

1ST SOUTHEAST ASIA DREAM CUP • 2026

Dream Cup Preparation Checklist & Master Roadmap

Hosted by the Southeast Asia Dream Cup Organizing Committee & Lao Baseball Softball Federation (LBSF) | Talent Donation by Korean High School Volunteer Corps | WBSC · BFA Sanctioned Ranking-Point Tournament

Tournament Dates

Oct 8 – 10, 2026

Venue

Saphavisa Stadium,
Vientiane

Schedule Finalized

August 2026

Report Date

Jul 21, 2026

TOURNAMENT OVERVIEW

Tournament Overview

Tournament Name 1st Southeast Asia Dream Cup (SEA Dream Cup)	Dates Oct 8 (Thu) – 10 (Sat), 2026, 3 days ✕ Detailed schedule finalized in August	Venue Sapphavisa Stadium (Vientiane, Laos)	Tournament Status WBSC · BFA sanctioned international event Official ranking points awarded
Host / Organizer Hosted by SEA Dream Cup Organizing Committee Organized by Lao Baseball Softball Federation (LBSF)	Sponsor / Sanction WBSC (World Baseball Softball Confederation) BFA (Baseball Federation of Asia) sanctioned	Supporting Bodies Lao Ministry of Education and Sports Embassy of the Republic of Korea in Laos	Participating Nations Laos (host) · Mongolia · Cambodia 3 nations confirmed

VISION & PURPOSE

Vision & Purpose

1

Creating a 'Dream Stage' for Baseball-Underserved Nations

High barriers to entry at events like the Asian Games have long shut out emerging baseball nations. This tournament gives their players real international match experience, sharpens their competitive edge, and helps expand baseball's footprint across Southeast Asia.

2

Official World Ranking Points

Sanctioned by the WBSC (World Baseball Softball Confederation) and the BFA (Baseball Federation of Asia), this tournament awards official ranking points to all participating nations — a key milestone toward stronger international competitiveness and sustainable long-term development.

PARTICIPATING NATIONS

Participating Nations

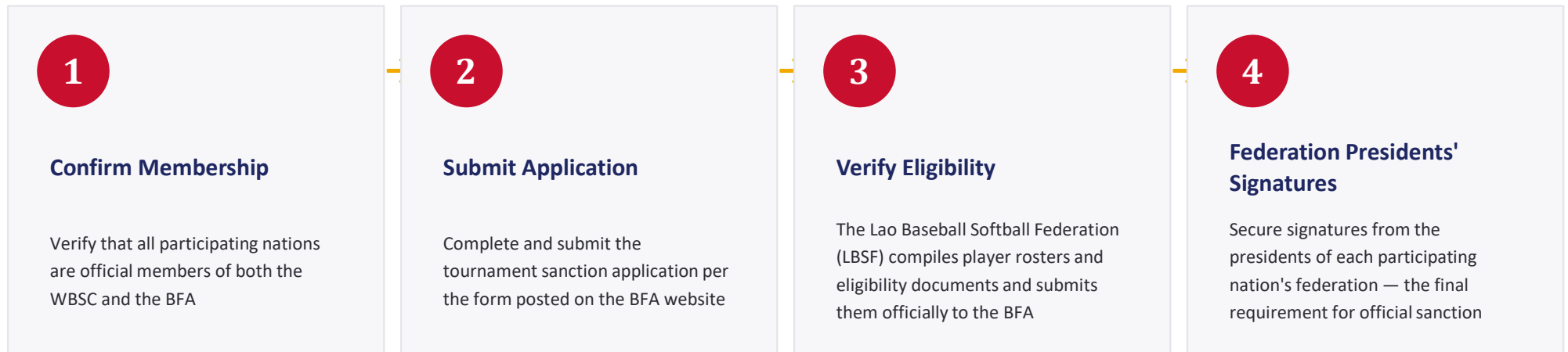
✂ Laos, Mongolia, and Cambodia confirmed — minimum requirement met for the 1st edition

Nation	Category	Status	Notes
Laos	Host Nation	Confirmed	Home team at Sapphavisa Stadium · overall tournament operations
Mongolia	Invited Nation	Confirmed	BFA member · participation confirmed
Cambodia	Invited Nation	Confirmed	East Asia Cup connection · participation confirmed

SANCTIONING PROCESS

Sanctioning Process

Four steps required for official sanction as a BFA (Baseball Federation of Asia) event



Approval Requirement

Official sanction requires both submission of the federation's online application form and signatures from all participating federation presidents. LBSF submits the eligibility confirmation on behalf of the tournament.

