



PEORIA CITY SOCCER

Ashlyn and Mykaela



GOALS

- Engage with current and new fans
- Build Brand Awareness
- Gain Sponsors
- Increase Attendance at home games





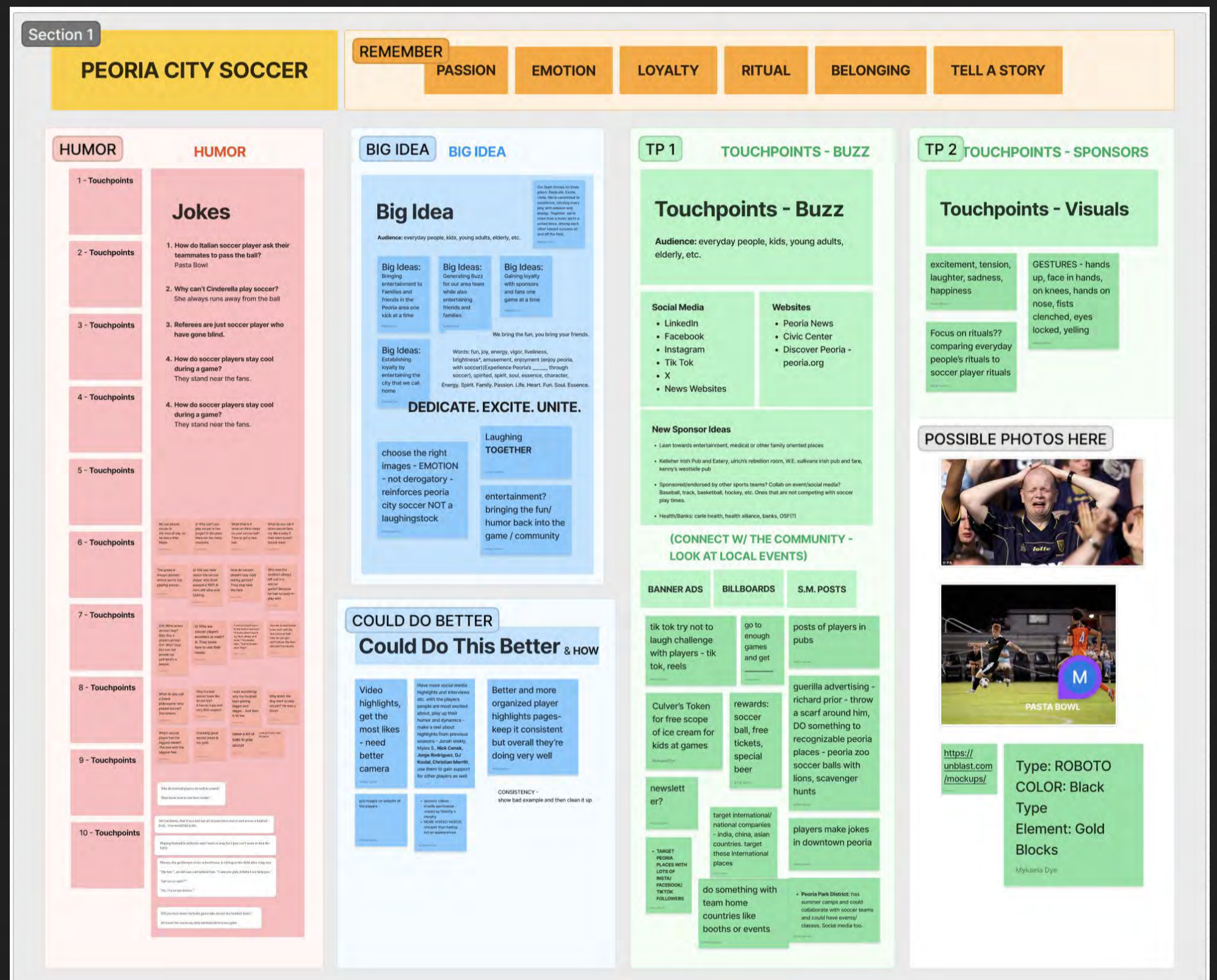
MIND MAP

Roboto Industry

PEORIA CITY

"THIS IS YOUR TEAM"

PASSION, EMOTION, LOYALTY, RITUAL, SENSE OF BELONGING





COULD WORK ON

- Images of the players and their stats on your website.
- Video highlights get a lot of attention and can be entertaining. We think you may need more of these as well as a better camera.
- Humor works well on social media- We think you should have more interviews or short videos with the players. Show their dynamics behind the scenes.
- Highlight of all the amazing plays from the season. Show this in between the end of the season and start of the new season to create hype.
- Add TikTok to your social media (if it will last).
- Varying sponsors.
- Overall doing great!

