

**This document reflects the activities, initiatives and implementations from January 2017 to December 2017. Also, it reflects new activities, initiatives and implementations for 2018.**

### **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
- Managing Indiana Soccer specialty license plate's promotion
- Reconnecting and working 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

## **New activities, initiatives and implementations**

- Extended, identified, secured, and activated marketing partnership opportunities.
  - Skillzys
  - IFAST
  - SCORE Sports
  - The Children's Museum
  - Vault Marketing
- Completed a public relations campaign called Show LOVE Indiana, which is planned to be implemented May 2018

## **Focus in 2018 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
- Continue bringing new members through marketing initiatives on behalf our affiliated clubs
- Identify the most appropriate digital platforms to advertise Indiana Soccer's programs and affiliated clubs / leagues
- Enhance the relationship with current partners and continue bringing new partners that can benefit members of Indiana Soccer.
- Explore and implement 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**

- 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.

## **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's programs and its membership. Reach out the media to place releases in their "run downs"

- Media exposure in 2017:
  - 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**

- Implementation 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
- Maintained the sales of nearly 2000 license plates to retain the Indiana Soccer specialty plate privilege for 2017 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.
- 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**

- Focus for 2018 will be to identify and cultivate potential corporate partnerships through the support of Vault Marketing.
- Attract more and new clubs and leagues to be affiliated to Indiana Soccer.

### **Indiana Soccer Internal Information Technology**

#### **Following up prior initiatives**

N/A

#### **New activities, initiatives and implementations**

- Continue exploring the best and most affordable digital platform to expand the exposure of Indiana Soccer.

## Other

- Consolidate the relationship with The Children Museum, and exploring partnerships with similar organizations that can help us reach out to more and new groups in the community.
- 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