



# **Sales and Sponsorship Program - Chicago Fire Soccer Center**

**Tommy Lubinski  
Kelsi Lockhart  
Chris Stinson  
Kevin Bishop**



# CHICAGO FIRE SOCCER CLUB

## Objectives

- Increase awareness
- Reinforce image
- Develop effective partnerships
- Provide partners with cause marketing opportunities
- Generate revenue



**Sales and Sponsorship Program - Chicago Fire Soccer Center**



# CHICAGO FIRE SOCCER CLUB

## Strategies

- Targeting active sponsors
  - Persistent activation
- Local partnerships
  - Community focused
- Image compatibility
  - Similar target audiences
  - Healthy lifestyle



**Sales and Sponsorship Program - Chicago Fire Soccer Center**



# CHICAGO FIRE SOCCER CLUB

## Target Audiences

- Young to Middle-Age Professionals
  - Recreation Leagues
- College Students
  - Intramural Leagues
- Youth
  - Foster Fan Avidity



Sales and Sponsorship Program - Chicago Fire Soccer Center



# CHICAGO FIRE SOCCER CLUB

## Competition



CHICAGO  
**Indoor Sports**

Sales and Sponsorship Program - Chicago Fire Soccer Center



# CHICAGO FIRE SOCCER CLUB

## Research

### GeoStrategies

- Identified local season ticket holders
- Most profitable customers
- Understanding the fan demographically and psychographically
- Goal to improve fan experience and engagement
- Utilize their expertise on the Chicago market for the new indoor facility

### IEG

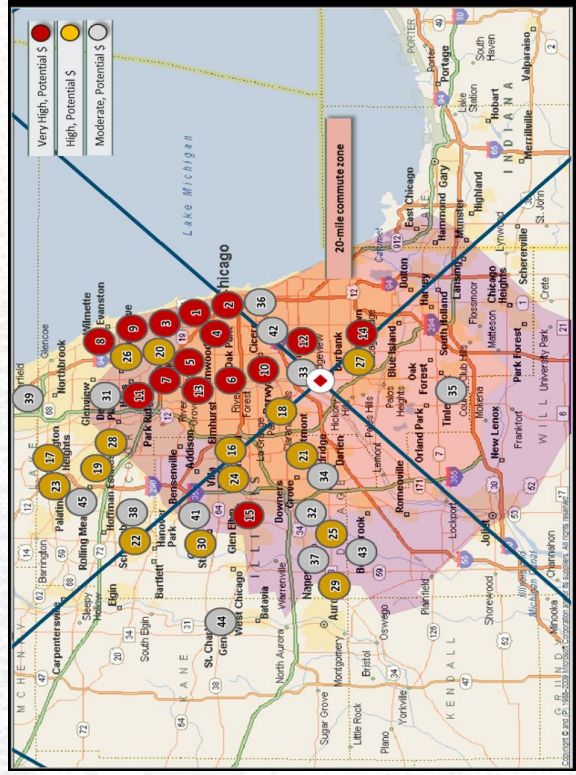
- Mission to provide sponsorship measurement solutions
- Focus on increasing brand awareness and enhancing brand image
- Measure effectiveness of sponsors
- Survey research, business metrics, measure impact



# CHICAGO FIRE SOCCER CLUB

## Research

### GeoStrategies



### IEG

- Some other clients include...





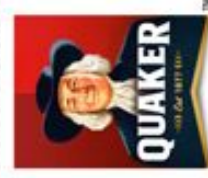
# CHICAGO FIRE SOCCER CLUB

## Sponsorship Sales Strategy

- Tier 1 Sponsors
  - Primary targets have existing partnership with Chicago Fire
  - Category exclusivity for Soccer Center inventory
  - First access to prime inventory over Tier 2 sponsors
  - Limit to categories that align with target audience

### Primary Tier 1 Target Categories

- Food – Quaker
- Grocer – Aldi
- Vehicle – Toyota
- Sport Apparel – Adidas
- Beer – Lagunitas
- Sports Drink – Gatorade







# CHICAGO FIRE SOCCER CLUB

## Sponsorship Sales Strategy

- Tier 2 Sponsors
  - Do not have existing partnership with Chicago Fire
  - Local community businesses
  - Limited, but not category exclusive
  - Participation in the Chicago Fire Card program
- Tier 2 Target Categories
  - Restaurants, Bars
  - Physical rehabilitation centers
  - Child services (day care, tutoring, etc.)
  - Professional services

