

COMMUNICATION & MARKETING STAR CHECK LIST



_____ is hereby presenting to Indiana Soccer this self-
(soccer club or league)
evaluation checklist as part of the requirements to earn the COMMUNICATION & MARKETING STAR in
the 5-Star Club/League Program.

Fill out the following form as completely as possible. Please attach any/all necessary documents to this
check list that shows compliance. The first five (5) requirements listed are not optional to earn this star.
Additionally, you must fulfill at least one of the elective options. Documents may be sent electronically to
angel@soccerindiana.org.

Requirements	Completed	Notes	Office Use
Website presence & (1) Social media platform*			
Development & use of club brand/marks (logo)			
Promote Indiana Soccer events, programs, and publications			
Up to date marketing plan for club programs & services			
Website is linked to Indiana Soccer, US Youth Soccer, USASA, US Futsal, and US Soccer			

*Social media platforms: Facebook, Twitter, Instagram, LinkedIn, TeamApp

Elective (Must complete 2)	Completed	Notes	Office Use
(2) additional social media platforms*			
(2) marketing partners			
Custom Club App			
Website is mobile responsive (dynamic)			

*Social media platforms: Facebook, Twitter, Instagram, LinkedIn, TeamApp

Additional Comments:

By signing below and submitting to Indiana Soccer, we believe we have completed the necessary steps to earn this prestigious recognition. We also understand that in order for our club to maintain this status, we will have to be diligent in our efforts in this area and continue to maintain these standards. Each year, we will be required to formally submit this document to state our continued compliance to maintain this recognition.

Presented by: _____ Date: _____
(Printed name Club/League Representative)

Signature: _____ Position with Club: _____

OFFICE USE: (Indiana Soccer Staff review and approval)

Signature of Staff Member

Date

Staff comments: