

This document reflects the activities, initiatives and implementations from January 2015 to December 2015. Also, it reflects new activities, initiatives and implementations for 2015.

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 both, Indiana Soccer Association and partners.
- 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 association as a whole.
- Creating and maintaining budget for Indiana Soccer's marketing department
- Proposing and / or supporting the Indiana Soccer staff on tasks that require marketing, public relations or communication arrangements
- Leveraging relationships to create opportunities to enhance the outreach program for youth (SCORE)
- Developing and managing the logistics of Soccer Across America through partnership with SCORE
- Manage fundraising initiatives to generate more income to Indiana Soccer, Indiana Futsal and member clubs
- Managing Indiana Soccer specialty license plate's promotion
- Work closely with the Indianapolis professional soccer team Indy Eleven to create and implement initiatives that will benefit mutual interests.
- Work closely with other government, public and private entities that could bring value to them and Indiana Soccer / Indiana Futsal.

Following up on existing initiatives

- Managing advertising opportunities for e-newsletter IN the NET, The Reminder, The Club, email, mailing and social media.
- Coordinating, developing and promoting Youth Soccer Month and other Indiana Soccer and US Youth Soccer events among clubs and / or universities and partners.
- Managing marketing, corporate partnership, advertising, communications, outreach, media and public relations for Indiana Soccer and Indiana Futsal.
- Managing Indiana Soccer event signage and branding.
- Integration of more interns that can serve the needs of the Marketing and Communication department
 - Cole White – Ball State
 - Amanda Stevenson – IUPUI
 - Ariel Gastelum - IUPUI

- Emily Sickert – Butler University
- 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

- Launched Indiana Futsal initiative with the intent of creating another venue to serve current members and members that do not have access to green areas in Indianapolis and communities around the state of Indiana. As well as generating another revenue stream for Indiana Soccer.
- Conducted the 1st Futsal tournament in Indianapolis called Mayor’s Cup in coordination with Indy Eleven and the city of Indianapolis.
- Purchased totally new branding and signage material for Indiana Futsal
- Attended the US Soccer Foundation Symposium called – Urban Soccer to learn more about what has been implemented around the country in regards urban communities so Indiana Soccer can look at what can be implemented for SCORE and Indiana Futsal to integrate more children in the game, mostly those that cannot afford the current model.
- Recruited new interns to support the different departments in Indiana Soccer
- Implemented the first steps with American Eagle to modify the Indiana Soccer website to make the navigation easier and friendlier with a level of mobile responsive capabilities.
- Activated the 1st Community Fest in coordination of Indy Eleven at SCSA
- Created the new E-Newsletter “The Club” with the purpose of keeping people posted with what’s happening with our affiliated members.
- Identified, secured, and activated marketing partnership opportunities.
 - US Sports Advisors
 - Team App
- Secured a sponsorship by NABISCO – Meijer for the 2nd consecutive year.
- Opened 2 more online stores for clubs as a benefit for their affiliation with Indiana Soccer
- Launched the new look of the Indiana Soccer specialty license plate showcasing Indiana Soccer’s logo more prominently and featuring Indy Eleven.

Focus in 2016 will be as follows:

- Create international relations with entities that support the development of children in areas such as sports and culture that would open the doors for international soccer events for youth players.
- Complete the transition of the Indiana Soccer website to a more robust and sophisticated platform by American Eagle that will make navigation easier to our members with semi mobile responsive capabilities.
- Implement the brand of Indiana Soccer and its programs once the departments complete the branding exercise requested by Dave Guthrie.
- Continue enhancing the relationship with the new President of Indy Eleven to help position each other throughout the state of Indiana
- Continue of the “Community Fest” initiative with the intent of helping the clubs to grow their membership, continue positioning Indiana Soccer new image and educate families of the opportunities that exist being members of Indiana Soccer.

- Implement Futsal programming in Indianapolis and other parts of the state to grow the membership base
- Enhance the relationship with current partners and continue bringing new partners that can benefit members of Indiana Soccer.
- Create a partnership with Six Pack mental, which focuses on providing children 13 and up with the necessary tools to have a more solid direction with what they want for their lives.....
- Creation of Adult league in Indianapolis and potentially across Indiana in collaboration with a Spanish media partner and Indy Eleven
- Enhance the relationship with Indy Eleven’s Community Relations Director to reach out to members that can potentially join Indiana Soccer through our member clubs or SCORE and Adult League
- Create different and new marketing and public relations / communication strategies to improve the growth, image and reputation of Indiana Soccer and Indiana Futsal
- Bring new and more corporate partners that can help to improve the Indiana Soccer events
- Enhance internal communication at Indiana Soccer and Indiana Futsal.
- Manage the creation of Team Apps for affiliated members
- Explore ways to include content video in the website portal showing relevant stories of our membership

Public Relations/Communication/Outreach

- Support member clubs in their outreach efforts to bring more and new members through the partnership with SCORE
- Establish relationship with Spanish media partners and corporate partners to enhance communication and involvement with the Hispanic community.
- Identify opportunities from the Indiana Soccer / Indiana Futsal programs / events / stories to attract the media to cover the stories.
- Continue serving as an active Committee member of different 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.
- Provide more benefits to SCORE so more children can become members of Indiana Soccer.

