

INTERNATIONAL YOUTH

FOOTBALL TOURNAMENT

NIKA CUP



BELGRADE

2026



ФУДБАЛСКИ
САВЕЗ СРБИЈЕ





NIKA CUP IS AN INTERNATIONAL FOOTBALL TOURNAMENT FOR THE **U12** AND **U11** AGE CATEGORIES, BRINGING TOGETHER THE NEXT GENERATION OF FOOTBALL TALENTS FROM THE BEST DOMESTIC, REGIONAL, AND EUROPEAN CLUBS.



U12

21-23 AUGUST



U11

28-30 AUGUST

VISION

To become the leading international hub for the development of young football talent and one of the most prestigious youth tournaments in Europe. NIKA Cup is where great football stories begin and future stars are shaped.

STRATEGY

We are building a strong and sustainable brand through carefully selected participants, partnerships with renowned football academies, and the highest organizational standards. Our focus is on long-term partnerships, international visibility, and creating a unique experience for every participant.

MISSION

Our mission is to create a world-class international tournament that brings together the best young players, clubs, and academies from across Europe and the region. Through professional organization, fair play, and a development-oriented approach, we provide an experience that goes far beyond the competition itself.

GOALS

To establish NIKA Cup as a must-attend international tournament for elite youth teams and to increase the number of participating countries every year. Our long-term goal is to become a platform that connects young talents and contributes to the development of the next generation of European football stars.



FOOTBALL CENTER

A MODERN FOOTBALL CENTER FOR THE CHAMPIONS OF TOMORROW

The tournament is held at the T6 NIKA Sports Center, one of the most modern football complexes in the region. Designed and built according to the highest European standards, the center provides world-class facilities for training, competition, and the development of young football players at the highest level.



24

HECTARES OF FACILITY AREA



8

FOOTBALL PITCHES



2000+

SEATS IN THE STANDS



20KM

FROM BELGRADE CITY CENTER

NIKA CUP 2026



NIKA CUP

BEOGRAD
2026
INTERNATIONAL FOOTBALL TOURNAMENT

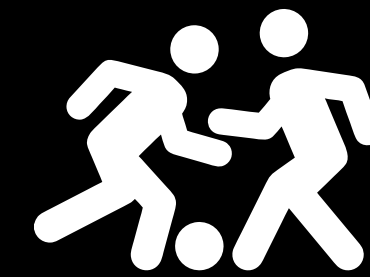




NIKA CUP IS BECOMING THE MEETING PLACE FOR THE MOST TALENTED YOUNG FOOTBALL PLAYERS, RENOWNED CLUBS, AND THE FUTURE STARS OF EUROPEAN FOOTBALL!



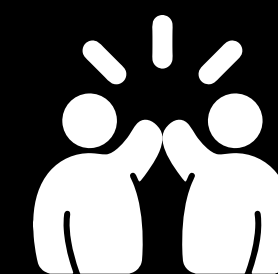
300+
FOOTBALL
CLUBS



200+
FOOTBALL
TEAMS



30+
COUNTRIES



6000+
PARTICIPANTS



OVER 300 CLUBS

and football academies from Serbia, the region, and across Europe have been invited to participate in the NIKA Cup, creating **a unique platform where the best young football talents come together.**

IN A WORLD OF
ENDLESS
CHOICES,
TRUE PARTNERS
ARE THE ONES
WHO ARE
REMEMBERED.



HERE, A BRAND
DOESN'T JUST
PARTICIPATE,
IT BECOMES
PART OF THE
GAME.

INVESTING IN YOUNG TALENT BUILDS LONG-TERM TRUST IN YOUR BRAND.

Partnering with NIKA Cup is more than sponsoring a sporting event. It is an investment in the next generation, the promotion of positive values, and the opportunity to connect your brand with ambition, success, and the future. Brands that support young talent today build trust and loyalty among tomorrow's consumers.



80%

OF ADULTS WOULD RATHER CHOOSE A SPONSOR BRAND THAN ANOTHER BRAND IF THE PRICE AND QUALITY ARE THE SAME.



74%

OF ADULTS BELIEVE SPONSORSHIP IS MORE EFFECTIVE THAN TV ADVERTISING.



60%

OF ADULTS ARE MORE LIKELY TO PURCHASE FROM BRANDS THAT SPONSOR YOUTH SPORTS.