2024 ROSTER

NAME	POS	HOMETOWN	COLLEGE	LAST
Elias Benitez Saiz	D	Asunción, Paraguay	Bradley	—
Nick Cenek	M	Dunlap, Illinois	Creighton	Milwaukee Bavarians (USL 2)
Tommy Coughlin	M	Crystal Lake, Illinois	Green Bay	—
Charlie Dickerson	D	Norwich, England	Bradley	St. Charles FC (USL 2)
Lucas Fontana	GK	Peoria, Illinois	Chicago State	Peoria City (USL 2)
Wes Gibson	D	Morton, Illinois	SIU Edwardsville	Peoria City (USL 2)
Jose Gomez Ortiz	M	Roatan, Honduras	Northern Illinois	Wake FC (USL 2)
DJ Koulai	F	Lewisville, Texas	Bradley	—
Noah Madrigal	F	Peoria, Illinois	Marquette	Peoria City (USL 2)
Pepe Mellado Alandi	M	Sagunto, Spain	Bradley	Sagunto Fútbol Base (Spain)
Christien Merritt	D	Montclair, New Jersey	Bryant	—
Sam Moore	F	Bloomington, Illinois	DePaul	Peoria City (USL 2)
Claudel Ngongang	M	Montreal, Quebec	Bradley	—
Luke Persenico	F	St. Charles, Illinois	Clarke	—
Nadji Rebai	D	Montreal, Quebec	Clarke	—
Josh Reddy	D	Durban, South Africa	Clarke	—
Jorge Rodriguez	F	Guaynabo, Puerto Rico	Bryant	Puerto Rico U20 MNT
Joao Saraiva	M	Setubal, Portugal	Bradley	St. Louis Lions (USL 2)
Danail Sergiev	F	Glenview, Illinois	Chicago State	Peoria City (USL 2)
Samy Slimi	GK	Boulogne-Billancourt, France	Campbell	Paris 13 Atletico (France)
Myles Sophanavong	M	Washington, Illinois	Green Bay	Peoria City (USL 2)
Jonah Stekly	M	Cambridge, England	Bryant	Peoria City (USL 2)
Nick Tjahjadi	M	Mahomet, Illinois	McKendree	Legacy Academy
Alejandro Valverde Oria	D	Madrid, Spain	Clarke	—



AUDIENCES

All of the options can stem from the same place: adults. We decided to focus on them in our touchpoints.

- Not limited to classes, games can be cheap.
- Families
- In a radius around Peoria, but mostly in Peoria.
- Sports fans
- CEOs and potential sponsors (who might also include a family)

KIDS 5-18



ADULTS 30-50



OLDER 50, 60, 70+



BIG IDEA

Dedicate. Excite. Unite. Our big idea centers around these three things because this is what makes up Peoria City Soccer. From dedication in the community and training comes excitement on and off the field, and then uniting in that common feeling when everyone comes together. It's not just a team, it's Peoria's team.

#

LOYALTY



DEDICATE.

EXCITE.



