



# Peoria City Soccer

## Presentation



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# Brief Goals

- To create an integrated *strategic brand awareness campaign* to *attract* corporate and community sponsors and to engage with the *current* and *potential* audiences/fans.

## Target Audience:

- *Current fans* of Peoria city soccer
- *Other soccer fans* of different teams
- *Community Sponsors*

# Research

- Founded in 2020, their on the field debut in USL League Two was delayed until 2022 due to the global pandemic
- They are based from Bradley University Shea Stadium.
- They drew in nearly 1,200 fans per game in 2023 after qualifying for the US league two playoffs in 2022
- US League Two: USL League Two is the leader in pre-professional soccer in North America. More than 120 teams competing in 18 divisions across the US and Canada in 23.

# Big Idea

The focus of our main idea is to *bring soccer to the community*. We want to focus on the Central Illinois community and not just Peoria. We decided on this path for the Peoria City Soccer team to help **increase the fan base**, and to have those fans have a personal connection to the team.

By gaining more support, the soccer team increases its sponsorship. Sponsors are a very important part of a club soccer team, so we want to also focus our branding towards them as well as the growing fan base.

# Tagline

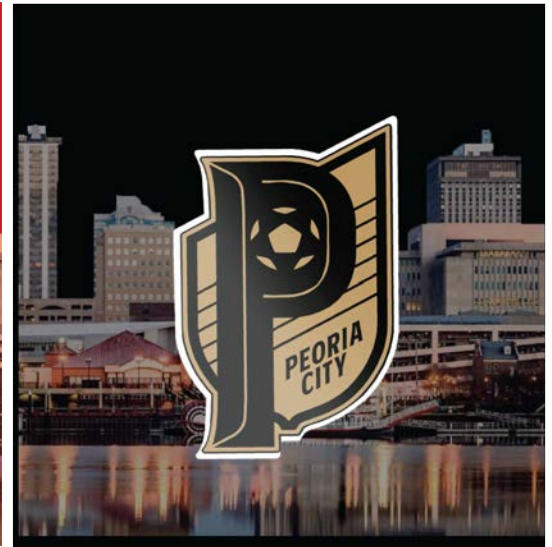
**Our City.**

**Our Community.**

**Our Team.**

We chose to keep the tagline from the Peoria City Soccer website because we felt that it complemented our big idea!

# Merchandise



# Merchandise



# Merchandise





# Magazine



# Social Media



peoriacitysoccer



10,328 views

peoriacitysoccer #OurCityOurCommunityOurTeam

It's soccer season! Visit our website [peoriacitysoccer.com](https://peoriacitysoccer.com) to learn how you can support your local team and when our next games will occur.

[View all 328 comments](#)

5 DAYS AGO

# Billboard

**OUR CITY.  
OUR COMMUNITY.  
OUR TEAM.**



**GET TICKETS AT [PEORACITYSOCCER.COM/TICKETS/](https://www.peoriacitysoccer.com/tickets/)**

# Billboard



# Website Ad



**OUR CITY.  
OUR COMMUNITY.  
OUR TEAM.**

**Peoria City Soccer**

Get your tickets at...  
[peoriacitysoccer.com/tickets/](https://peoriacitysoccer.com/tickets/)



# Street Poster



# Informational Mailer

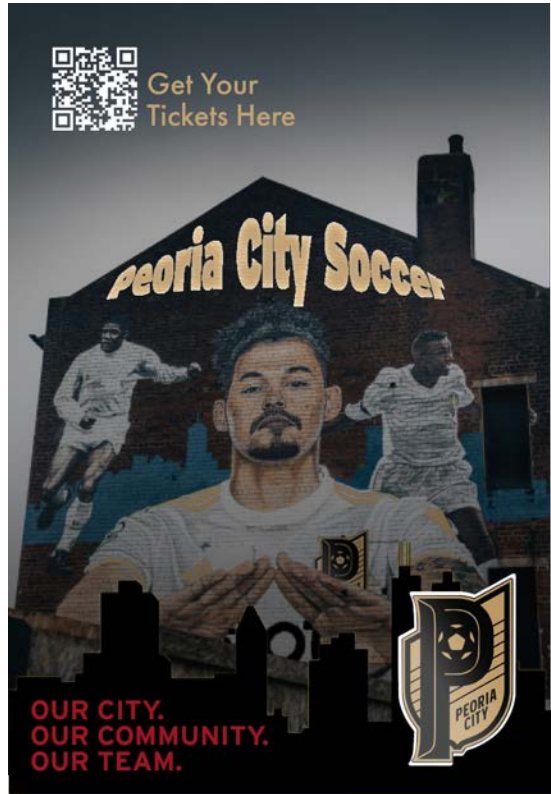


# Sidewalk Tag






# Bus Stop



# Bus Stop



**Peoria City Soccer**  
OUR CITY.  
OUR COMMUNITY.  
OUR TEAM.



Get Your Tickets Here



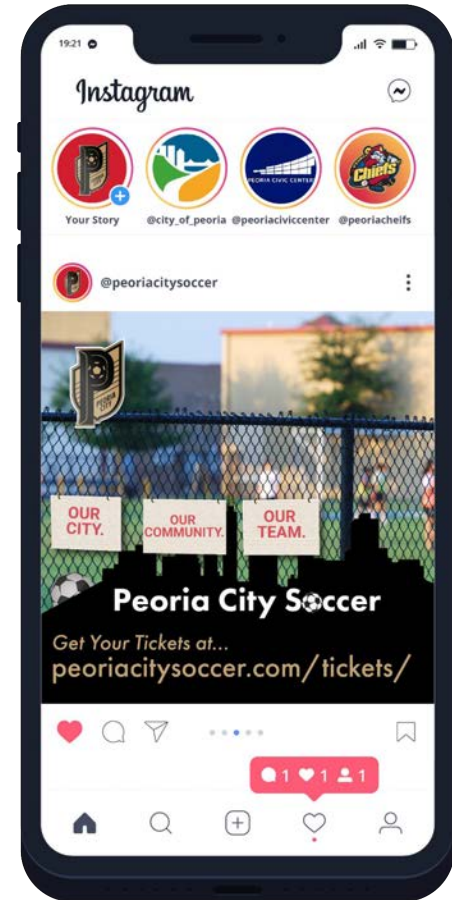
**Peoria City Soccer**  
OUR CITY.  
OUR COMMUNITY.  
OUR TEAM.



Get Your Tickets Here



# Social Media



# Billboard



# Conclusion

We believe that this campaign of *bringing soccer to the community* and focusing on the Peoria and Central Illinois area will be helpful in **increasing the fan base** of Peoria City Soccer and to attract available **sponsors**.

Our city. Our community. Our team!

**Peoria City Soccer**

