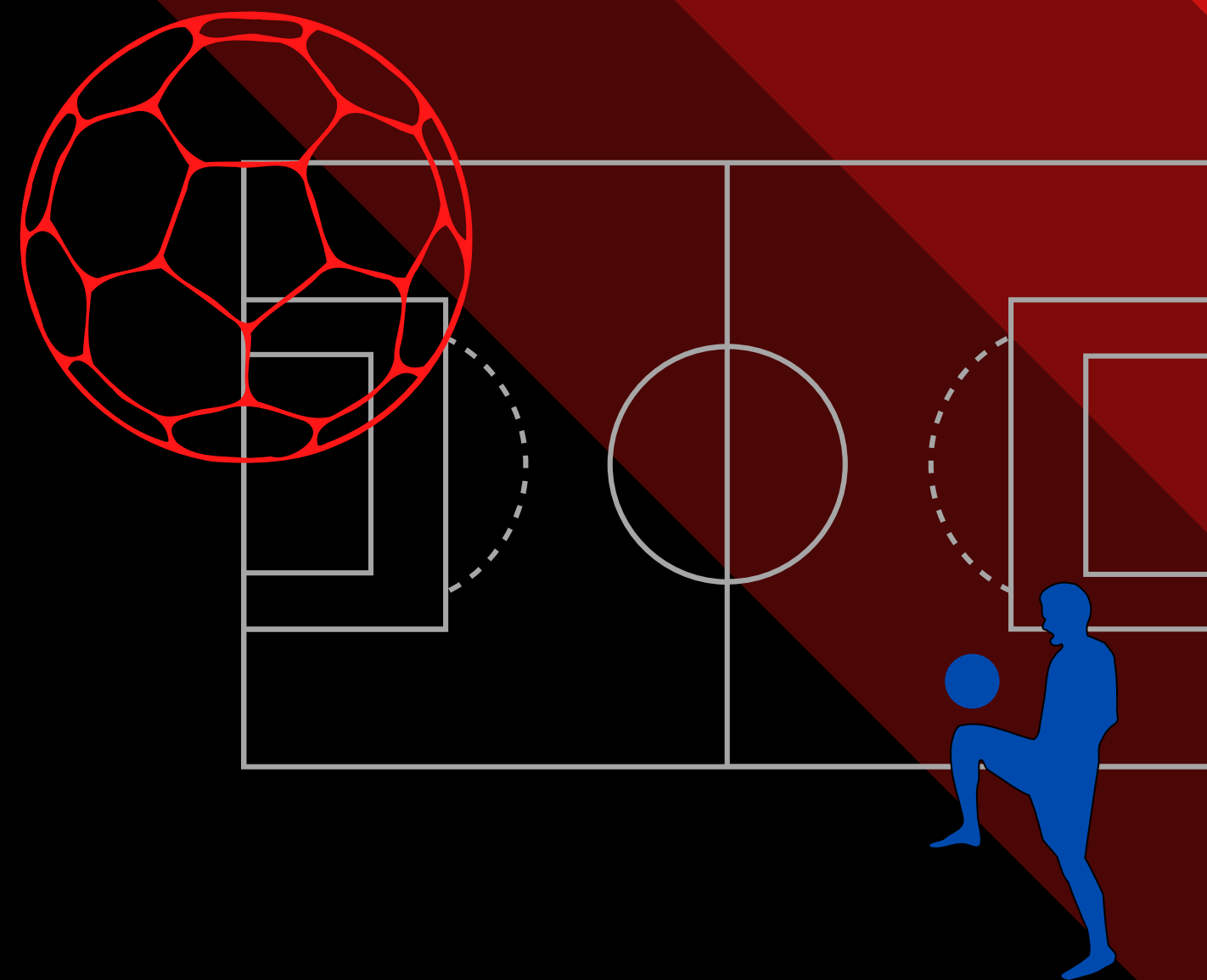



# USL STRATEGY PITCH





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# Our Team



Sara Belle Scott

"Working with USL has changed my perspective on the sports category and opened my mind to sports promotions."



Evelyn Trampe

I've enjoyed working with USL , because it's allowed me to gain hands on experience with planning a sports campaign"



Grace Maher

"Being able to strategize sports promotions with a big league like USL has been so rewarding and exciting to work on."



Tommy Wolfe

# Client Ask

The United Soccer League (USL) is planning the creation of a new League One and W League team in Springfield, Missouri.

- Create and market a new team
- Have supporting marketing materials prepared for the launch of teams in 2025



# Situation Analysis



## Company

- USL reaches a population of more than 84 million.
- National media partnership with ESPN in which all league matches are broadcast across linear channels.

## Competition

- Other Sports Teams
  - Springfield Cardinals
  - Bears
  - Ice Bears etc.
- Recreational Sites
  - Springfield Park Districts
- Museums
  - Bass Pro Outdoor Experience
- Branson, Missouri
  - Silver Dollar City

# Key Takeaways

- “As of 2019, 52% more adults consider themselves a soccer fan compared to 2012.” (Gallup)
- Springfield has a population of nearly 170,000, with the majority of those people being in their 20s–30s
- Missouri State is the biggest university in the area. Both their men's and women's soccer teams are nationally ranked.