PASSION



EMOTION

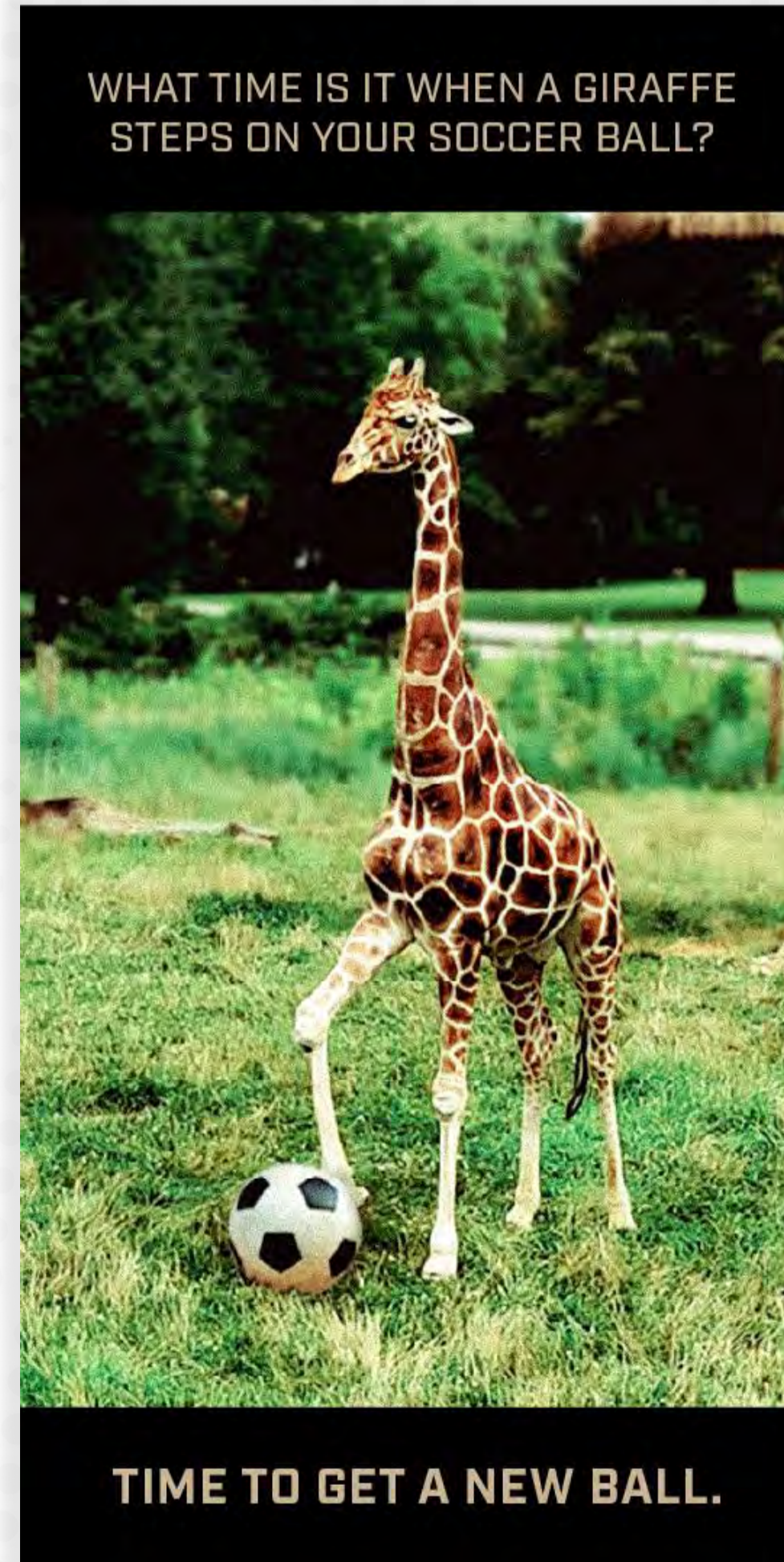
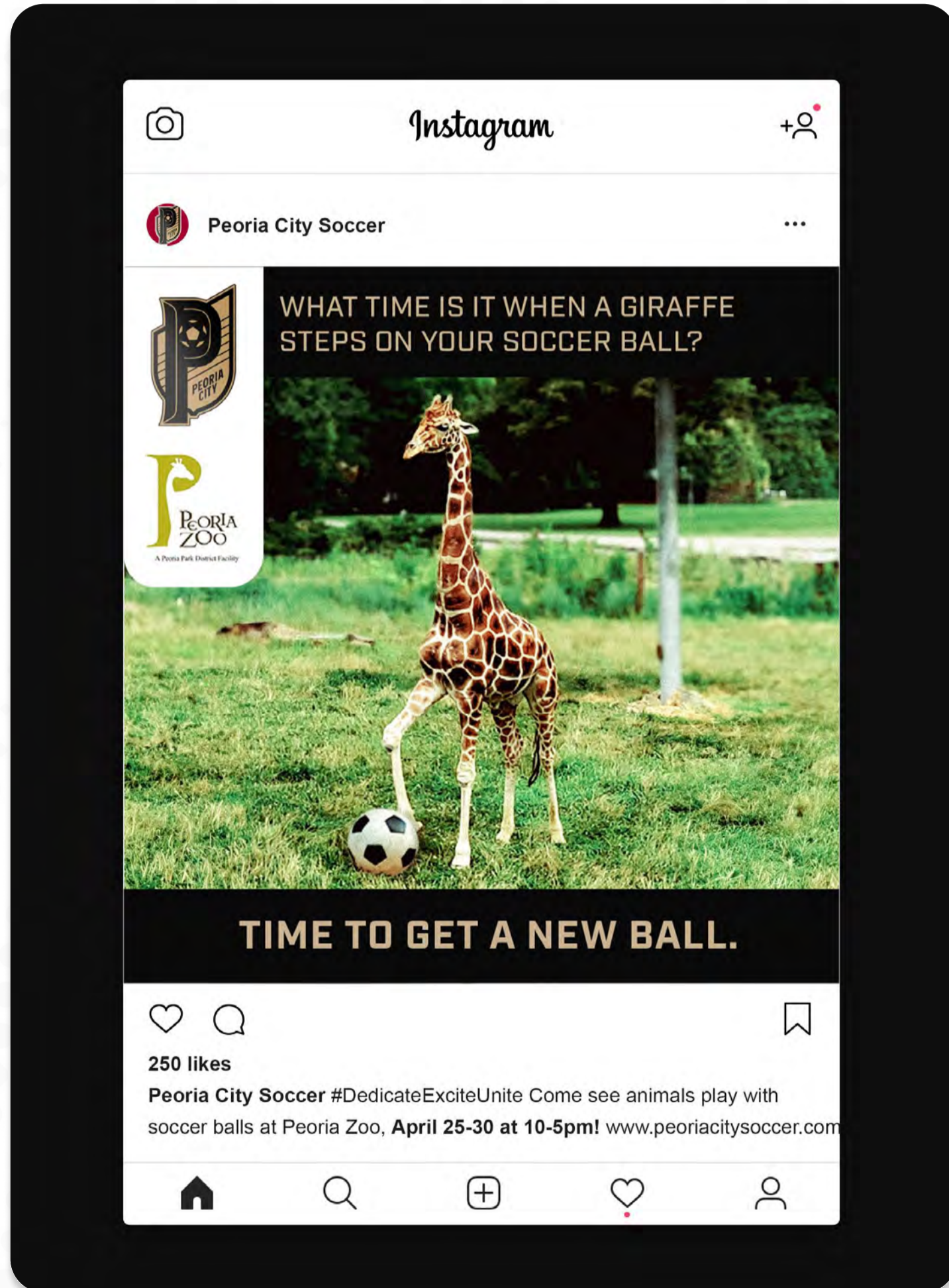
UNITE.