2.5X

MORE ATTENTION COMPARED TO INFLUENCER MARKETING.



1K+ €

AVERAGE ANNUAL SPENDING PER CHILD ON SPORTS.

Source: YouGov Sport & Priority Partnerships, ROI of Youth Sports Sponsorship, 2025.



MAIN STADIUM



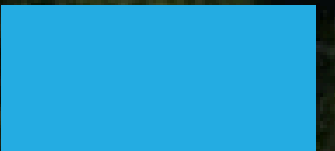
MATCH PITCHES



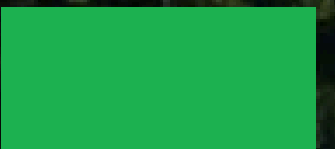
FAN ZONE



FOOD ZONE



VIP ZONE



FENCE

FENCE

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SIDEWALL FENCE

SIDEWALL FENCE

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BRANDING OPPORTUNITIES ON THE MAIN STADIUM

8X PITCHES

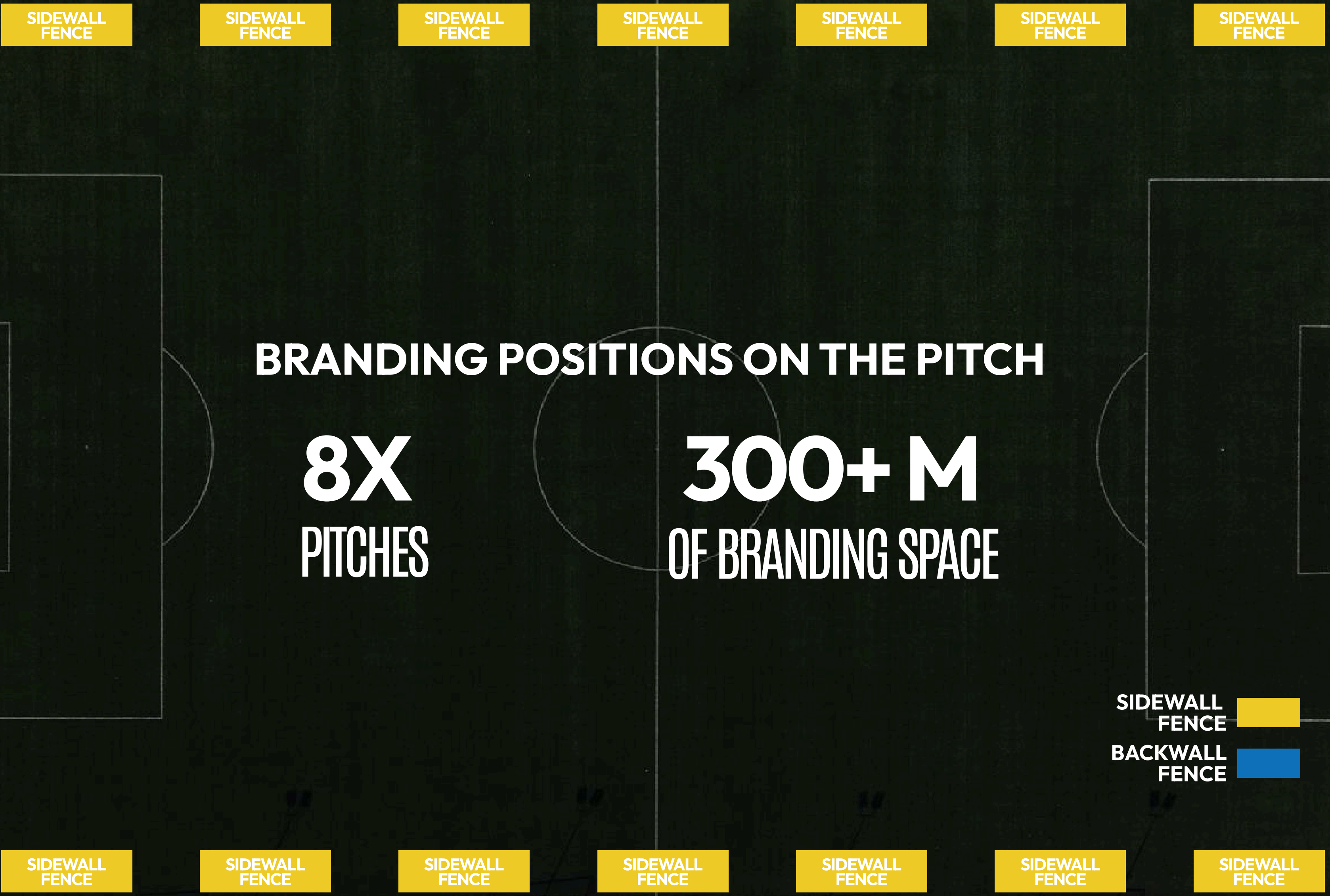
300+ M OF BRANDING SPACE

- PERIMETER FENCE █
- SIDEWALL FENCE █
- BACKWALL FENCE █

BRANDING POSITIONS ON THE PITCH

8X
PITCHES

300+ M
OF BRANDING SPACE



SIDEWALL FENCE 
BACKWALL FENCE 

WHERE CREATIVITY AND SPORT COME TOGETHER

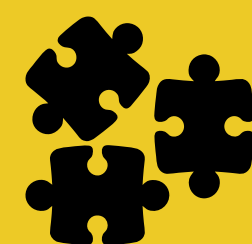
A large interactive Fan Zone will be created within the sports complex, giving your brand the opportunity to engage with thousands of visitors from Serbia, the region, and across Europe in a unique and memorable way. The entire event will receive extensive coverage across traditional media and social media platforms.



