



The Soccer Market

Active Marketing Group helps you score a goal with soccer players.


This document has been designed to provide you with:

- Background information on the industry
- An understanding of why these consumers are important
- Programs & Promotions that can help you reach them

Over the past 30 years the U.S. has made significant strides to be a part of soccer: “the world’s game.” This year more than 14 million Americans will lace up their shoes, step on the grass, and play.

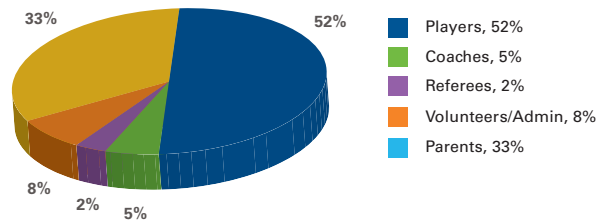
Known as “football” to the rest of the world, soccer evokes a passion that is arguably unrivaled in team sports. It is a unique game that combines physical skill, creativity, vision, and teamwork, but all that is needed to play is a ball and some open space. Participation in the U.S. exploded during the fitness boom of the 1970’s as the sport became a staple of suburban America. The future of soccer in the U.S. is brighter than ever, aided by an expanding immigrant population and the continued growth of the MLS.

Soccer is attracting the attention of advertisers from all industries as an opportunity to reinforce brand positioning among youth, American families, and diverse ethnic groups from coast to coast. From Starbucks to adidas, brands are utilizing large national sponsorships and high impact localized events to reach this growing and diverse market. By partnering with Active, advertisers can gain unparalleled access to soccer participants and activate marketing programs that demonstrate measurable, effective results.

 **September is National Youth Soccer Month, which celebrates “Fun, Fitness, Friendship, and Family.”**

Over 4 million adults are active supporters of youth soccer.

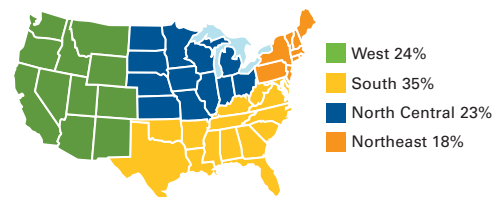
Snapshot of Your Soccer Involvement



Top 10 States by # of Participants

California.....1,917,500	Ohio.....578,100
New York958,800	Illinois.....549,900
Texas.....930,600	Michigan.....549,900
Florida.....690,000	New Jersey.....535,800
Pennsylvania.....606,300	Indiana.....521,700

Soccer Participants by Region





Soccer Facts and Figures

84% of youth soccer parents attend most or all of their kids practices and games.

Why Soccer Players are Attractive to Marketers

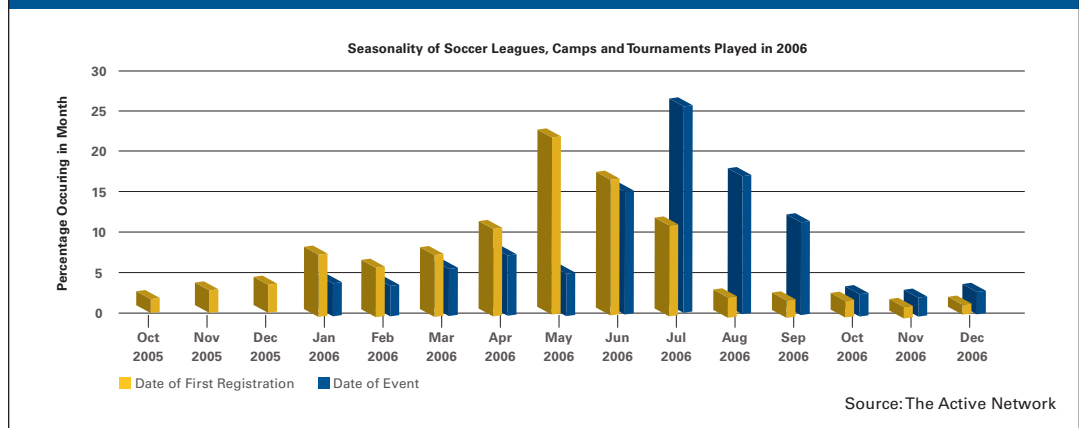
While 63% of all soccer players are under the age of 18, the sport reaches well beyond this age group. For every youth soccer participant there is at least one adult who is actively involved as a parent, coach, referee, or administrator. These adults are influential, educated, and technologically savvy, as nearly 90% are married, 59% hold a college degree, and 96% have access to the Internet. Active soccer families have also proven to be a valuable consumer base for marketers, as more than 60% earn an annual income that is above the national average. Nearly 40% of soccer households earn more than \$75K annually.

