

Kick It 3v3 Soccer Announces Return to Greater Boston Area with Black Friday Tournament

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Denver, Colorado - October 25, 2025 -
Kick It 3v3 Soccer, the nation?s largest and most established grassroots small-sided soccer tournament tour, is officially announcing a major component of its new national growth strategy: a decisive re-entry into the vital New England market. This expansion begins with the launch of the Black Friday Kick It 3v3 Cup on Friday, November 28th, to be hosted at the state-of-the-art ForeKicks Indoor Complex in Taunton, MA.

The tournament is not simply a singular event; it marks the organization?s commitment to re-establishing a permanent and expanding presence in a region known for its deep-rooted passion for the sport. Kick It 3v3 Soccer, which has been part of the American soccer landscape since 1990, previously maintained an annual tournament calendar in nearby Connecticut for a full decade, creating a strong historical foundation for this renewed investment in the Northeast.

The strategic move back to the Greater Boston area is driven by high demand from the local soccer community and aligns with the organization's mission to provide accessible, high-quality player development

platforms. With approximately 3 million children playing organized soccer in the United States, according to US Youth Soccer, the need for alternative, skill-focused formats remains critical, especially in densely populated areas like New England.

?The Northeast has always been a hotbed for passionate, competitive soccer families,? said a spokesperson for Kick It 3v3 Soccer. ?We are investing heavily to re-connect with and serve this community, starting with a premiere event that leverages our decades of experience. Our return is a sign of our long-term commitment to making this area a permanent, multi-event fixture on our national tour schedule, ensuring local players don't have to travel far to experience the gold standard in 3v3 soccer.?

Kick It 3v3 Soccer has always championed the small-sided game as the optimal environment for player growth. While traditional 11v11 soccer remains essential, the 3v3 format provides a developmental turbo-boost that large fields simply cannot replicate. Studies and coaching consensus consistently highlight key benefits:

Accelerated Ball Touches: With fewer players on the field, each athlete is constantly involved. Players in a 3v3 game can get over 70 touches per 10-minute game, dramatically accelerating the improvement of technical skills like dribbling, passing, and shooting.

Rapid Decision-Making: The fast-paced nature and limited space force players to think quicker, improving their spatial awareness, anticipation, and split-second problem-solving?skills that transfer directly to the full-sided game.

Constant Transitioning: Teams are always shifting between offense and defense. This continuous movement develops fitness, agility, and a deeper tactical understanding of the attack-to-defend transition, a crucial element of modern soccer.

Increased Scoring Opportunities: The smaller goals and field dimensions create more chances to finish. Scoring builds self-esteem and fosters a lifelong love for the game in young players.

The one-day tournament will offer a dynamic and inclusive environment, featuring divisions for both Youth (U6-U19) and Adult players of all genders and skill levels. All teams are guaranteed a minimum of four games, with top finishers earning high-quality medals and winners qualifying for a National Championship.

Beyond the development opportunities for local youth, the re-introduction of the Kick It 3v3 Cup is expected to provide a welcome boost to the local economy. Youth sports tourism has become a significant economic driver in the United States, with the amateur and youth sports industry generating tens of billions in direct spending annually.

Kick It 3v3 Soccer events are particularly valuable due to the organization's unique operating model:

Attracting Out-of-Area Visitors: While the majority of attendees are local, each event is structured to draw teams willing to drive between 90 minutes and three hours. For a tournament size ranging from 200 to 1,000 participating families, this influx of regional travelers translates directly into increased spending on local meals, gasoline, and retail.

Sophisticated Marketing Funnel: The organization backs its events with a sophisticated marketing technology stack, providing precise attribution tracking for every registration. This system allows for granular measurement of customer acquisition, proving the efficiency of promotional dollars spent. By tracking first-touch and last-touch attribution?from initial awareness on social media to final registration via email or organic search?Kick It 3v3 Soccer maintains a remarkably low average customer acquisition cost (CAC) of just $21 per team.

Partnership for Growth: This data-driven approach means local partners, such as Convention and Visitors Bureaus (CVBs) and destination marketing organizations (DMOs), receive measurable returns on investment. For every $1,000 invested in promoting a tournament, the organization can confidently project the event will attract between 25 and 200 additional out-of-region families, who are then likely to spend money on hotel nights and local tourist attractions during their Saturday tournament and potential Sunday stay.

The Black Friday Kick It 3v3 Cup is the first of many planned events in the Northeast, signaling an exciting new chapter for the company and a major benefit for the regional soccer community.

Recent News: Kick It 3v3 Soccer Opens 2025 Vail National Championships & Cup to All 3v3 Teams Nationwide ? Introducing New Championship Format to Unite the 3v3 Community

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Kick It Soccer

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