



Peoria City Soccer

Malia Burger & Carson Bottema

GOALS

Our Goals...

To create **awareness** of the Peoria City Soccer team that will allow for **growth** and to make it past the "Summer League" status.

As well as, to also **attract** sponsors and **engage** with new and current fans.



CONSUMER PROFILE

Sarah

Sarah is a 35 year old mom that lives in downtown Peoria. She works two jobs to support her and her son.

Her son is 5 year old Tommy who loves soccer and wants to grow up to be a professional soccer player.

Sarah heard about the Peoria City Soccer team and how affordable their tickets are and decides to take Tommy to a game.



BIG IDEA

*"At the core of Peoria City's values is our dedication to the **community**, **fan-first** mentality, **supporting** our players, and boosting the local **economy**"*

Using Peoria City Soccer values: community, dedication, fans-first, player support, and their help in growing Peoria's economy, we can show supporters, fans, and sponsors that Peoria Soccer is relatable in a sense that **our values are your values**. They are more than just a soccer team, but care about the area they represent and its people, making everyone a part of their team.

"It's all about... Community... dedication..."
Join Our Team



TOUCHPOINTS

COMMUNITY

- Event presence
Wine and Craft Festival, Peoria or
Bloomington Farmers Markets, etc.

- Social media advertisements
Facebook, Instagram

DEDICATION

- Physical advertisement
Billboard

- Social media advertisements
LinkedIn

FANS

- Website advertisements
Peoria Civic Center, Peoria Journal Star, etc.

- Social media advertisements
X (Twitter)

SUPPORT

- Sponsorship packages
including business cards, stickers, t-shirts,
informational flier, inflatable soccer ball

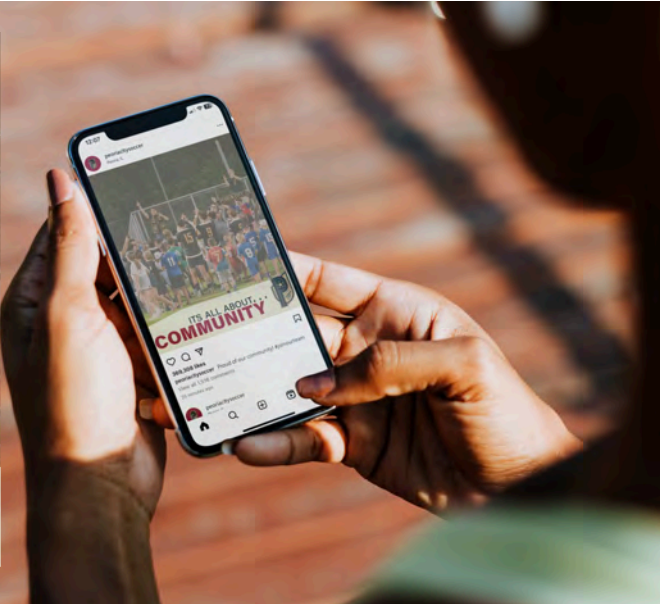
- Physical advertisements
Billboard

ECONOMY

- Physical advertisements
Peoria airport on billboard or banner

COMMUNITY

Instagram



COMMUNITY

Event Presence
Cardboard Stands



Front

Our Event:

