

2012 Marketing & Communication Department Report –Paco Espinosa, Director

This document reflects the activities, initiatives and implementations from January 2012 to January 2013. Also, it reflects new activities, initiatives and implementations for 2013.

Day-to-Day

- Capturing and presenting the most relevant news that relates to Indiana Soccer Association through current and new communication vehicles.
- Maintaining the website and other communication channels up to date.
- Managing contracts with current partners and search for future ones that would benefit Indiana Soccer Association.
- Securing and managing the Indiana Soccer and partners' corporate image.
- Securing and managing advertising opportunities through the communication platform offered by Indiana Soccer
- Creating and managing implemented strategies and tactics that relate to marketing, public relations and communication that benefit the different programs and services for Indiana Soccer.
- Creating and maintaining budget for Indiana Soccer's new calendar year
- Supporting the Indiana Soccer staff on tasks that require marketing, public relations or communication arrangements
- Developing and managing the logistics of the outreach program (SCORE)

Following up on existing initiatives

- Assisting Indiana Soccer's staff to produce and review daily communications including: letters, emails, website content, brochures, slide shows, promotional pieces and surveys for programs and services.
- Organizing, creating, editing and overseeing management of website content for www.soccerindiana.org.
- Managing advertising opportunities for eNewsletters / eMagazines, website, mailing and social media.

- Protecting and promoting brand identity, marks, and logos.
- Identifying, securing, and activating marketing partnership opportunities.
- Coordinating, developing and promoting Youth Soccer Month and other Indiana Soccer and US Youth Soccer events.
- Managing marketing, media and public relations for Indiana Soccer.
- Managing Indiana Soccer event signage.
- **soccerindiana.org** - In accordance with new website advertising policy, offered website advertising space in different formats to member clubs and leagues on interior pages, and reserved homepage advertising space in different formats for non-member, soccer-related businesses and camps.

New activities, initiatives and implementations

- Leverage technology to implement an integrate *web base* communication plan to provide quick access to relevant information to Indiana Soccer’s membership. This includes:
 - Creation and establishment of a board that can oversee the operations of the outreach program (SCORE) with the purpose of increasing the association’s membership
 - Integrate contests and polls in the Indiana Soccer’s website and social media
 - Manage the creation of the new corporate image of Indiana Soccer and its programs / events
 - Integration of more interns that can serve the needs of the Marketing and Communication department
 - Create a mobile app for Indiana Soccer to communicate with members participating in the State Cups and Indiana Soccer League (ISL)
 - Continue developing and overseeing an integrated social media (Facebook, Tweeter, YouTube and blog).
 - **FACEBOOK:** The purpose is to give our members a place to know what’s happening exclusively in Indiana Soccer and its constituencies. Members will be able to share with others their news, stories and comments.
 - **BLOG:** The purpose is to provide our members topics that are relevant and educational in the sport of soccer. These topics will be posted under categories

to make it easy to find. Also, it is a good way to keep members informed of special actions overseas.

Examples of these categories are: marketing / public relations, tournaments / leagues, coaches, parents and players resources.

Examples of topics are: parents understanding the concept of “*competition*”, what players should eat in between games, how players can achieve their best.

Examples of activities overseas: The Dutch National Technical Championship, Olympic Development Program teams playing in Berlin.

- **YOUTUBE:** The purpose is to utilize the Indiana Soccer channel to archive the most relevant videos that show the different Indiana Soccer programs and the most fun and interesting videos from coaches, players and parents.
- **TWITTER:** The purpose is to utilize this communication channel to offer our members a quick access to relevant information about Indiana Soccer and its programs and events as well as news / stories that relate to our clubs, teams and players.

NOTE: The information will be progressively adapted into Spanish as we continue reaching and attracting the Hispanic community.

- **Focus in 2013 will be as follows:**

- Expansion of the outreach program (SCORE) – A vehicle under the mechanism of Soccer Across America for more kids to participate in soccer regardless of their background and economic level.
- Enhance the relationship with Purdue Extension and partners in order for SCORE to continue offering a comprehensive curriculum that can comply with the mission of the program
- Continue exploring different and new marketing and public relations / communication ways to improve the image and reputation of Indiana Soccer Association
- Create a partnership with a marketing agency to increase the non-fee based revenues for Indiana Soccer through its programs and events.
- Enhance internal communication at Indiana Soccer Association.
- Integrate a system for members to have quick access to Q&A with the Indiana Soccer staff
- Explore ways to include content video in the website portal showing relevant stories of our membership

- Invite club members to provide relevant stories through pictures and videos for Indiana Soccer to consider posting them on the different communication channels.
- Analyze other software that can satisfy Indiana Soccer needs when promoting and communicating with members
- Establish a more comprehensive plan for interns to have a substantial contribution to Indiana Soccer

Media/Public Relations/Outreach

- Establish relationship with Spanish media partners to enhance communication and integration with the Hispanic community.
- Identify opportunities from the Indiana Soccer programs / events / stories to attract the media to cover the stories.
- Continue serving as an active Committee member of different associations / organizations to better position Indiana Soccer in the market.
- Continue implementing strategies and tactics that can satisfy the objectives and goals for Indiana Soccer, its programs and events.
- Include at least 200 children through the outreach program SCORE.