BELONGING



COMMUNITY



PEORIA CITY SOCCER X PEORIA ZOO

Together, we are bringing you an event that combines the thrill of soccer with the captivating world of wildlife. During this limited-time occasion, animals at the Peoria Zoo will be given their very own soccer balls to engage with.

Witness as these incredible creatures showcase their natural instincts and playfulness on the field, blending entertainment and education.

2320 N Prospect Rd, Peoria, IL

April 25 - 30th
10AM - 5PM

www.peoriacitysoccer.com

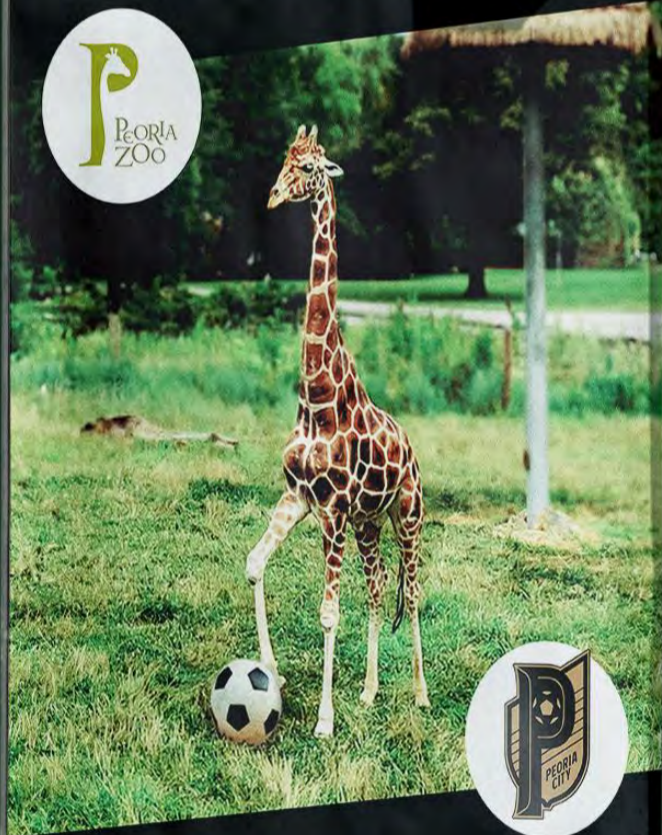
PEORIA ZOO



45 BM

S

WHAT TIME IS IT WHEN A GIRAFFE
STEPS ON YOUR SOCCER BALL?



TIME TO GET A NEW BALL.
Peoria City Soccer x Peoria Zoo



**April
25-30
10AM-5PM**

Together, we are bringing you an event that combines the thrill of soccer with the captivating world of wildlife. During this limited-time occasion, animals at the Peoria Zoo will be given their very own soccer balls to engage with. Witness as these incredible creatures showcase their natural instincts and playfulness on the field, blending entertainment and education.