International Wine and Craft
Festival

Booth

Live music and activities

Interaction with PCS player of
scoring goals or learning dribble
passes



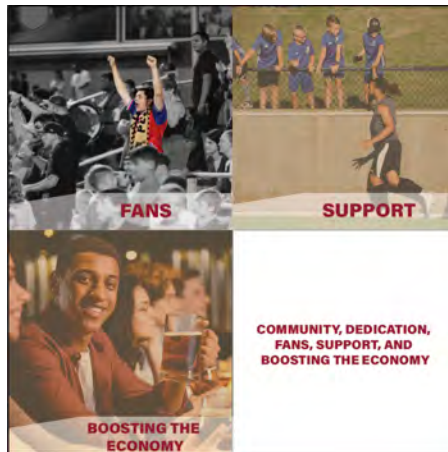
Back

COMMUNITY

Event Presence
Event Flyer



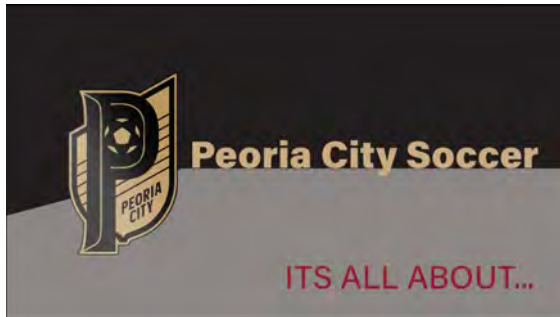
Front



Back

COMMUNITY

Event Presence
Business Cards



DEDICATION

LinkedIn



DEDICATION

Billboard





ITS ALL ABOUT
DEDICATION

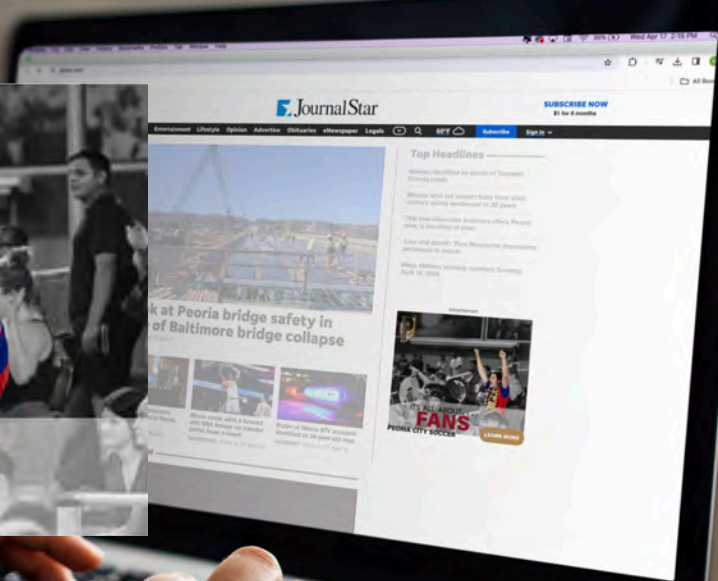


join
OUR
team



FANS

Journal Star
Peoria Civic Center



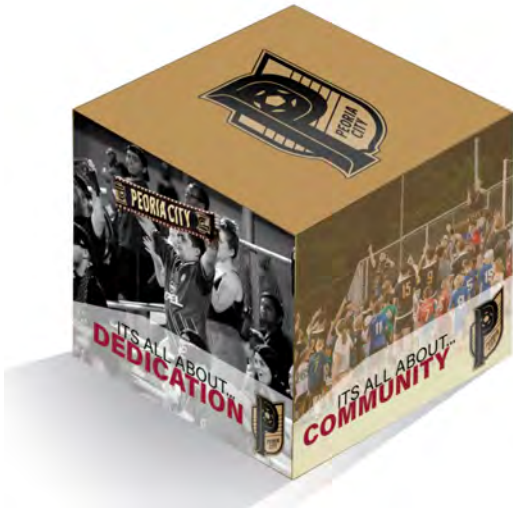
FANS

Twitter



SUPPORT

Sponsorship Package



Top View

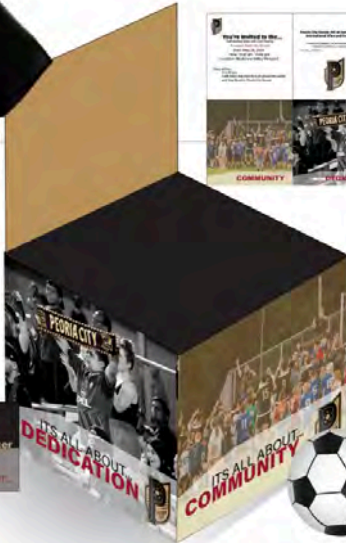
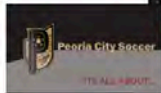


Bottom View

SUPPORT

Sponsorship Package Items included

T-shirt, Flier, Inflatable Soccer Ball,
Business Card, Stickers



SUPPORT

Billboard





ITS ALL ABOUT...
SUPPORT

join
OUR
team



ECONOMY

Airport



ITS ALL ABOUT...
**BOOSTING THE
ECONOMY**



visit River City Brews to
locally support & connect with
Peoria City Soccer



ITS ALL ABOUT. . .
**BOOSTING THE
ECONOMY**



visit River City Brews to
locally support & connect with
Peoria City Soccer

SUMMARY

Peoria City Soccer has a set of values we were able to use to show supporters, fans, and sponsors that Peoria Soccer is relatable in a sense that **our values are your values**. They are more than just a soccer team, but care about the area they represent and its people, making everyone a part of their team.

"It's all about... Support... Fans..."

Join Our Team

Community, Dedication, Fans, Support, and
Boosting Peoria's Economy



It's all about. . .

COMMUNITY

FANS

DEDICATION

SUPPORT

ECONOMY