YOUTH TALENT DONATION

Korea's Youth: A Special Talent Donation

This tournament is completed by the heartfelt service and talent donation of a Korean high school volunteer corps

High School Volunteer Corps in the Lead

Korean high school students organized voluntarily, spearheading fundraising for the tournament and contributing their talents across tournament operations.

Role 1 — Promotion & Design

Producing official posters, promotional materials, banners, player nameplates, and the tournament program

Role 2 — On-Site Operations

Supporting tournament proceedings and on-site operational assistance

Why It Matters

- More than a sporting event — a symbolic project of Korea-Laos youth cooperation
- Youth-led fundraising and operations put SDGs (Sustainable Development Goals) talent donation into practice
- Players focus solely on competing — the volunteer corps handles preparation and on-site operations
- The opening ceremony MC role is also shared by the volunteer corps and Lao athlete representatives

UMPIRES & MEDICAL SUPPORT

Professional Umpires & Medical Support

Veteran Korean professionals join as talent donors to ensure fair play and player safety

Official Umpires	Scorer	Medical Staff	Federation Signatures
3 people Veteran umpires from the KBO and Korea Baseball Softball Association (KBSA) ensure fair, international-caliber officiating	1+ people Compiles and manages official scoring records · submits records for BFA ranking-point calculation	Trainer · Physical Therapist Certified trainers and physical therapists travel with the tournament to provide injury prevention, recovery, and conditioning care	All Nations Signatures from each participating federation's president — the final requirement for official sanction

Checkpoints

- Confirm travel, accommodation, and per-diem budget and dispatch schedule for the 3 KBO/KBSA umpires
- Finalize contract and residency schedule for the trainer and physical therapist during the tournament
- Secure federation presidents' signatures sequentially after application submission — target completion by end of August

VIP & OPENING CEREMONY

VIP Guests & Opening Ceremony

Key Guests

- **Embassy of the Republic of Korea in Laos**
Ambassador / embassy officials — remarks and ceremony attendance
- **Lao Vice Minister of Education and Sports**
Government representative remarks · official guest attendance

✂ *Invitations to be sent and attendance confirmed by September*

Opening Ceremony (Oct 8)

Master of Ceremonies

Co-hosted by the Korean high school volunteer corps and Lao athlete representatives

Concept

Symbol of Korea-Laos youth cooperation and SDGs talent donation

Guest Remarks

Embassy of Korea in Laos · Lao Ministry of Education and Sports

Athlete Procession

Parade and introduction of each participating nation's delegation

SUPPORT FOR PARTICIPATING NATIONS

Support for Participating Nations

The organizers cover all stay-related costs except airfare, so visiting teams can focus solely on competing

Accommodation

Dedicated lodging provided for delegations throughout the tournament

Meals

Nutritionally balanced, locally tailored meals provided

Ground Transportation

Dedicated shuttle service for airport transfers and between the stadium and lodging

Support Principle

The Organizing Committee covers accommodation, meals, and local transportation in full (airfare excluded) — ensuring visiting delegations can focus entirely on competition, with no additional costs of their own.