**PEORIA CITY SOCCER
X PEORIA ZOO**

peoriacitysoccer.org peoriazoo.org



PEORIA ZOO



**April
25-30**
10AM-5PM

Together, we are bringing you an event that combines the thrill of soccer with the captivating world of wildlife. During this limited-time occasion, animals at the Peoria Zoo will be given their very own soccer balls to engage with.

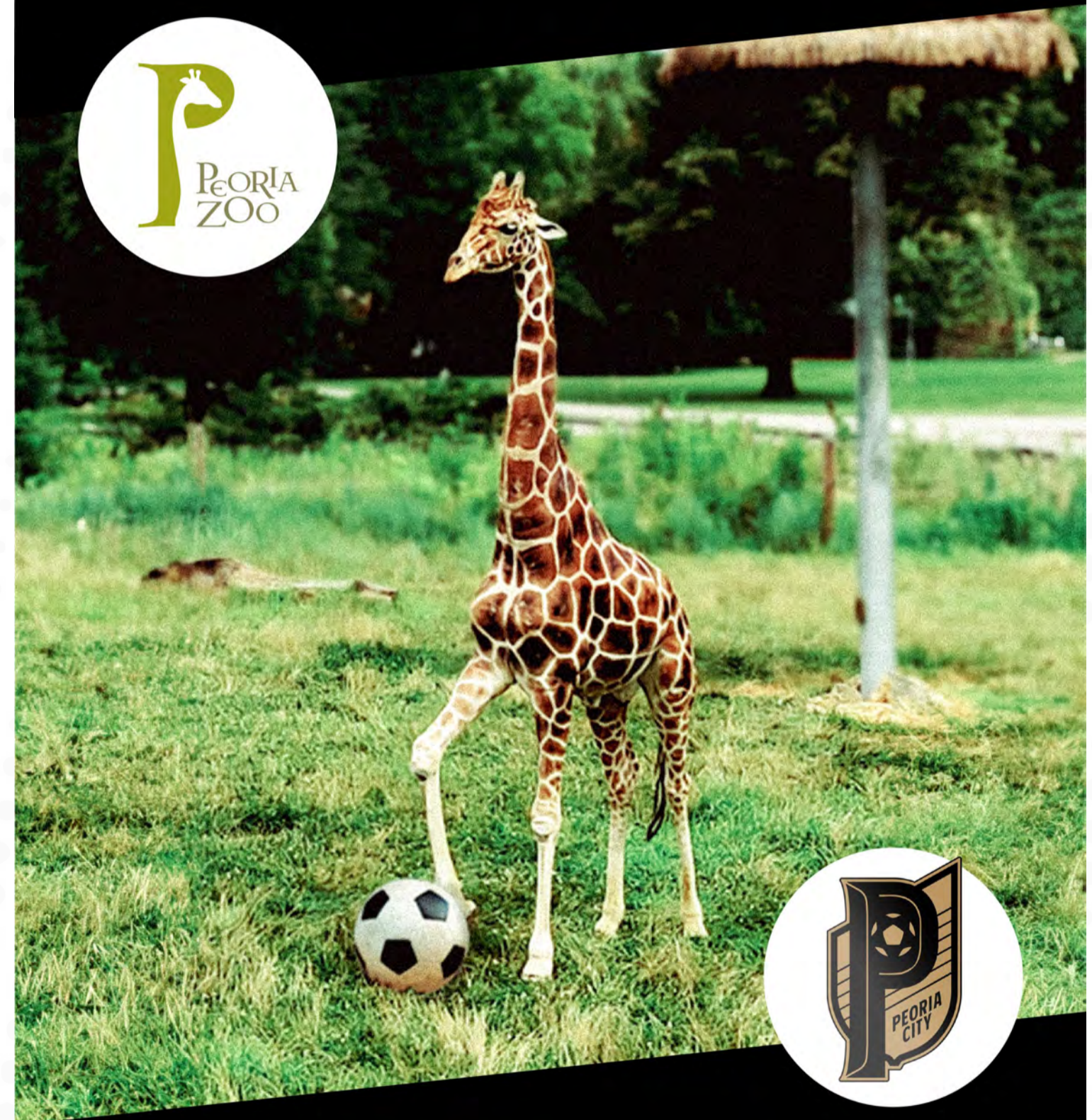
Witness as these incredible creatures showcase their natural instincts and playfulness on the field, blending entertainment and education.

**PEORIA CITY SOCCER
X PEORIA ZOO**

peoriacitysoccer.org peoriazoo.org



WHAT TIME IS IT WHEN A GIRAFFE
STEPS ON YOUR SOCCER BALL?



TIME TO GET A NEW BALL.

