

Soccer Excitement Revs up as Toyota Joins Concacaf for 2021 Gold Cup

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PLANO, Texas (July 9, 2021) – Soccer fans will once again experience the thrilling kick-off of one of the most anticipated events in the sport – the 2021 Concacaf Gold Cup. Toyota is fueling excitement onsite during the games as Concacaf’s official automotive partner, and by inviting people to express their love for the sport through an interactive mobile game for a chance to win a variety of prizes, including a lease for a [2021 Toyota Tacoma](#).

Toyota’s “Goal to the Gold Cup” game empowers players to show their passion for their favorite team by giving their loudest and longest “Gooool” scream into their mobile device. The game will be available online through Toyota’s social channels (@ToyotaLatino) and at [griremosjuntos.com](#) beginning July 10. Here’s how it works:

1. Players choose their favorite truck: a 2021 Tacoma TRD Pro or 2021 Tundra TRD Pro
2. Players then choose their favorite team participating in this year’s Gold Cup
3. The countdown begins: three, two, one – the louder and longer that players shout “Gooool,” the farther their vehicle goes. All contestants who play and register are automatically entered for a chance to win a lease for a 2021 Toyota Tacoma or a trip to the Gold Cup Final in Las Vegas, Nevada on August 1.

“We couldn’t be more thrilled to help fans get the most out of the 2021 Concacaf Gold Cup experience, wherever they are,” said Matt Ozawa, engagement marketing manager, Toyota Motor North America. “After a long pause in live action, it is incredibly rewarding to have this opportunity to help celebrate the determination and spirit of the players and fans, as well as the sheer thrill of the game.”

This is the third consecutive Concacaf Gold Cup that Toyota has supported as the official automotive partner. The Gold Cup is the region’s flagship men’s national team competition in which the best national teams from North and Central America and the Caribbean compete to be crowned regional champion. The 16th edition of the competition, which features 16 national teams, will be held in 11 stadiums in eight major metropolitan cities across the United States from July 10 – August 1.

“We are extremely pleased to welcome Toyota back as an official partner of the Concacaf Gold Cup,” said Heidi Pellerano, chief commercial officer, Concacaf. “They are committed to supporting the continued growth of the sport in our region and have a great track record of engaging fans through innovative activations. We are thrilled to be working with them again.”

Gold Cup Fan Zone, Trophy Appearances, and More Soccer

Gold Cup match attendees will be treated to a variety of pre-game Fan Zone activities, presented by Toyota. Fans will have the opportunity to engage with the “Goal to the Gold Cup” game inside a Tundra at the Toyota area among other activities. The partnership, digital campaign and mobile app were developed by Conill, Toyota’s Hispanic marketing partner.

Tournament followers will also get a glimpse of the actual Gold Cup Trophy courtesy of Toyota, as it travels to select venues for photo opportunities. The appearances will be announced locally.

Soccer runs deep with Toyota, with sponsorships of a variety of other popular soccer properties including Liga Mexicana, MNT/USMNT, and UEFA Champions League, with in-game units, billboards and other marketing elements including broadcast virtual integrations within Liga Mexicana and MNT.