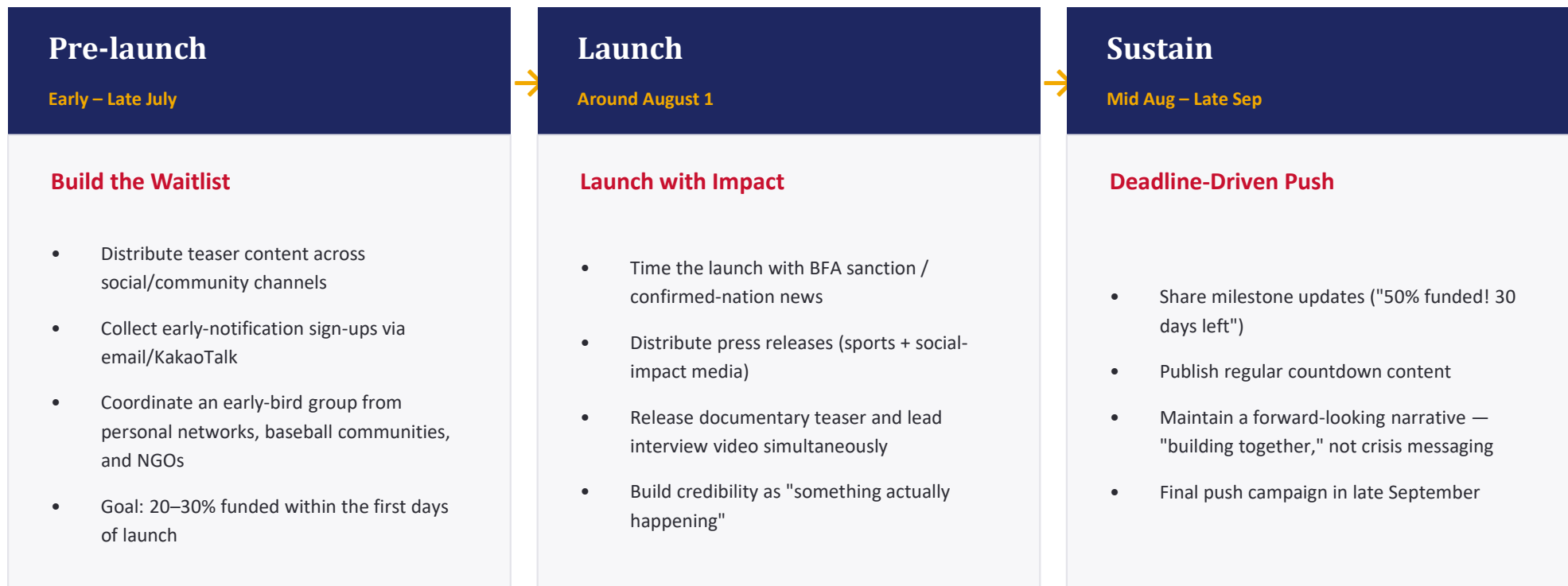
MASTER ROADMAP

Master Roadmap (Jul – Oct 2026)

July Now	August Critical	September	Oct 8-10 D-Day
Planning & Prep - Finalize tournament plan (Laos, Mongolia, Cambodia confirmed) - Draft BFA sanction application - Volunteer corps begins promotional design work - Prepare fundraising campaign	Sanction & Schedule - Finalize detailed tournament schedule - Submit official BFA application - Begin securing federation presidents' signatures - Recruit KBO/KBSA umpires and medical staff	Execution Prep - Submit eligibility confirmation via LBSF - Finalize 3 umpires, scorer, trainer, physical therapist - Confirm VIP attendance (Embassy, Ministry) - Finalize accommodation, meals, transport plan	Tournament - Oct 8: Opening ceremony & Day 1 games - Oct 9: Group stage / standings games - Oct 10: Final & closing ceremony - Submit official records to BFA

Fundraising: 3 Campaign Phases

A Pre-launch → Launch → Sustain structure to reach the \$200,000 goal (Jul 1 – Sep 30, 2026)



Channel-by-Channel Marketing Strategy

Social Short-Form

Reels · Shorts · TikTok

15-30 second player-story clips. CTA in the final 3 seconds + pinned link in profile/comments

YouTube Documentary

Mid-form, 5-8 min

Released at campaign launch, then repurposed as source material for short-form clips. Volunteer corps appears on camera

PR / Media Coverage

Sports + Social Impact

Separate pitches to sports outlets and ESG/social-impact reporters. Leverage past honors like the Asia Journalist Association award

Influencers / KOLs

Baseball + Values-Driven

Baseball YouTubers and former players, plus values-driven creators to reach younger donors

Corporate Matching Funds

CSR Partnership

Secure a share of the goal in advance (e.g. \$50,000)
→ launch campaign already "25% funded"

Community / Offline

Clubs · Universities · Faith Networks

Leverage baseball clubs, college teams, and founding networks; run offline booths in parallel