Peoria City Soccer x Peoria Zoo

PEORIA ZOO



PEORIA CITY SOCCER X PEORIA ZOO

Together, we are bringing you an event that combines the thrill of soccer with the captivating world of wildlife. During this limited-time occasion, animals at the Peoria Zoo will be given their very own soccer balls to engage with.

Witness as these incredible creatures showcase their natural instincts and playfulness on the field, blending entertainment and education.



April 25 - 30th
10AM - 5PM



FANS



Peoria City Soccer

@peoriacitysoccer

Follow

Peoria City Soccer loves their fans!
#DEDICATE.EXCITE.UNITE
<https://peoriacitysoccer.com>



1:14 PM - 26 Feb 2019

1 Retweet 11 Likes



Add another Tweet

HOW DO SOCCER PLAYERS *STAY COOL* DURING GAMES?



THEY PLAY NEAR THE FANS

FANS

The screenshot displays the Peoria Civic Center website. At the top left is the Peoria Civic Center logo. The top right features a search icon and three buttons: "Log In", "Buy Tickets", and "Submit RFP". A dark blue navigation bar contains the following menu items: "HOME", "EVENTS & TICKETS", "PLAN AN EVENT", "PLAN YOUR VISIT", "ABOUT US", and "CONTACT US".

Below the navigation bar, there is a social media post on the left and a video player on the right. The social media post, dated "5 hours ago", promotes a live performance of Kansas hits at the Peoria Civic Center Theater on November 8th, with a link to purchase tickets and several hashtags. The video player shows a musician playing a bass guitar on stage.

A large promotional banner in the center features the text "THEY PLAY NEAR THE FANS." and a red button that says "GET TICKETS NOW" with a mouse cursor pointing to it. The banner background shows a sports team huddle and a Peoria City logo.

The footer contains a row of partner logos: Bradley, Rivermen, a stylized 'B' logo, Peoria Symphony Orchestra, Discover Peoria, American Theatre Guild, and RiverFront.

At the bottom left of the page, the URL "https://www.peoriaciviccenter.com" is visible.

Civic Center, Journal Star, Illinois Times, etc.

FANS

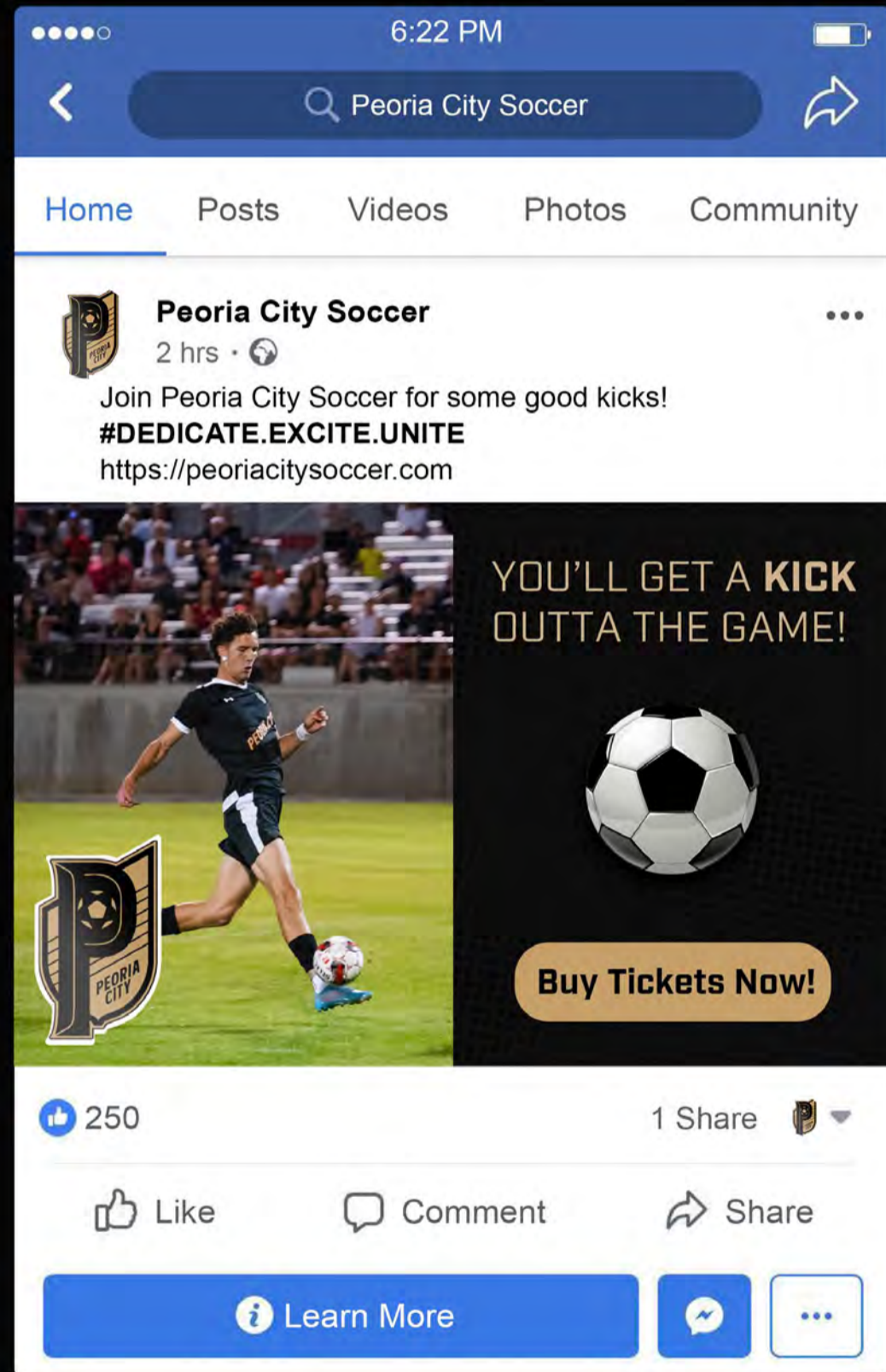
HOW DO SOCCER
PLAYERS *STAY COOL*
DURING GAMES?