1800+m² OF INTERACTIVE FAN & FOOD ZONE WITH PAGODA TENTS AND FOOD TRUCKS



15,000+ VISITORS



PAGODA TENT BRANDING & INTERACTIVE ACTIVATIONS

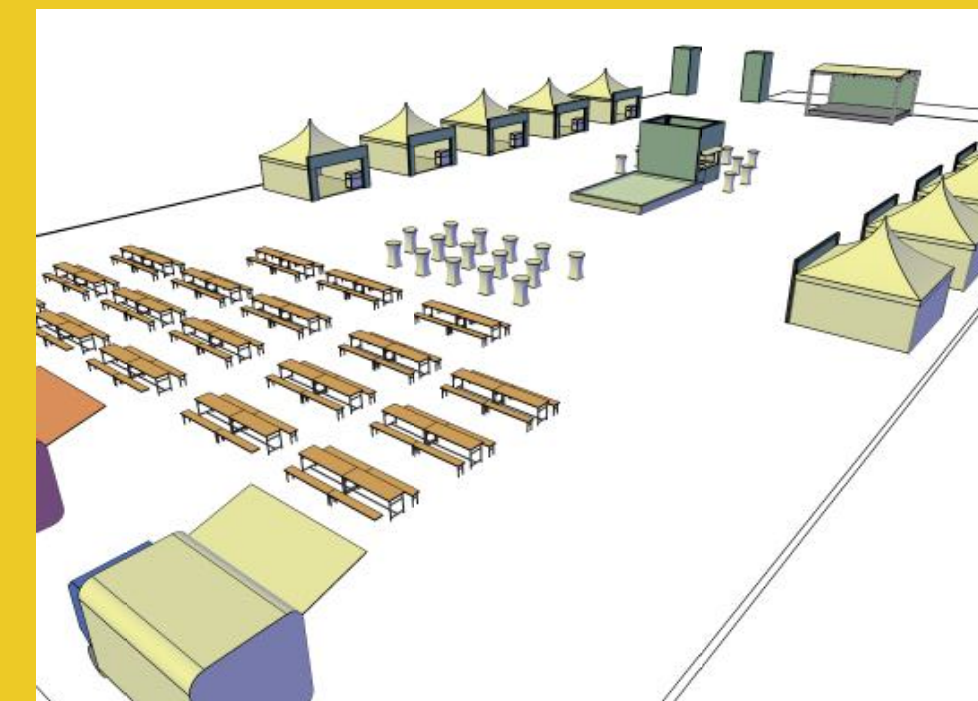
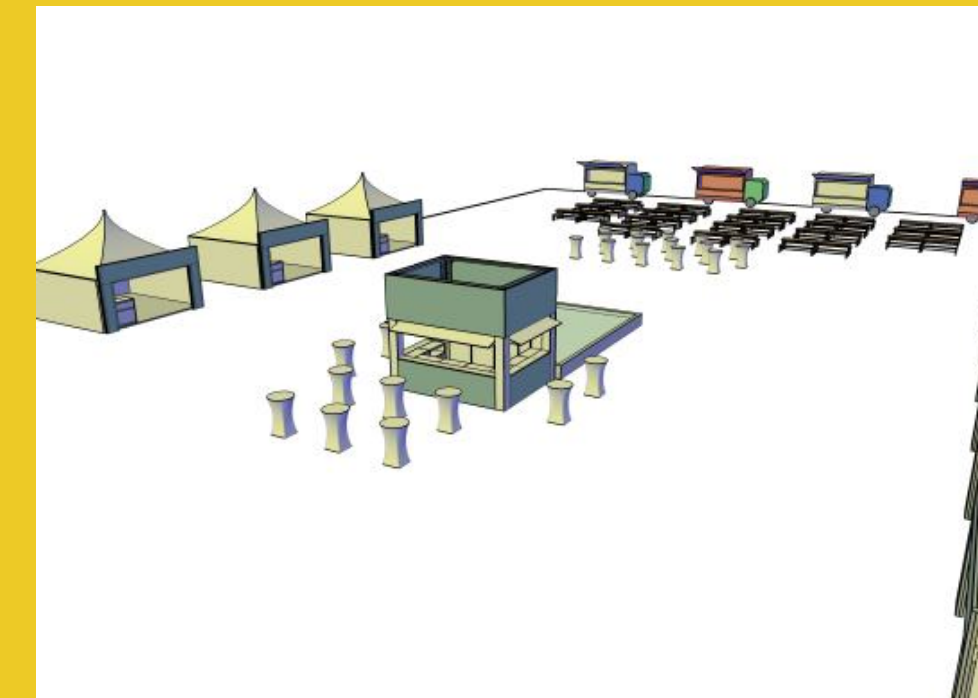
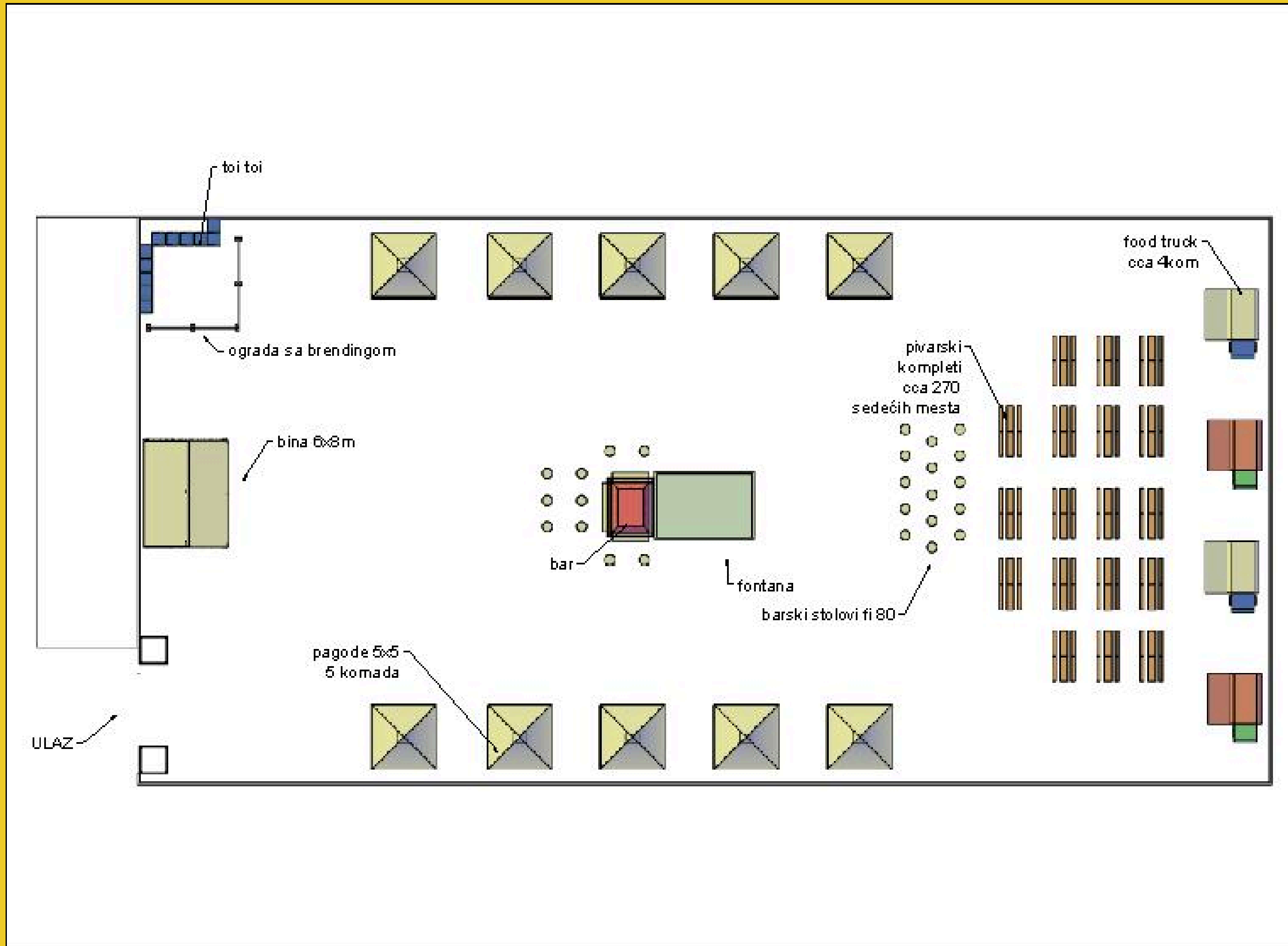


