

This document reflects the activities, initiatives and implementations from January 2016 to December 2016. Also, it reflects new activities, initiatives and implementations for 2016.

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
- Developing and managing the logistics of Soccer Across America through the partnership with SCORE Inc.
- 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.
- Complete a strategic communication plan with focus on social media that can help reflect the brand of Indiana Soccer.
- Managing Indiana Soccer event signage and branding.
- Integration of more interns that can serve the needs of the Marketing and Communication department
- Managing the creation of the new Indiana Soccer for youth and adult soccer websites.

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.
- Launched the new website for Indiana Soccer Youth and Adult soccer
 - Implementing new advertising options through the website, e-newsletters and blast emails.
- Supported the 2nd Futsal tournament in Indianapolis called Mayor's Cup in coordination with Indy Eleven and the city of Indianapolis.
- Extended, identified, secured, and activated marketing partnership opportunities.
 - Tom Roush Mazda / Lincoln
 - Sport Pins International
 - Rainmakers
- Launched the new look of the Indiana Soccer specialty license plate showcasing Indiana Soccer's logo more prominently and featuring Indy Eleven.
- Created a public relations campaign called Show LOVE Indiana, which is planned to be rolled out the summer of 2017

Focus in 2017 will be as follows:

- Continue leveraging the more robust and sophisticated platform by American Eagle that will make communication and marketing easier.
- Make the public relations campaign successful so it helps to create a better environment on and off the field among members.
- Continue creating a strong relationship with Indy Eleven to help position each other throughout the state of Indiana
- Implement Futsal programming in Indianapolis and other parts of the state to grow the membership base through the partnership with SCORE Inc.
- Enhance the relationship with current partners and continue bringing new partners that can benefit members of Indiana Soccer.
- Build a relationship with more organizations in the city of Indianapolis to continue growing Soccer Across America through the partnership with SCORE Inc.
- 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
- Implement the strategic communication plan with focus on social media

Public Relations/Communication/Outreach

- Support member clubs in their outreach efforts to bring more and new members through the brand of Soccer Across America and partnership with SCORE
- Continue building a 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.
- Continue building a strong strategic plan for Region II Soccer Across America as the new Chair for the Region that can benefit all state associations.
- 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 2016:
 - Indy Star major coverage of the Mayor’s Cup
 - Several Telemundo Indy (En Contexto) interviews to Paco Espinosa about Indiana Soccer opportunities for children to play soccer and futsal
 - Couple of interviews with city TV station “Indianapolis Hoy”

New activities, initiatives and implementations

- Creation of public relations campaign Show LOVE Indiana!
- Implement new initiatives that can serve and benefit the recreational programs around the state of Indiana
- 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 nearly 2000 license plates to retain the Indiana Soccer specialty plate privilege for 2016 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.
- Continue creating awareness of Futsal in Indiana through the 2nd 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

New activities, initiatives and implementations

- Negotiated a business contract with the City of Westfield to run its city futsal event called "Amigos de Westfield"
- Secure over 55 teams for the US Futsal Midwest Regional Championship at Grand Park – Events Center.
- Create more futsal programming to grow the membership base
- Focus for 2017 will be to identify and cultivate potential corporate partnerships through the support of Rainmakers.
- 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 through the partnership with SCORE Inc.
- Attract club members to participate with Indiana Soccer in implementing plans to attract the Hispanic community through the partnership with SCORE.

Indiana Soccer Internal Information Technology

Following up prior initiatives

- Launch the new CMS system by American Eagle as part of the new marketing and communication platform

New activities, initiatives and implementations

- Continue for the best & most affordable app for Indiana Soccer and Indiana Futsal

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