Of the 14.1 million soccer players in the U.S., 8.3 million are male and 5.8 million are female. There are 5.3 million frequent participants who play more than 40 days per year. These enthusiasts have led to the growth of club and travel teams, camps and clinics, and indoor soccer, which allows for year-round participation. The most competitive soccer participants can play 70 to 100 organized games each year.

Over 2 million U.S. households have youth soccer participants.

The best way to reach soccer participants is by developing a presence where the game is played; at practice, games, camps, and tournaments.

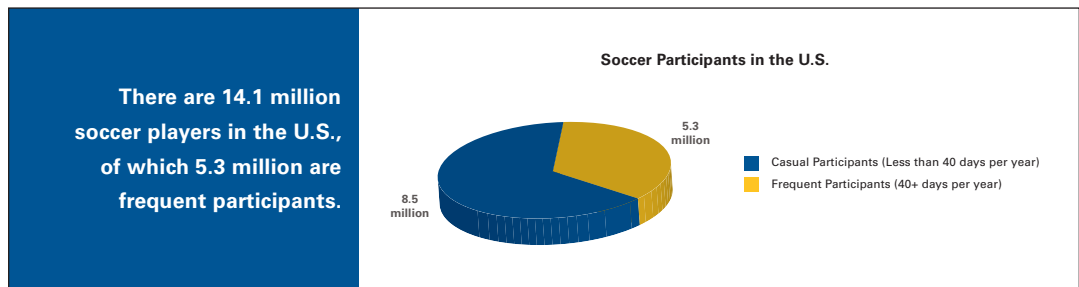
Soccer is a seasonal sport with the majority of competitive events taking place from March through September. Participants typically start registering for events two months before the start date. The sport is becoming less seasonal with the growth of indoor soccer.



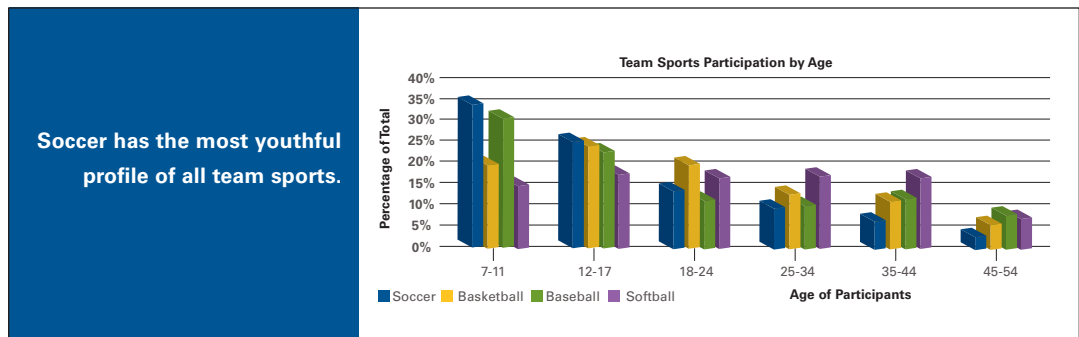
Soccer registration fees per participant average \$83 for teams and \$300 for camps.

Soccer Facts and Figures

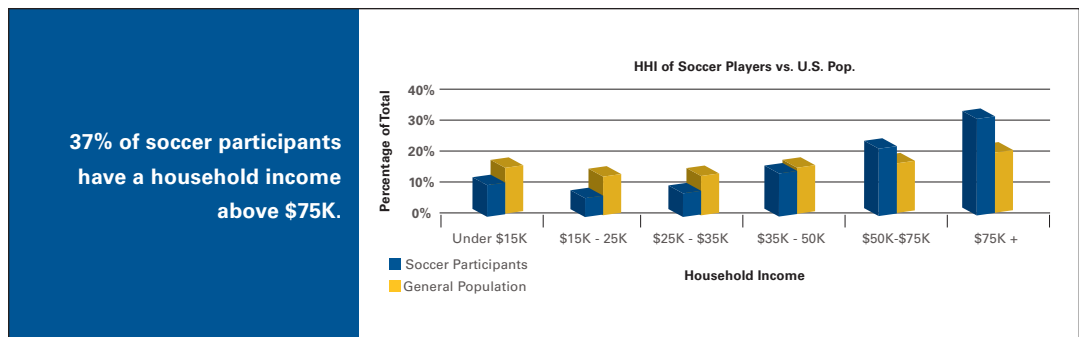
Frequent participants play 29 games and travel with their teams 6 times per year.