Conversion Levers & Success Metrics

Reward Tier Design

\$10	Thank-you message
\$50	Featured in Dream Cup fan content
\$200	Listed as a supporter at the opening ceremony
\$1,000+	Documentary premiere invitation & more

A step-up structure from low-barrier entry to signature rewards — lowering the entry point while naturally guiding donors toward higher tiers

Conversion Nudges

- Live funding tracker — share progress screenshots on social media regularly
- Deadline nudges — use concrete numbers like "D-7" or "\$30,000 to go"
- Build social proof to drive higher conversion than vague calls to support

Key Metrics (KPIs)

- Conversion rate from channel traffic to donations
- Average donation amount
- Return-visit rate and secondary share rate
- Reallocate budget/time based on first-2-week data

CHECKLIST 1/3

Checklist — Sanction & Administration

Item	Owner	Target Date	Status
Confirm WBSC/BFA membership (Laos, Mongolia, Cambodia)	LBSF	End of July	In Progress
Draft BFA website application form	Korean Volunteer Corps	End of July	In Progress
Submit official BFA application	LBSF	Early August	Planned
Compile & submit eligibility confirmation (incl. rosters)	LBSF	Early September	Planned
Secure federation presidents' signatures (all 3 nations)	LBSF / Federations	Mid-September	Planned
Confirm final BFA sanction	LBSF	Late September	Planned

CHECKLIST 2/3

Checklist — Teams & Operational Staff

Item	Owner	Target Date	Status
Receive Mongolia's confirmed participation notice	LBSF	Done	Done
Receive Cambodia's confirmed participation notice	LBSF	Done	Done
Recruit & confirm dispatch of 3 KBO/KBSA umpires	Korean Volunteer Corps	End of August	Planned
Secure 1+ official scorer	LBSF	End of August	Planned
Contract trainer & physical therapist	Korean Volunteer Corps	End of August	Planned
Finalize accommodation/meals/transport support plan	LBSF / Organizing Committee	Early September	Planned

CHECKLIST 3/3

Checklist — Ceremony & Protocol

Item	Owner	Target Date	Status
Request & confirm attendance of Embassy of Korea in Laos	Korean Volunteer Corps	Early September	Planned
Request & confirm attendance of Lao Vice Minister of Education & Sports	LBSF	Early September	Planned
Produce official poster, promo materials, banners, nameplates, program	Korean Volunteer Corps	Mid-September	In Progress
Draft opening ceremony (Oct 8) run-of-show	Korean Volunteer Corps	Mid-September	Planned
Rehearse volunteer corps & Lao athlete-rep MCs	Korean Volunteer Corps	Early October	Planned
Final walkthrough (venue, lodging, transport)	LBSF / Korean Volunteer Corps	Oct 7	Planned

RISK MANAGEMENT

Risks & Mitigation

Risk	Impact	Mitigation
Delayed federation president signatures	Delayed BFA official sanction	Parallel outreach to all 3 federations from July; set early-September approval deadline
Umpire / medical staff dispatch delays	Gap in game operations & player safety	Finalize KBO/KBSA umpires, trainer, and physical therapist by August; book flights early
Budget shortfall (full stay-cost coverage)	Disruption to lodging/meals/transport support	Dream Cup crowdfunding (\$200K) plus sponsor funding (Ministry, Embassy, etc.)
Volunteer corps operational strain	Delays in promo materials & on-site support	Assign clear role owners, hold rehearsals, and pair students with adult chaperones
Rainy-season impact (October)	Possible game postponements	Reserve buffer days and prepare indoor backup programs (fan events, etc.)

NEXT STEPS

4 Priorities to Start Right Now

1

Submit BFA Application

Confirm the federation website form, draft by end of July → submit officially in early August

2

Finalize Professional Staff

Confirm KBO/KBSA umpires, trainer, and physical therapist by August; book flights

3

Prepare Nation Support

Finalize accommodation, meals, and transport plans for Laos, Mongolia, and Cambodia

4

Confirm VIPs & Ceremony

Confirm attendance from Embassy/Ministry; rehearse volunteer corps & athlete-rep MCs in September

"A dream united by baseball — the Southeast Asia Dream Cup."

Throwing Dreams, Pioneers on the Mound.