KEEPING YOUR COMMUNITY SAFE

Partner with Trusted Community Organizations
Work with local immigrant rights orgs, legal aid groups, and community-based orgs.

Ask if they can:

- Be present on-site
- Provide guidance ahead of time
- Share "know your rights" materials

A core principle behind all No ICE in the Cup events is a commitment to nonviolent action. We expect all participants to seek to de-escalate any potential confrontation with those who disagree with our values and to act lawfully at these events. Weapons of any kind, including those legally permitted, should not be brought to events.

Have a Clear Point of Contact & Event Leads
People should know who's in charge.

- Designate: an event lead, a safety lead, a volunteer coordinator
- Volunteers should be easy to identify (shirts, badges, etc.)
- Have a simple internal communication system (group chat on Signal, walkie-talkies if needed)

Have a Simple Response Plan

- Work with your trusted community partners to determine who makes decisions if something unexpected happens
- Decide in advance how you communicate with attendees, and when/if to pause or end the event

Center Community Presence
A well-attended, visible, positive event is inherently safer.

- Encourage:
  - Families
  - Local orgs
  - Faith-based groups
  - Coaches and known community figures

Photographers, videographers, and/or media presence may also deter escalation.

Avoid Alarmist Language
Communicate with players and attendees who may have concerns with language like: "We're working with community partners to ensure a safe, welcoming environment for all families."

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FAQ

Q: The Brooklyn tournament is ages 11-13. Should my local tournament stick to that age range?

A) Not at all. Local organizers should feel free to set their own age range for their tournament!

Q: Can I invite elected officials to speak at my tournament?

A) We're a 501(c)3, so we ask if you invite any political figures to speak, that you offer equal opportunities for speaking across party lines, that the event itself and speakers stay focused on the message not how it shows up in political parties, and there can be no political fundraising at the tournament.

Q: I'm outside the U.S. Can I still organize a tournament?

A) Yes! Anyone in the world who feels aligned with the message of **No ICE In The Cup** is encouraged to participate.

Q: How do we keep participants engaged afterward? Can this connect to broader advocacy or future events?

A) **Click here to find out how to stay engaged.**

And **download this poster here** with a QR code with these links to display at your No ICE in the Cup event.