



# PEORIA CITY SOCCER



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# BRIEF GOALS

Overall - Create an integrated strategic brand awareness campaign to attract corporate and community sponsors and to engage with the current and potential audiences (fans)

- Increase attendance at home matches
- Have more community buy-in to the club and its players
- Create a marketing brand (experience) that is cohesive and consistent



# TARGET AUDIENCE

- Individuals in Peoria and surrounding areas who have an interest in soccer
- Youth players and families
- Corporate sponsors to the local area and outside the local area (50 mile radius)
- Casual soccer fans
- Tourists and visitors



# CAMPAIGN DIRECTION

WHAT DO WE WANT THE TARGET AUDIENCE TO KNOW?

- This is YOUR team
- YOUR team cares about YOU
- It goes beyond soccer



## **OUR BIG IDEA**

Peoria City Soccer is not just a team that plays in Peoria; it's a team that embodies the spirit and values of the city, championing community involvement and pride.



**TAGLINE**



**Beyond Soccer.**



# MURAL



**BEYOND SOCCER.**

[WWW.PEORACITYSOCCER.COM](http://WWW.PEORACITYSOCCER.COM)



# POP UP SHOP



**BEYOND SOCCER.**

[WWW.PEORIASOCCER.COM](http://WWW.PEORIASOCCER.COM)





# FLIERS



**PEORIA CITY SOCCER & WHITTIER ELEMENTARY**  
**WILDCATS**  
MAY 18TH 2024  
10:00AM TO 2:00PM

CASUAL SOCCER GAMES  
YARD GAMES  
FOOD TRUCK DELIGHTS  
MEET THE TEAM  
MERCHANDISE



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# COFFEE SHOP AD



Visit select Peoria coffee shops for a chance to win a free coffee coupon! Scan the QR code to learn more!