# The City of Springfield

## Quick Facts

- Nicknamed the "Queen City of the Ozarks"
- Considered the birth place of Route 66
- Population of 169,000 people
- Average household income of \$37,000
- The average age of a Springfield resident is 33

# SWOT Analysis



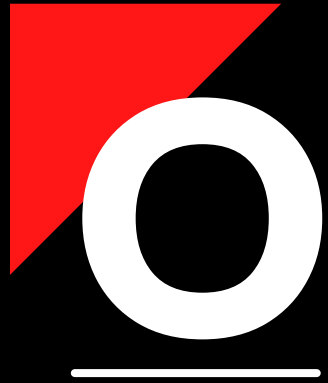
- USL has a media partnership with ESPN
- 100 clubs across 3 tiers of different professional levels
- Fans are loyal to the team as almost 50% are season ticket holders
- Big soccer fan base in Springfield



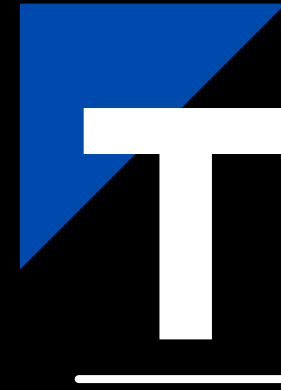
- There are not as many female fans as there are male fans
- A majority of soccer fans live outside the U.S.
- Limited access to club events.
- Quick overturn rate of club attention.



# SWOT Analysis



- Expanding the women's leagues and broadening the coverage
- Soccer is thriving as the top sport in the world and is growing exponentially in the U.S.
- Fans with higher incomes will pay for exclusives and merchandise



- Other MLS, FIFA, and European soccer teams attract more fans
- Local athletic teams in the area, including, Missouri State athletics, Demise NPSL, and the Springfield Cardinals.
- Local museums, bars, streaming services, and other ways for people to spend their free time.

# Target Market

18 - 35-year-old men and women who live near Springfield.  
They are passionate about soccer, college educated, and  
employed.



# Consumer Profile

**Jack Perkins**

**Age: 28**

**Location: Springfield, MO**

Jack Perkins is a male who was born and raised in Springfield, Missouri, and still lives there today. Jack is 28 years old and is married, but has yet to have any children. Jack has interests in soccer, specifically Euro, U.S., and MLS as well as other professional sports. He is involved in Fantasy teams and loves watching sports games with friends. Jack wants to have a local soccer team that he feels more connected with and can support more often than teams in other leagues.

**"I love being able to play the sports I watch and being involved in a community of like-minded people."**



# Communication Objective:

To raise awareness of a new USL team's opening season in 2025, the Springfield Sharks will engage with their audience through corporate sponsorships, media advertisements, and influencer marketing. We will create a sense of community with shared characteristics and values through themed games, local events, and personalized content and interactions. We want to leave the community feeling loyal and prideful about the Springfield Sharks.





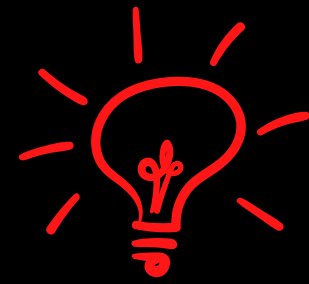
We present to you....  
USL League One & W League

# Springfield Sharks

## "Fins Up"



# Big Idea



The Sharks will create a sense of **belonging** and **loyalty** to a local, professional soccer team while providing a **unique fan experience for everyone**. In order to promote the Springfield Sharks as an emerging soccer team we will run a campaign centered around **bringing like-minded soccer enthusiasts together**.

UNITED STATES



# Tactic Recommendations



**Corporate  
Sponsorship  
Recommendations**



**Special Events &  
Theme Nights**

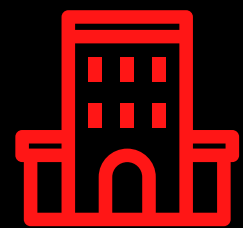


**Sponsorship  
Promotions**



**Influencer Marketing**



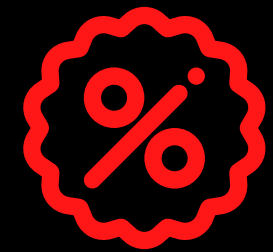


# Corporate Sponsorship Recommendations



- Coca-Cola
- Pepsi-Co
- Anheuser-Busch
- Bass Pro Shops
- Johnny Morris' Wonders of Wildlife National Museum & Aquarium
- Wil Fischer Distributing Company
- Margaritaville - Lake of the Ozarks





# Sponsorship Promotions

- Margaritaville Sponsorship
- Coca-Cola & Pepsi beverage concessions products
- Buy season tickets, get a one night stay at Margaritaville LOZ & 2 free Wonders of Wildlife one-day admission passes