Following up prior initiatives

- Continued cultivating more friendly and cooperative arrangements with members of the Latino Community and other minority groups.
- Continued cultivating and mature relationships with current marketing partners.
- Created and distributed creative news releases about Indiana Soccer and its membership. Reach out the media to place releases in their “run downs”
 - Media exposure in 2015:
 - FOX59 interview about Make Your Own Ball
 - WISHTV Indiana Soccer exposure during the Mayor’s Cup
 - Indy Star major coverage of the Mayor’s Cup
 - Exposure on WNDY TV station during commercials paid by Indy Eleven
 - Several Telemundo Indy (En Contexto) interviews to Paco Espinosa about Indiana Soccer opportunities for children to play soccer and futsal

New activities, initiatives and implementations

- Implement Team App as a benefit for member clubs so their teams can use it as a tool to communicate internally. We are looking for to generate another revenue streak through the advertising platform the app offers.
- Implement new initiatives that can serve and benefit the recreational programs around the state of Indiana
- More video coverage produced by Indiana Soccer to promote better Indiana Soccer / programs, and Indiana Futsal through more video content
- Build a stronger relationship with Indy Eleven to serve mutual interests.
- Build more relationships with both English and Spanish media outlets.
- Assist staff in creating/distributing public relations initiatives, as needed, throughout the year.
- Continue showcasing member clubs' accomplishments in a more constant basis through the Indiana Soccer Communication channels

Marketing/Branding/Fundraising/Advertising

Following up prior initiatives

- Generated income through advertising through website, e-newsletters and mailing
- Secured the sales of 1553 license plates to retain the Indiana Soccer specialty plate privilege for 2015 and generated over \$25,000 in revenue.
- Marketed the new image of the Indiana Soccer specialty license plate with the collaboration of Indy Eleven.
- Built better relationships with the Mexican consulate and other Latino organizations that would contribute to the success of Indiana Soccer / Indiana Futsal.
- Started creating awareness of Futsal in Indiana through the 1st Mayor Futsal Cup
- Formatted the new Indiana Futsal website and other marketing elements to position and promote Indiana Futsal.
- Distributed collateral material at different venues to market the new look of Indiana Soccer / programs
- Developed a better data base of members including Presidents, Executive Directors, DOC's and Registrars
- Created an Instagram account to expand our reach and touch point with a younger market that is already part of Indiana Soccer
- Purchased new branding and signage for Indiana Soccer / programs to reflect the new look of the association.

New activities, initiatives and implementations

- Secure over 40 teams for the US Futsal Midwest Regional Championship at Jonathan Byrd's Fieldhouse.
- Activate a fundraising campaign called "Futsal in Your Community" that will benefit the creation of more futsal courts in Indiana
- Create more futsal programming to grow the membership base
- Continue building relationships internationally to bring the 1st International event to Grand Park

- Focus for 2016 will be to identify and cultivate potential corporate partnerships through the support of US Sports Advisors.
- Create and promote a plan to engage, involve and integrate Hispanic members (adults and youth) through futsal and 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.

Indiana Soccer Internal Information Technology

Following up prior initiatives

- Created and implemented HTML emails and other marketing pieces to communicate and promote Indiana Soccer initiatives in a more attractive and effective manner.

New activities, initiatives and implementations

- Create an advertising platform utilizing Team App to generate more non-fees related revenues.
- Took first steps to transition to a more robust and sophisticated website platform

Other

- Consolidate the relationship with Indy Parks, Indy Parks Foundation, Indy Eleven, Indy Eleven Foundation, US Soccer Foundation and other entities for the growth of soccer in Indiana.
- Enhancing relationship with different organizations to create opportunities that can benefit Indiana Soccer Association
 - Indiana Latino Institute
 - The Children Museum
 - Indianapolis Zoo
 - YPCI - Young Professionals of Central Indiana
 - ALPFA – Association of Latino Professionals in Finance and Accounting
 - Chamber of Commerce
 - Indiana Youth Institute
 - Indy Eleven
 - Latino Expo
 - Colts
 - Pacers
 - Fever
 - Fuel Hockey
 - Speedway
 - Other