FAN & FOOD ZONE



FAN & FOOD ZONE

NIKA CUP 2026





MEDIA & PR SUPPORT



**100+ MEDIA
PUBLICATIONS**

ACROSS TRADITIONAL AND ONLINE MEDIA.



1M+ REACH

ACROSS ONLINE MEDIA PLATFORMS.

**A NIKA CUP SPONSOR IS MORE THAN JUST PRESENT AT THE
EVENT—THEY BECOME PART OF A POSITIVE STORY ABOUT
CHILDREN, TALENT, COMMUNITY, AND THE FUTURE OF FOOTBALL.**

VISIBILITY THAT BUILDS REPUTATION

Partnering with NIKA Cup is part of a broader communication platform that connects sport, families, youth talent development, and investment in grassroots football. Media coverage will focus on promoting the tournament, international participants, the Fan Zone, and the positive impact the event creates for children, parents, sport, and the local community.

FOR SPONSORS, THIS MEANS:

- Presence within the tournament's communication ecosystem through topics of social and sporting significance.
- Brand association with values such as youth sports, fair play, talent development, and community support.
- Logo visibility across event photos and videos, the Fan Zone, backdrop installations, and branded areas.
- Potential exposure through TV features, photo galleries, and video reports produced by media covering the event.
- Content that sponsors can use for their own communications, including social media, internal channels, CSR initiatives, and employer branding.



MEDIA & PR SUPPORT



NIKA CUP FOTO: Bledeni Media / Blic-sportal

U Beogradu se ovog avgusta otvara jedinstvena prilika za mlade fudbalere da iskuše međunarodno takmičenje, susretnu se sa vršnjacima iz velikih domaćih, regionalnih i evropskih klubova i naprave važne prve korake u svetu omladinskog sporta. NIKA CUP 2026, međunarodni fudbalski turnir za mlade, održaće se u sportskom centru T6 Nika, u Glogonjskom ritu, i namenjen je generacijama 2014. i 2015. godišta, koje će se takmičiti tokom dva vikenda od 21. do 23. avgusta i od 28. do 30. avgusta.

NIKA CUP je zamišljen kao sportski događaj koji prevazilazi klasičan format takmičenja: uz utakmice na osam terena sportskog centra T6 Nika, od kojih je šest sa prirodnom travom, a dva sa veštačkom podlogom, planirano je da se održi svečano otvaranje, grupna faza takmičenja, eliminacione utakmice, dodela pehara, a biće organizovani i dodatni sadržaji za učesnika, porodice i posetioce kroz fan zonu, food zonu, interaktivne aktivnosti i pratilci program. Organizatori očekuju da turnir kroz učesnike više od 300 klubova, preko 200 ekipa i više hiljada učesnika, postane jedno od najznačajnijih omladinskih fudbalskih takmičenja u regionu.



