



PEORIA CITY SOCCER

..... Melaina, Harper, & Giselle

GOALS

- To create a buzz for Peoria City Soccer
- Attract and capture the attention of new fans, including those in surrounding areas.
- Strengthening the connection with local businesses
- Continuing to push the concept of **our city, our community, our team**

AUDIENCE

- The Peoria community
 - Primary ages 18 to 34
 - Secondary ages
- Sponsors in the Peoria Area

BIG IDEA

- Building off of the idea “**our city, our community, our team**”
- Keeping in mind our goal to increase community involvement.

so... “***join the FAMILY***” became our big idea

- we felt that **#PATH2PRO** was already very strong
 - This tagline would help the community feel more inclined to support the team as they would feel like they are truly playing a part in their success. They are joining the family to help them on their path to pro!

BUSINESS EXAMPLES

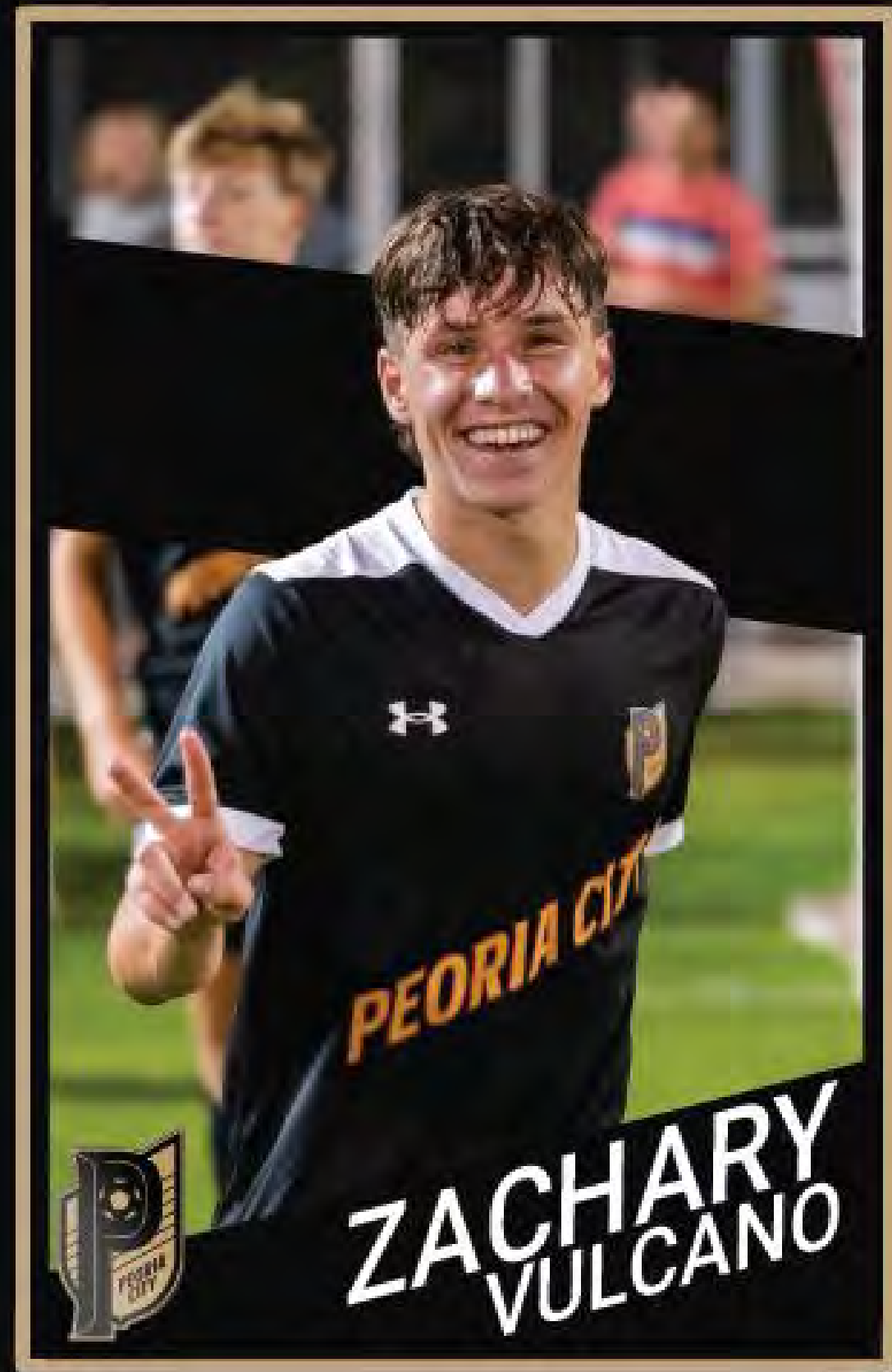
Local Businesses that have sponsored teams in the past:

- Maui Jim
- Caterpillar
- Komatsu

***Business
to Business***



Player Cards



Drink Coasters



1 SIDED: 500 coasters for \$226 on sticker mule DOUBLE SIDED: \$832.50 for 250 on custom ink

Foam Soccer Ball



250 custom Soccer Ball Stress Reliever for \$517.50

Follow-up Email



By now, you should have received a small package with...



Foam Soccer Ball



Player Cards



Peoria City Soccer Coasters

Now, we would like to invite you to come watch a game on our #path2pro, and to

join the
FAMILY

Digital Newsletter



**We are so glad that you
have joined our family**

**The season is rapidly approaching, so
make sure to keep up with the schedule
and get your tickets now so you can
follow us on our #Path2Pro!**

2024 SCHEDULE

Date	Location	Time (CT)
May 11	Moines, IA	7:00 PM
May 18	Peoria, IL	7:30 PM
May 22	Aurora, IL	7:00 PM
May 29	Peoria, IL	7:30 PM
June 1	Peoria, IL	7:30 PM
June 6	Aurora, IL	7:00 PM
June 11	Riverton, IL	7:00 PM
June 15	Peoria, IL	7:30 PM
June 22	Peoria, IL	7:30 PM
June 26	Chicago, IL	6:00 PM
June 29	St. Peters, MO	6:00 PM
July 2	Peoria, IL	7:30 PM
July 6	Peoria, IL	7:30 PM
July 13	Joliet, IL	7:00 PM

A more detailed schedule can be found [here](#),
or by clicking on the schedule

STAY UPDATED

While we will be sending out regular updates on
matches, roster, and merch via this newsletter, the
best place to keep up with us is on our social media!



Billboard



Facebook Community Field Day Post

RED 10:01 100%

Peoria City Soccer
Today 10:00

Come to Bradley University's Soccer Field on the corner of N Frink St and W St James St to play games and win prizes alongside a Peoria City Soccer Player! [#jointhefamily](#)