**Sales and Sponsorship Program - Chicago Fire Soccer Center**



# CHICAGO FIRE SOCCER CLUB

## **Selling Points and Sponsor Benefits**

- Soccer Center inventory
- Increased exposure to target markets via traffic at the facility
- Year-round visibility (not just in-season)
- Product sampling and display at events
- Products/services showcased and used during events
- Exhibit space at events
- Standing in the community – involvement in giving back
- Media exposure
- Hospitality and entertainment opportunities
- Use of Fire logo and select intellectual property

**Sales and Sponsorship Program - Chicago Fire Soccer Center**



# CHICAGO FIRE SOCCER CLUB

## Soccer Center – Signage Inventory



Sales and Sponsorship Program - Chicago Fire Soccer Center



# CHICAGO FIRE SOCCER CLUB

## Soccer Center – Inventory

- Prime
  - Signage
  - Equipment and supplies used at facility
  - Open areas (for kiosks, displays, etc.) during events
  - Hospitality and Entertainment
  - Media
  - Talent – coaches, players, management
- Standard
  - Common area signage (not conflicting with Prime)
  - Rec League jerseys, Event participant t-shirts
  - Participant gift bags at youth events/camps
  - Event trophies and packages



## Sales and Sponsorship Program - Chicago Fire Soccer Center



# CHICAGO FIRE SOCCER CLUB

## Advertising and Promotions

- Implemented by Sales and Activation team
- Examples
  - Promotions around facility and events
  - Merchandising & product positioning in stores
  - Team member appearances
  - Event tickets and other Chicago Fire Prizes
  - Event participation and hospitality
  - Showcase at community events
  - Chicago Fire Club Card program



**Sales and Sponsorship Program - Chicago Fire Soccer Center**



# CHICAGO FIRE SOCCER CLUB

## Events and Rec Leagues

- Program Goals
  - Enhance development of youth
  - Utilize Soccer Center as a community hub
- Events/Competition
  - Quaker Invitational
  - 3v3 Live
  - Combines
  - Rec Leagues
  - Soccer in the Community



**QUAKER  
INVITATIONAL**  
AUGUST 15<sup>TH</sup>  
TO AUGUST 17<sup>TH</sup>

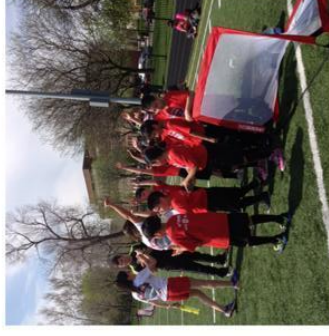
**Sales and Sponsorship Program - Chicago Fire Soccer Center**



# CHICAGO FIRE SOCCER CLUB

## Cause Marketing

- Foundation Programs
  - P.L.A.Y.S.
  - Kicks 4 Kids
- Friendlies
  - Host practices at Soccer Center
  - Different leagues play each other



## Sales and Sponsorship Program - Chicago Fire Soccer Center



# CHICAGO FIRE SOCCER CLUB

## Budget

Sponsorship Revenue		
Tier 1 - 6 Companies	\$300,000	
Tier 2 - 40 Companies	\$100,000	
Gross Revenue		\$400,000
Sponsorship Expenses		
Quantitative Research	\$20,000	
Qualitative Research	\$55,000	
Signage	\$6,000	
Turf Logos	\$40,000	
Total Expenses		\$121,000
Net Revenue		\$279,000