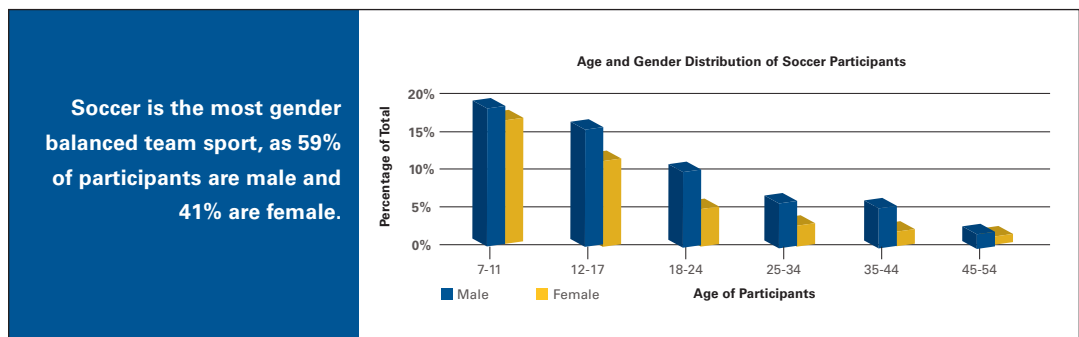
Over 4 million youth soccer players register to play each year.



4.6 million participants play indoors.



With 680,000 high school players, soccer is the 4th largest high school sport.



- Frequent Soccer Participants**
- 52% visit a restaurant at least once a month with their team
 - 25% say coaches influence their purchase decisions
 - 26% say teammates or other athletes influence their purchase decisions



Connecting with Soccer Participants

Active Marketing Group provides Insight and Access to Active Lifestyle Consumers

Active Marketing Group is a leading marketing and promotions agency that reaches and interacts with thousands of soccer players on a daily basis. We know who they are, where they play; we can reach them during the season, at tournaments and while they are practicing. As part of The Active Network, Active Marketing Group has direct access to over 1,600 teams and leagues and up to 600,000 soccer participants that can be activated through offline, peer-to-peer and direct marketing programs. In addition we have access to hundreds of thousands of teams, leagues and players that can be reached online. With national reach and years of experience developing programs that engage at the local level, we help put brands front and center with this committed community of athletes.

Our Success Stories

Over the years we've activated marketing programs that reach soccer participants on behalf of leading brands, including:



Strategic Industry Partners



The Active Network



Soccer Tips Newsletter

The soccer "Tips and Drills" newsletter is sent monthly and contains articles featuring best practices, the latest techniques, strategies and ways to win:

90,000 Subscribers
5 Featured Events
Opt-in Subscription Process

Reaching Soccer Players Online

The Active Network includes leading online destinations for soccer and team sport participants. Through advertising, custom sponsorships and destination mini-sites, brands can connect with consumers as they are learning about the sport or interacting with coaches and team members.

Active Network Advertising Opportunities

Standard IAB Units including Rich Media
Newsletter Communications
Promotional Emails
Confirmation Emails
Annual Soccer Editorial Features
Youth Sports (April)
Summer Camps & Clinics (May)
Fall Camps & Clinics (August)
Holiday Gear Guide (December)

Active Network Sites That Reach Team Athletes

85 Million Monthly Page Views
2 Million Monthly Unique Visitors
4.2 Million Registered Users
3 Million Opt-in Email Addresses
2 Million Teams

Eteamz.com Soccer Visitors

49,000 Team & League Sites Dedicated to Soccer
249,000 Registered Soccer Users
\$47.75 average online transaction

Reaching Soccer Players Offline

From turnkey event marketing to sampling that supports a new product launch, our relationships with thousands of teams and leagues across the country make it possible to develop integrated programs that have a fresh, measurable impact.

Sampling & Promotions

1,600 Soccer Teams & Leagues
Capacity to Distribute up to 500,000 Samples
Geo-targeting, Gender and Age Targeting

Event & Sponsorship Activation

Sponsorship Negotiation
Staffing & Turnkey Event Management
National Promotional/Activation Platforms

Grassroots & Peer-to-Peer Marketing

Sports Specialty/Retail Programs
Team & League Seminars/Promotions
Team & League Sponsorship

Research & Consulting Services

Online Research Studies
Focus Group Recruiting
Product Testing



Active Marketing Group was named by Promo magazine as one of the leading promotions agencies in 2004, 2005 and 2006.