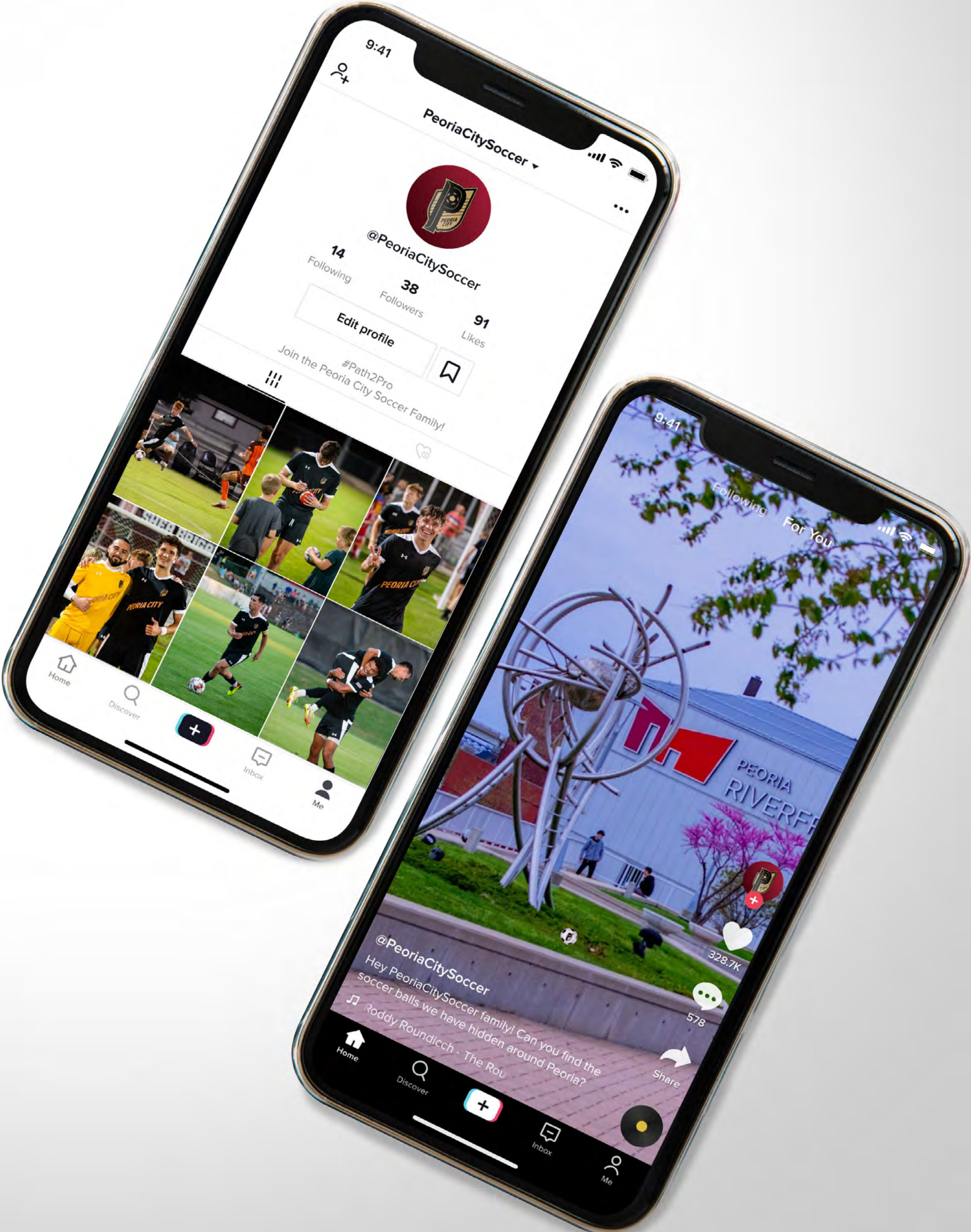
Community Field Day with Peoria City Soccer

You and 99 others 100 Comments

Like Comment

The image is a screenshot of a mobile phone displaying a Facebook post. At the top, the status bar shows signal strength, the carrier 'RED', Wi-Fi, the time '10:01', and a 100% battery level. Below the status bar is the Facebook navigation bar with icons for camera, search, and messages. The post is from 'Peoria City Soccer', posted 'Today 10:00'. The text of the post invites people to a 'Community Field Day' at Bradley University's Soccer Field, mentioning the location as the corner of N Frink St and W St James St, and promising games and prizes with a Peoria City Soccer Player. A hashtag '#jointhefamily' is included. The main image of the post shows a group of people, including a soccer player in a dark jersey with the number '4' on the back, and a young boy in a green jersey with 'editus' on it. A Peoria City Soccer logo is overlaid in the bottom right corner of the image. Below the image, the post shows engagement metrics: 'You and 99 others' and '100 Comments'. At the bottom, there are buttons for 'Like' and 'Comment'.