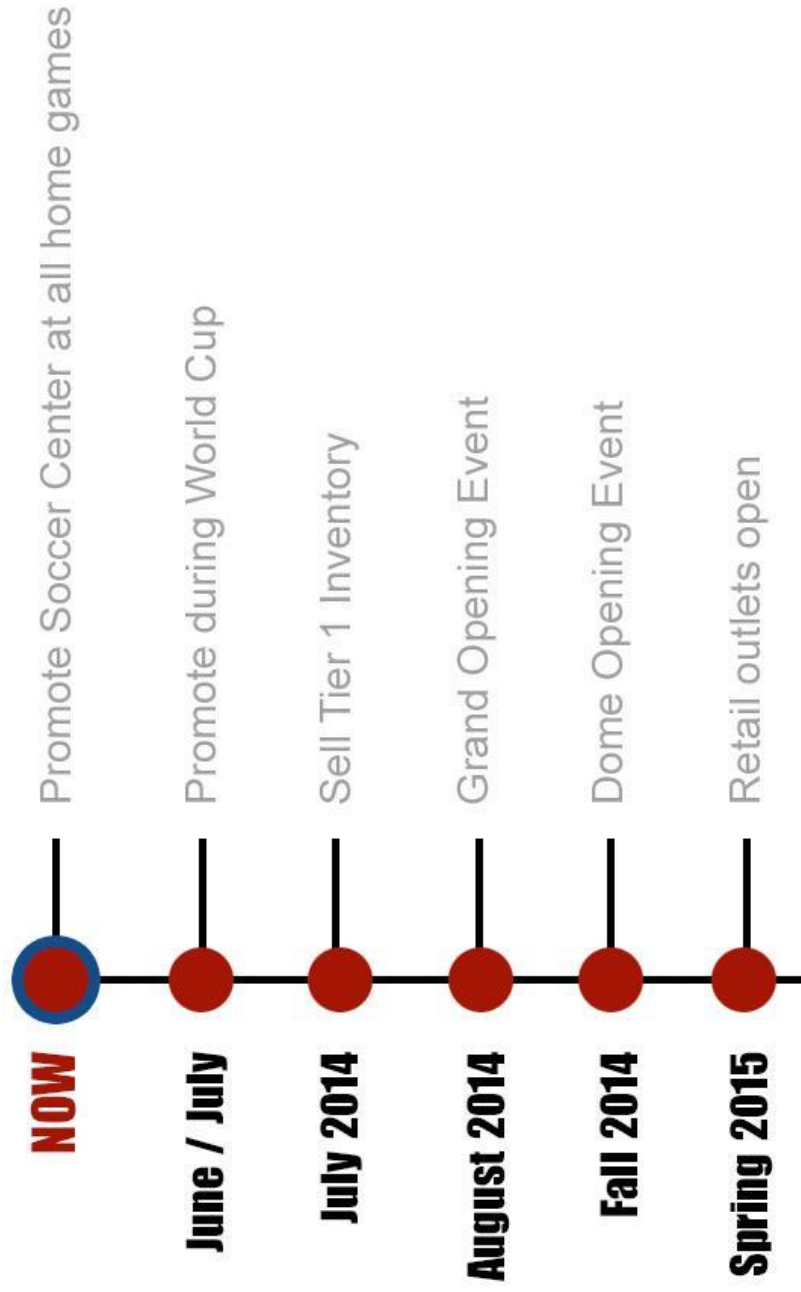
Sales and Sponsorship Program - Chicago Fire Soccer Center





# CHICAGO FIRE SOCCER CLUB

## Timeline/Execution



**Sales and Sponsorship Program - Chicago Fire Soccer Center**

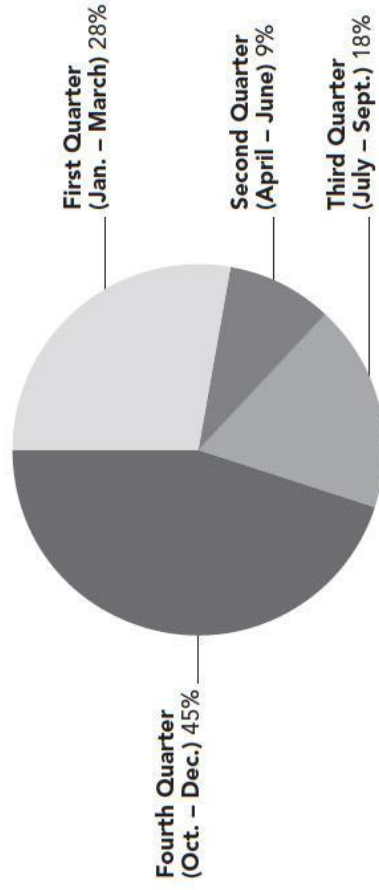


# CHICAGO FIRE SOCCER CLUB

## Goals/Measurement/Benchmarks

- Leaders in the community
- League measurement
- Research and surveys for sponsorship measurement
- Have commitments on 30% of sponsorship inventory prior to August 2014

During which time period does your company determine its sponsorship budget?



© 2011 IEG, LLC. All rights reserved.



# CHICAGO FIRE SOCCER CLUB

## Next Steps

Sales and Sponsorship Program - Chicago Fire Soccer Center