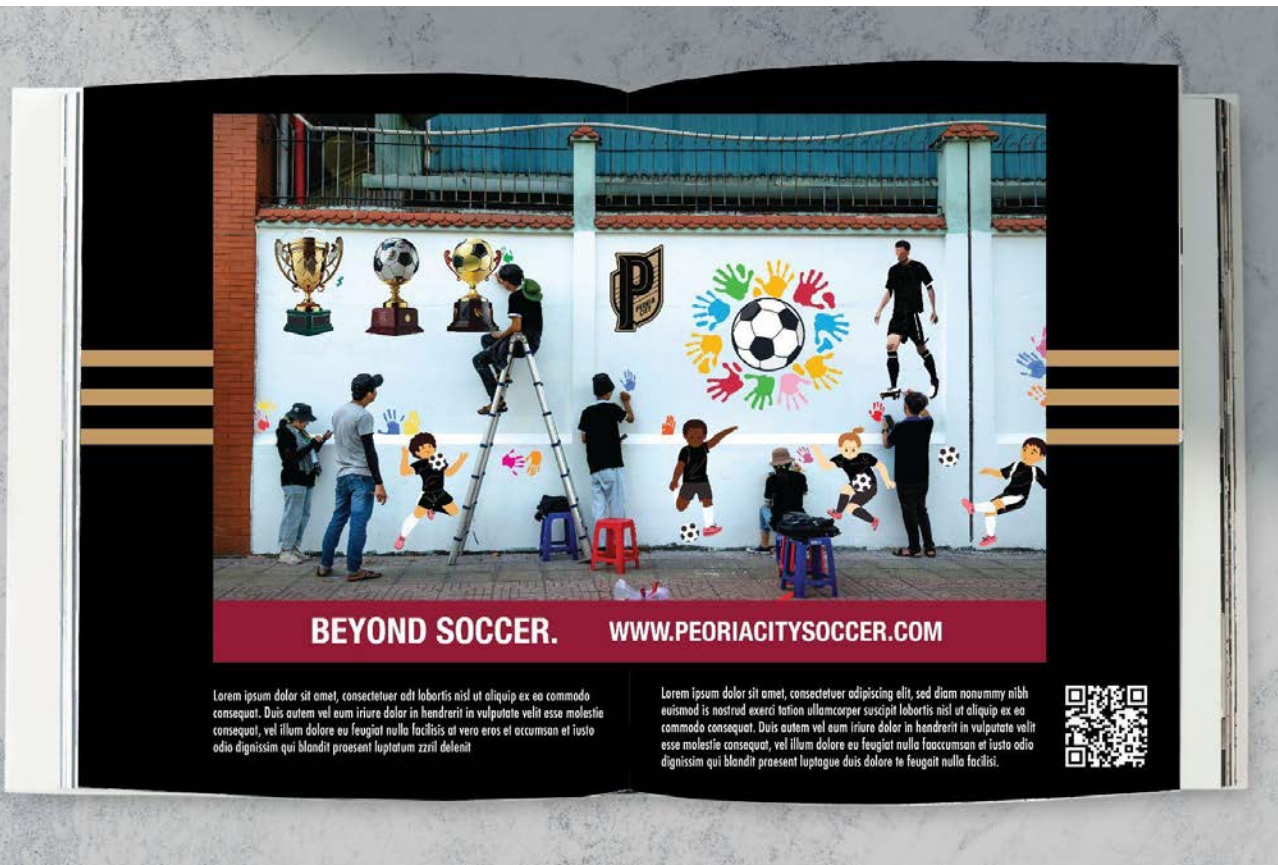
# BILLBOARD



# BILLBOARD



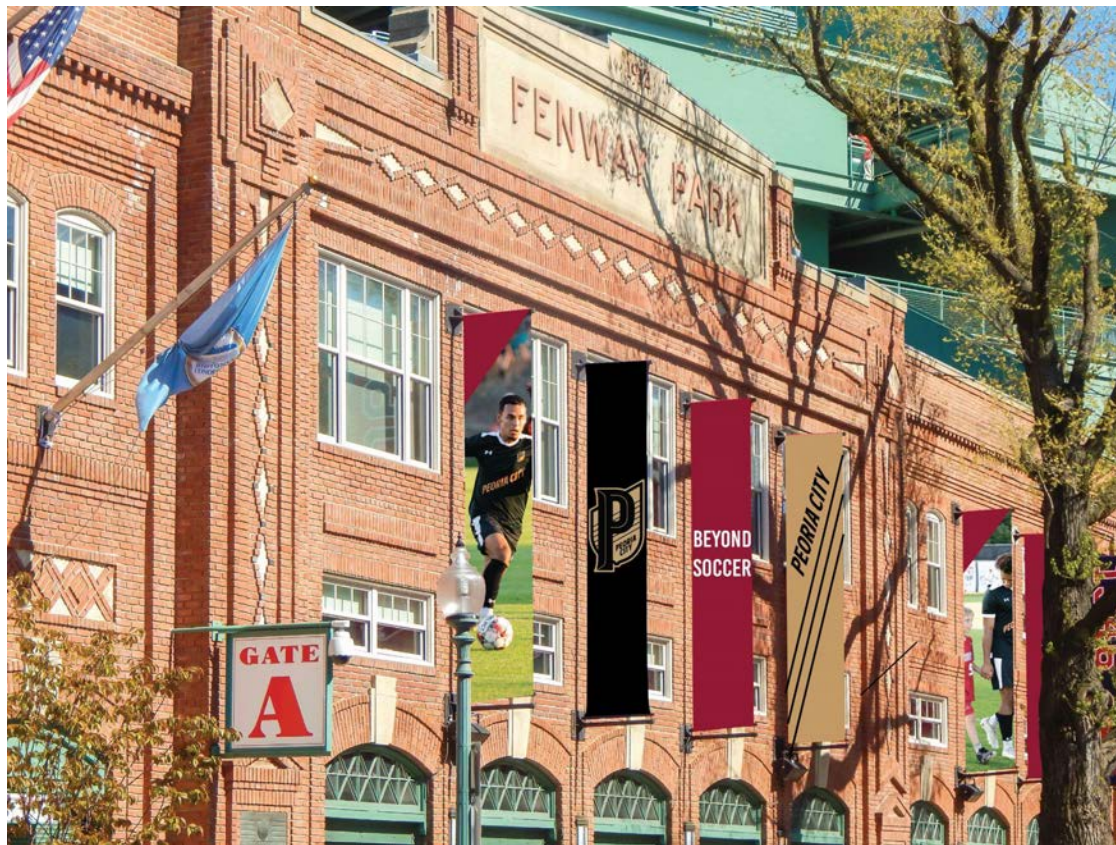
# MAGAZINE SPREAD



# YOUTUBE SHORTS



# STREET BANNERS

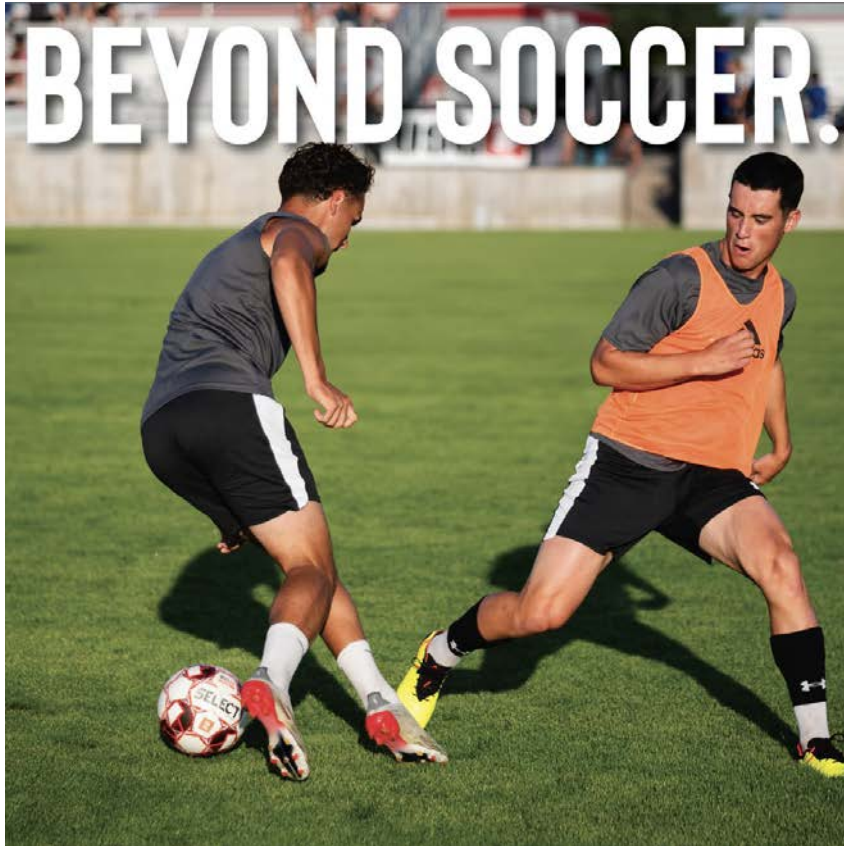




# INSTAGRAM



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Shea Stadium (Peoria, Illinois)



**peoriacitysoccer** Germantown Hills Athletic Association is the Presenting Sponsor of Peoria City's Home Opener! With GHAA's purchase of 450 tickets, Peoria City is donating 450 complimentary tickets to area first responders and their families. 🙌🔥

"We wanted to say thank you to the men and women who serve our communities across Central Illinois," said Matt Sheehan, Vice President of Peoria City. "We hope this night can serve as a refreshing, family-friendly experience for those who protect and serve the citizens of our Central Illinois communities, and we thank the Germantown Hills Athletic Association for leading the charge and being great community advocates."

"After a wonderful time attending Peoria City home games in 2023, we are proud to partner with the club in a way that supports our local first responders," said Meghan Woelfel, GHAA Fire's Soccer Director. "This is a great way to kick off the season on a positive note and we can't wait to cheer Peoria City on to victory!"

"Our local first responders are an integral part of our communities," said Alli Pearson, Soccer Director of the Germantown Hills Athletic Association Rec League. "We are proud to say, 'thank you' and are thrilled to see many of our heroes at Shea Stadium on opening night."

First responders and their families will have their own entrance into the stadium on game day, to the left of Shea Stadium's main ticket gate. While Peoria City works to communicate this opportunity with local departments and agencies, first responders will be asked to present proof of employment status to the ticket table workers.

Exclusive game day giveaways and promotional items will be



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April 10



# FOOD TRUCK



# CONCLUSION

## BEYOND SOCCER

Peoria City Soccer is not just a team that plays in Peoria; it's a team that embodies the spirit and values of the city, championing community involvement and pride.

- Reminds Peoria that this is THEIR team
- Highlights involvement in the community while getting the community excited about soccer