Social Media: Tiktok



Social Media: Instagram

Introduction of pet merch

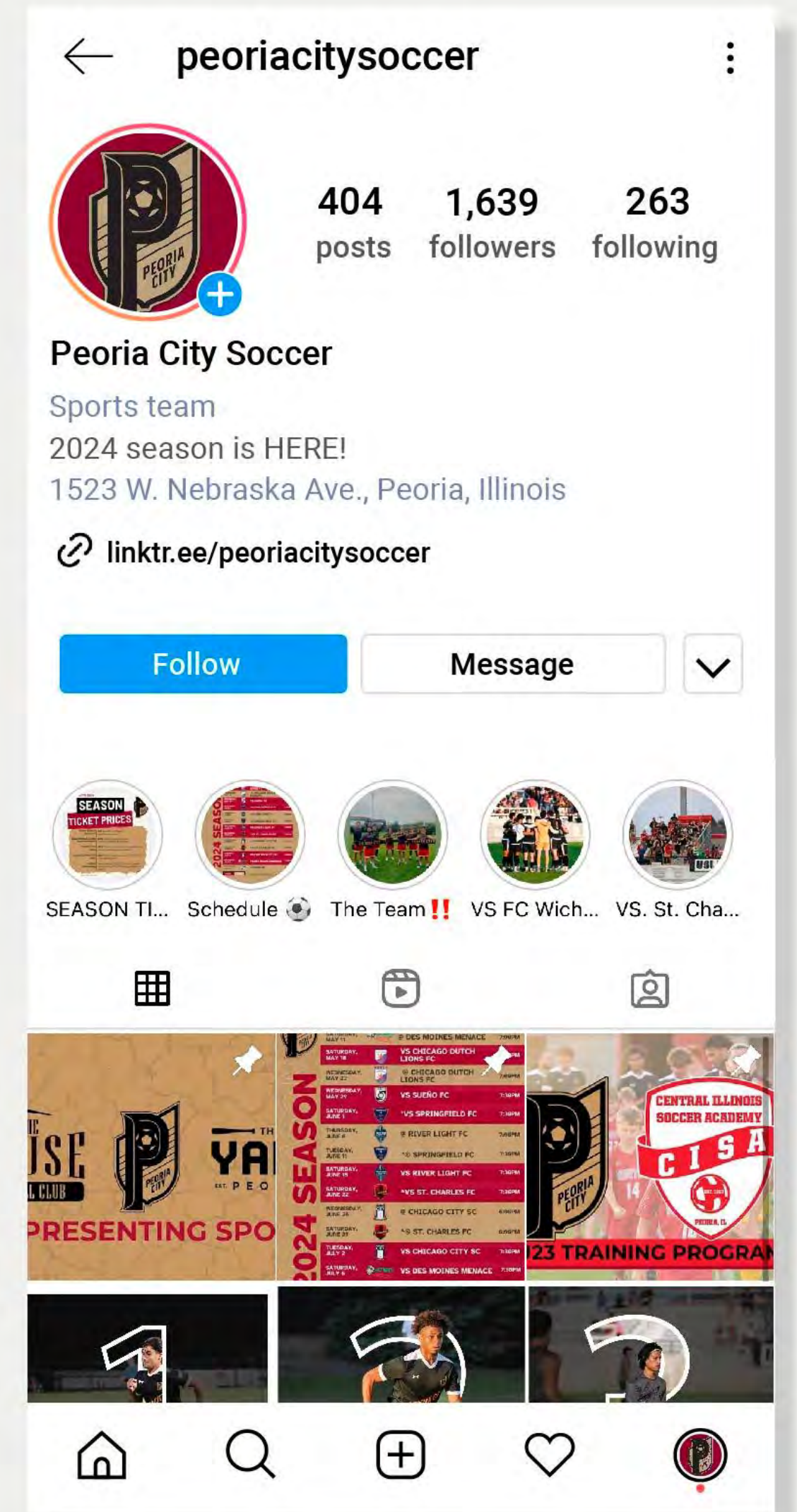
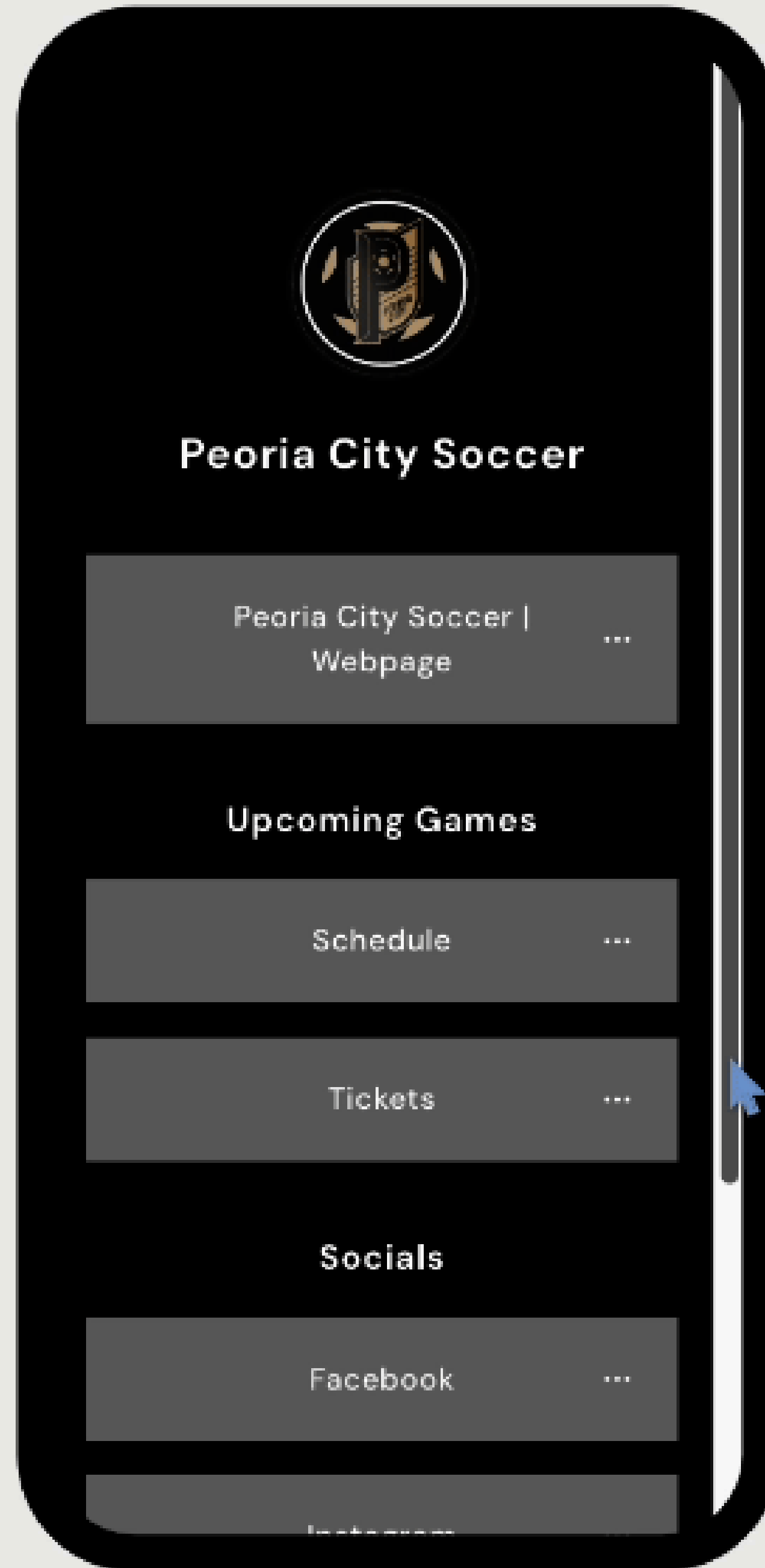


\$8.60 per when ordered in bulk on customink

Social Media: Instagram



Social Media: Link Tree



Thank You!

- Our goal for this campaign was to create a buzz around Peoria City Soccer. We decided that we would build off of “our city, our community, our team” hence “**join the FAMILY**” on their **#PATH2PRO**
- We covered B2B boxes, drink coasters, player cards, social media revamp, and activities to get the community engaged.