THEY PLAY NEAR
THE FANS.

GET TICKETS NOW





KICK



BAWL



PeoriaCitySoccer



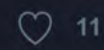
1:14 PM - 26 Feb 2022

@PeoriaCitySoccer

Watch winners at Peoria City Soccer! Buy tickets now at:
www.peoriacitysoccer.com #DedicateExciteUnite



WHAT DO SOCCER FANS DO
AFTER THEIR TEAM LOSES?
THEY SOCCER **BAWL**.



1 Retweet 11 Likes



WHAT DO SOCCER FANS DO
AFTER THEIR TEAM LOSES?
THEY SOCCER **BAWL**.

BAWL



BAWL

WE MAKE THEM
SOCCER
BAWL.



TO WATCH WINNERS: PEORACITYSOCCER.COM

DOCTOR



OTHER



MY SON PLAYED SOCCER IN THE MUD ALL DAY, SO HE WAS A LITTLE **MESSI**.



REFEREES ARE JUST SOCCER PLAYERS WHO HAVE GONE **BLIND**

PEORIACITYSOCCER.COM

GENERAL

 Peoria City Soccer
408,360 followers
1w • Edited • 

Join us in supporting your Peoria City Soccer Team! Your support means the world to us.
We couldn't do it without you. #PEORIACITYSOCCER #PCS #SUPPORT #DEDICATEEXCITEUNITE

DEDICATE.EXCITE.UNITE



   1,034

15 comments · 17 reposts

 Like  Comment  Repost  Send



GENERAL



Peoria International Airport



GENERAL



DEDICATE.
EXCITE.
UNITE.