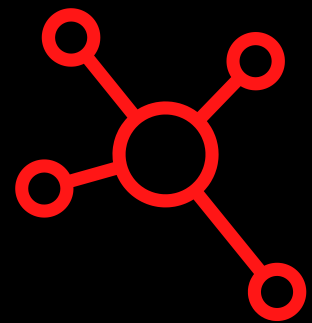


# \* Special Events & Theme Nights

- Sharks Vs. Minnows
- Shark Week
- Student night
- Movie nights
- Sponsor a Recreational soccer league competition
- Jimmy Buffett night







# Influencer Marketing

## Noah Beck (21)

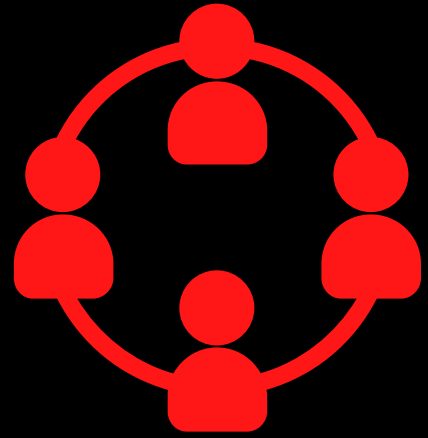
- Soccer Background
  - Played D1 soccer at University of Portland
  - U.S. Youth Soccer Olympic Development Program Captain (2014–2017)
- Platforms:
  - TikTok: 34.1M followers
  - Instagram: 8.9M followers
  - Twitter: 1.1M followers



## Caitlyn Schrepfer (26)

- Soccer Background
  - Freestyle Soccer World Champion
    - #1 In the world
  - 3x USA Female Freestyler Champion
  - Freestyler World Record Holder
- Platforms:
  - TikTok: 60K followers
  - Instagram: 141K followers
  - Twitter: 2.3K followers





# Community Outreach

- High school meet and greets
- Youth programs at the arena
- Community Intramural tournament





# 2025–2026 Calendar

## April 2025

Team Announcement  
Planning social media campaigns  
and graphics

## May 2025

Planning social media campaigns  
and graphics

## June 2025

Planning social media campaigns  
and graphics  
Shooting Promotional Footage at  
the Stadium with Players

## July 2025

Planning social media campaigns  
and graphics  
Shooting Promotional Footage at  
the Stadium with Players

## August 2025

Community Stadium Tours  
School Tours  
Invite Local Soccer Teams

## September 2025

Community Stadium Tours  
School Tours  
Invite Local Soccer Teams

## October 2025

Radio Ads  
Google Ads  
Instagram Ads  
Facebook Ads

## November 2025

Radio Ads  
Google Ads  
Instagram Ads  
Facebook Ads  
Billboards go up

## December 2025

Radio Ads  
Google Ads  
Instagram Ads  
Facebook Ads

## January 2026

Google Ads  
Radio  
Instagram Ads  
Facebook Ads  
1/15 Drink Partnership with  
Budlight Launches

## February 2026

Google Ads  
Radio Ads  
Instagram Ads  
Facebook Ads  
2/25 USL sponsored Exhibit at  
Bass Pro. and the Aquarium  
Drink Partnership with Will  
Fischer Distributing Company

## March 2026

Google Ads  
Radio  
Instagram Ads  
Facebook Ads

## April 2026

4/01 Opening Game Day  
4/16 Away Game  
4/19 Theme Home Game  
4/23 Home Game  
4/25 Local Soccer Tournament  
4/30 Away Game

## May 2026

5/06 Theme Home Game  
5/09 Home Game  
5/14 Away Game  
5/27 Away Game  
5/28 Local Soccer Tournament

## June 2026

6/04 Local Soccer Tournament  
Championship  
6/05 Away Game  
6/08 - 6/12 Shark Week  
6/09 Home Game  
6/10 Jaws on the Field  
6/11 Home Game  
6/17 Away Game  
6/28 Away Game  
6/30 Home Game

## July 2026

7/04 Home Game  
7/08 Away Game  
7/10 Movie Night on the Field  
7/11 Theme Home Game  
7/14 Away Game  
7/22 Home Game  
7/28 Home Game

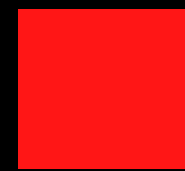
## August 2026

8/04 Away Game  
8/14 Theme Home Game  
8/18 Away Game  
8/20 Home Game  
8/25 Movie Night on the Field  
8/28 Away Game

## September 2026

9/03 Home Game  
9/09 Away Game  
9/14 Theme Home Game  
9/17 Closing Season Home  
Game

# Conclusion



Springfield market has many opportunities for a prosperous new team



Springfield Sharks will promote belonging and loyalty to the Springfield community



Tactics encourage community Interactionn & togetherness

# Thank You!

We appreciate your time and  
consideration