Following up prior initiatives

- Continued cultivating more friendly and cooperative arrangements with members of the Hispanic Community.
- Continued cultivating and mature relationships with current marketing partners.
- Created new programs and services; adding membership value in Indiana Soccer.
- Created and distributed creative news releases about Indiana Soccer and its membership. Promote the media to place these releases in their “run downs”
 - Media coverage in 2012:
 - Channel Fox 59 interviewing Dave Guthrie about concussion problems with children playing soccer
 - Channel 8 interviewing Steve Franklin and George Perry to get their impression about the Indy Pro Team.

- Channel 13 interviewing Paco Espinosa about the Olympic Games - London 2012

New activities, initiatives and implementations

- Build more relationships with both English and Spanish media outlets
- Assist staff in creating/distributing public relations initiatives, as needed, throughout the year.
- Create a charity program to provide soccer items to people from poor countries utilizing organizations that focus on supporting unprivileged people around the globe.
- Utilize Soccer Across America as a vehicle to contribute in the creation of a new sport strategy venue called "SCORE" to involve unprivileged individuals into educational programs that can enhance their quality of life.
 - SCORE will be initiating its services in two new facilities serving over 100 children.
 - Partnering with other institutions / organizations to offer and implement "SCORE" to its constituencies.
 - Grow the volunteer base for SCORE to be offered in more counties around the state of Indiana.

Marketing/Branding

Following up prior initiatives

- Continued to activate prior Indiana Soccer's marketing and sponsorship initiatives. Among other ones, Indiana Soccer secured the Columbus Crew and Tom Roush Mazda / Lincoln.
- Met with leaders from the Hispanic community to understand their needs in order to more effectively develop and implement an effective strategy to attract the Hispanic community.
- Securing the sales of over 500 license plates to retain the Indiana Soccer specialty plate privilege for 2013.

New activities, initiatives and implementations

- Establish a new corporate image for Indiana Soccer, its programs and events
- Create a marketing campaign to position the new image of Indiana Soccer, its programs and events

- Adjust and manage supply and distribution of Indiana Soccer branded promotional items, tents and signage.
- Adjust Indiana Soccer's signage to the new name, if needed.
- Focus for 2013 will be to identify and cultivate potential marketing partnerships and sponsors with a goal of generating non fee-based revenues.
- Create and promote a plan to integrate Hispanic members (adults and youth) in the different clubs and leagues around Indiana.
- Attract club members to participate with Indiana Soccer in implementing plans to attract the Hispanic community through SCORE.
- Create and manage new marketing material for Indiana Soccer reflecting its new home (Grand Park)

Youth Soccer Month

Following up with prior initiatives

- Promoted Youth Soccer Month in cooperation with US Youth Soccer, cities, universities and other organizations in Indiana such as Pacer and Fever.
- Secured partnership with the Fever to offer a special night for Indiana Soccer members
- Secured at least 12 proclamations and organizing events with assistance from individuals, clubs, high schools, colleges and universities.

New activities, initiatives and implementations

- Enhance relationship with pacers and Fever to offer a more comprehensive experience to members
- Share proclamation opportunities and provide contact letters and proclamation templates to club presidents via online and via email.
- Integrate more clubs to be part of this experience

Indiana Soccer Internal Information Technology

New activities, initiatives and implementations

- Support on the implementation of a virtual conference room that offers a communication system to be able to simultaneously communicate with several people from across the state at the same time.
- Create a page in the website for club Presidents to be able to share information that can support the development of their structure / programs / events.

Other

- Managing in the creation of more satellite clubs through the program (SCORE) to be able to not only involve more kids into soccer, but also to use it as a vehicle to help them become better human beings.
- Attending several webinars about marketing to be able to implement more strategies and techniques to secure partnerships and sponsorships.
- Integrate a fundraising event where members from different cultures and backgrounds participate.
- Enhance national and international relationships to bring important events to the Grand Park.
- Enhancing relationship with different organizations to create opportunities that can benefit Indiana Soccer Association
 - YPCI - Young Professionals of Central Indiana
 - ALPFA – Association of Latino Professionals in Finance and Accounting
 - ISHCC – Indiana State Hispanic Chamber of Commerce
 - SIN – Sports Industry Network (LinkedIn)
 - SSM - Sports and Social Media (LinkedIn)
 - IMP – Indiana Marketing Professionals (LinkedIn)
 - Indiana Youth Institute