GET TICKETS NOW AT
PEORIASOCCER.COM



GENERAL

DEDICATE




EXCITE



UNITE



PEORIA
CITY 
SOCCER

TICKETS 



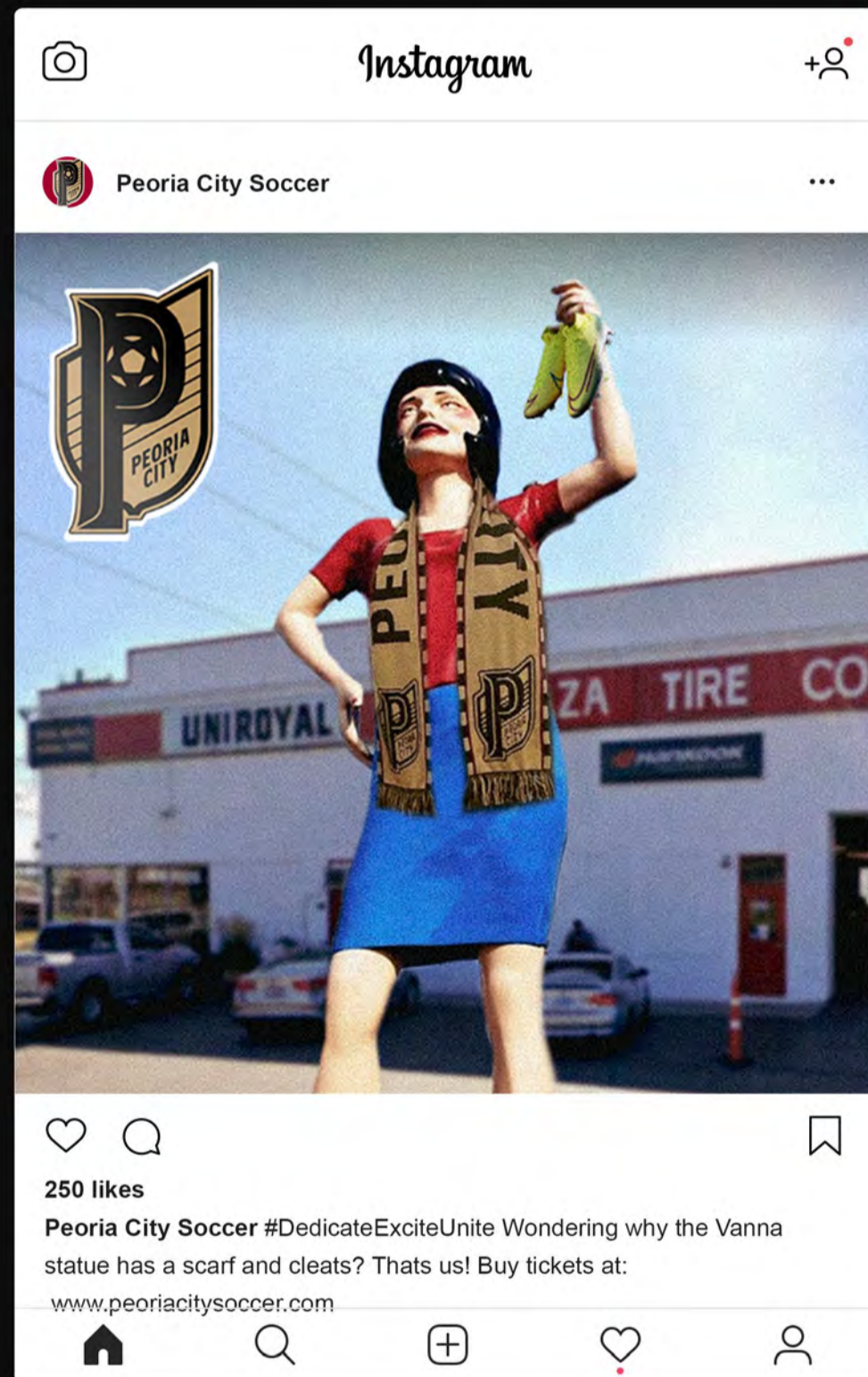
Kickapoo Building, Intuition Coffee



Courtyard by Marriott



Caterpillar Visitor Center



Vanna Whitewall Statue, Plaza Tire Company

EVENT



PEORIA CITY SOCCER FUNDRAISING EVENT

www.peoriacitysoccer.com



DEDICATE.
EXCITE.
UNITE.



PEORIA
CITY
SOCCER



YOU'RE INVITED!

Join Peoria City Soccer and its sponsors in a fine-dining night of fun with other like-minded individuals.

April 10, 2025 - 6pm
@ Shea Stadium

ADDITIONAL SPONSORS / COLLABS

CURRENT SPONSORS

- Bearded Owl Brewing
- Knuckles Pizza & Sports Bar
- Donnelly's Irish Pub
- The Blue Duck Barbecue Tavern
- Castle's Patio Inn
- The Fox Pub
- The Fieldhouse Bar and Grill
- Weaver's Fresh Food & Drink
- Bullpen Bar and Grill
- Office on Main
- Jimmy's Bar
- Jack's on Adams
- (For sportswear) O'Neills
- Tropical Snow
- Etc.

POTENTIAL SPONSORS

- Caterpillar
- Parks and State Parks
 - Prairie Park, Starved Rock, Peoria Park District, etc.
- Other Healthcare
 - Health Alliance
- Banks, Law Firms, Eye Doctors
 - CEFCU
- Dentists
 - Midwest Orthopedic Center
- Hotels
 - Courtyard by Marriott
- Small Businesses
 - Intuition Coffee, Plaza Tire Company
- Comedy Clubs
- Blood Drives
- Peoria Grown Athletes and Millionaires
 - Marcus Summerville
 - Shawn Livingston
 - Jay Janssen





THANK YOU!

With our ideas, we are able to hit all of the aspects that make up Peoria City Soccer: dedication, passion, emotion, and belonging. Our touchpoints not only interact with the audience, but **engage** with them through humor and emotion, gaining brand awareness at the same time. They convey an important thing to potential sponsors and game attendees: Peoria City Soccer can make you **feel something** on and off the field.