NIKA CUP 2026 OKUPLJA U BEOGRADU BUDUĆE GENERACIJE EVROPSKOG FUDBALA

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Gradski magazin

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NIKA CUP 2026 okuplja u Beogradu buduće generacije evropskog fudbala

KOMENTARI (4) Autor: TV Arena sport - 23.06.2026 - 10:52



NIKA CUP Arena sport

U Beogradu se ovog avgusta otvara jedinstvena prilika za mlade fudbalere da iskuše međunarodno takmičenje, susretnu se sa vršnjacima iz velikih domaćih, regionalnih i evropskih klubova i naprave važne prve korake u svetu omladinskog sporta. NIKA CUP 2026, međunarodni fudbalski turnir za mlade, održaće se u sportskom centru T6 Nika, u Glogonjskom ritu, i namenjen je generacijama 2014. i 2015. godišta, koje će se takmičiti tokom dva vikenda: od 21. do 23. avgusta i od 28. do 30. avgusta.

NIKA CUP 2026 okuplja mlade fudbalske talente Evrope u Beogradu ovog avgusta

Više od 300 klubova iz Srbije, regiona i Evrope na turniru za generacije 2014. i 2015. godišta u sportskom centru T6 Nika

Published 4 days ago



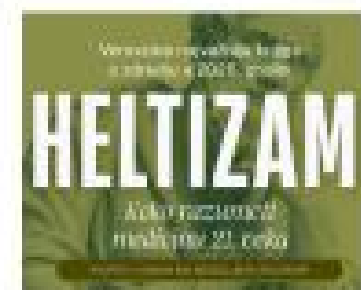
NIKA CUP 2026 okuplja u Beogradu buduće generacije evropskog fudbala

10 komentara Dodaj u ovaj izbor na Google



NIKA CUP Nedeljnik

U Beogradu se ovog avgusta otvara jedinstvena prilika za mlade fudbalere da iskuše međunarodno takmičenje, susretnu se sa vršnjacima iz velikih domaćih, regionalnih i evropskih klubova i naprave važne prve korake u svetu omladinskog sporta. NIKA CUP 2026, međunarodni fudbalski turnir za mlade, održaće se u sportskom centru T6 Nika, u Glogonjskom ritu, i namenjen je generacijama 2014. i 2015. godišta, koje će se takmičiti tokom dva vikenda: od 21. do 23. avgusta i od 28. do 30. avgusta.



Najčitanije vesti

NIKA CUP 2026 okuplja u Beogradu buduće generacije evropskog fudbala

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B92

23.06.2026 17:40



NIKA CUP 2026 okuplja u Beogradu buduće generacije evropskog fudbala - Telegraf

NIKA CUP 2026 okuplja u Beogradu buduće generacije evropskog fudbala

Ekipa Sporta | 23/06/2026 | 10:57 | Otvorjeno oko 2 min

Telegraf



U Beogradu se ovog avgusta otvara jedinstvena prilika za mlade fudbalere da iskuše međunarodno takmičenje, susretnu se sa vršnjacima iz velikih domaćih, regionalnih i evropskih klubova i naprave važne prve korake u svetu omladinskog sporta. NIKA CUP 2026, međunarodni fudbalski turnir za mlade, održaće se u sportskom centru T6 Nika, u Glogonjskom ritu, i namenjen je generacijama 2014. i 2015. godišta, koje će se takmičiti tokom dva vikenda: od 21. do 23. avgusta i od 28. do 30. avgusta.



NIKA CUP Bledeni Media

CREATING A LASTING LEGACY.

NIKA CUP WILL BE MORE THAN JUST A FOOTBALL TOURNAMENT.

NIKA Cup Is Designed As A Sustainable Project That Creates A Lasting Legacy. Through The "One Goal – One Tree" Initiative, One Tree Will Be Planted Within The T6 NIKA Football Complex For Every Goal Scored During The Tournament. The Trees Planted Will Not Only Contribute To Reforestation Efforts And Improved Air Quality In Serbia, But Will Also Symbolize A Lasting Bond Between Clubs From Across Europe, As Well As All Visitors, Sponsors, And Partners.



ONE GOAL, ONE TREE!

Every goal scored at the NIKA CUP tournament ensures the planting of one tree.

PREMIUM ACCESS

THE BEST EVENT EXPERIENCE. A TRULY UNIQUE EXPERIENCE.



VIP LOUNGE



RESERVED
PARKING



PERSONALIZED
ACCREDITATION



F&B
INCLUDED



INVEST IN THE FUTURE OF SPORT

This partnership not only increases your brand's visibility
it creates a lasting legacy in the world of football.

Thank you!



NIKA CUP 2026



ФУДБАЛСКИ
САВЕЗ СРБИЈЕ

