

2014 FC EDMONTON PROFILE



FC Edmonton Soccer Club

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fcedmonton.com



OWNERSHIP STATEMENT: TOM & DAVE FATH

- STABILITY** 2014 will mark FC Edmonton's fifth year as a professional soccer club in Edmonton, making it the longest standing pro soccer team in City history.
- COMMITMENT** Owners Tom and Dave Fath are determined to make professional soccer viable, not because they love the game, but because they love Edmonton.
- INVESTMENT** Ownership continues to invest in a quality team product on the field, in the venue itself, in the game-day experience, in a quality national television broadcast, and in the development of youth soccer for both boys and girls.
- COMMUNITY** Tom Fath donated over \$50,000 back into minor soccer in 2013. FC Edmonton works with virtually every soccer zone and club in the Edmonton region, as well as with inner city programs, various charities and the Edmonton Foundation of Community Leagues.
- GOALS** To fill the existing Clarke Stadium on a regular basis in 2014 and to work on becoming sustainable through development of a mid-sized stadium.
- SUPPORT** FC Edmonton is asking for the support of corporate Edmonton as well as the Edmonton area community. The club has positioned itself well to build on recent momentum by partnering with strategic corporate brands in order to continue to grow support with the greater community.



COACHES STATEMENT: COLIN MILLER

Coach Colin Miller is widely regarded to be one of the top elite coaches in Canada, and was selected to coach the Canadian Men's National Team on several occasions in 2013.

Under Colin Miller's mentorship this year, the Eddies improved dramatically over their 2012 performance. In 2013, the Club has been tough and consistently competitive, but a league-high 12 draws led to challenges in the standings.

Already possessing the best defensive team record in the North American Soccer League, Colin is planning to focus on offence through a quicker transition game and creating more scoring chances.

The Eddies are tough, tenacious and extremely physically fit. Colin Miller expects and demands an honest, hard-working effort from every player right until the final whistle.



NORTH AMERICAN SOCCER LEAGUE (NASL)

MARKETS

Each NASL team represents a metro market area not served by a team in the first division Major League Soccer (MLS). This strategy ensures that every NASL team is at the top of the professional soccer “pyramid” in their home markets.

LEAGUE

The NASL Head Office is located in Miami, Florida and currently has eight teams in Canada and the United States competing in a 26-game schedule from April through October.



Atlanta Silverbacks



Minnesota United FC



Carolina RailHawks



New York Cosmos



FC Edmonton



San Antonio Scorpions



Fort Lauderdale Strikers



Tampa Bay Rowdies

EXPANSION

Beginning in April 2014, three more professional soccer franchises will be added to the NASL, bringing the League to 11 teams.



Indianapolis Eleven



Ottawa Fury



Virginia Cavalry

FUTURE

An additional two franchises have also been approved by the NASL Board of Governors for start-up in 2015: Jacksonville and Oklahoma City. Future discussions are ongoing with a selected number of cities in Central and Western United States.



FC EDMONTON HISTORY

2014 marks the 5th year the FC Edmonton Professional Soccer Club has been in existence. FC Edmonton is now the most established professional soccer franchise in Edmonton's history. Four of these years have been as a team in the North American Soccer League, which is expanding to 11 teams in 2014 with the addition of Ottawa, Virginia and Indianapolis.

Colin Miller, a former Canadian National Coach and Vancouver Whitecaps Assistant Coach, along with veteran sport executive Rod Proudfoot were brought on board for the 2013 season as the Head Coach and General Manager, respectively. Great strides were made this year, both on and off the field, in fielding a much more competitive product, generating more fans and creating a more fun and interesting game day experience.

FC Edmonton purchased and installed almost 3,000 new seats on the east and south ends of Clarke Stadium. Average game attendance in 2013 more than doubled over 2012. To maintain this positive momentum, 2014 will be a critical year for FC Edmonton to fill up Clarke Stadium and make significant progress towards sustainability. Tom and Dave Fath remain committed to growing this FC Edmonton franchise and to reinvesting in our Edmonton community and youth.

FC Edmonton is now the primary professional soccer franchise in Canada for delivering programs focusing on elite youth development for both boys and girls. The Club's partnership with the Alberta Soccer Association will guarantee that Edmonton will be a strong contributor of young elite soccer players to the varsity, MLS and national team organizations for both men's and women's soccer programs.



M31 DESIGN GROUP

M31 Design Group is an Edmonton-based software, web development and video production company that exclusively produces live national telecasts of all FC Edmonton home games to be shown via Rogers Sportsnet 360.

FC Edmonton is the only professional soccer team in Canada that is broadcast nationally. Viewing audiences for FC Edmonton games are well above normal viewership levels for the time slot that the games are being broadcast.

The recent acquisition of a 55' fully equipped mobile production studio allows M31 Design Group to produce other sporting and special events, concerts and conventions in Alberta and across Western Canada. M31 also owns a set of 170kw power generators, which are the only ones of their kind in Western Canada.

In addition to live and video sport production, M31 Design Group also provides production services for corporate video projects.



2013 PARTNERSHIPS



TICKET SPONSORS:

Abalone Construction

Asmir Begovic

Edmonton Kenworth Ltd

Frank's Sandblasting & Painting

Nilex Inc.

Sticks & Stones

Aggreko

Brock White Canada

Finning Social Club

Mayo Industrial & Automotive

Ryan Lauber - Remax

The Madden De Luca Foundation

Alberta Safety Construction

Edmonton Federation of Community Leagues

Flight Fuels/Brandon Petroleum

Miller Thompson

St Albert Sports City

Treasures Insurance Edmonton

FEATURED CHARITIES:

Canadian Breast Cancer Foundation

YWCA Edmonton

Ronald McDonald House

Kids Up Front

Lois Hole Hospital For Women

KidSport Alberta

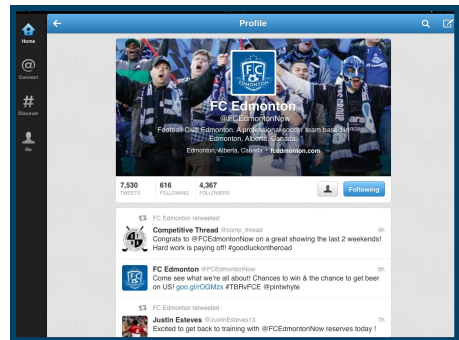
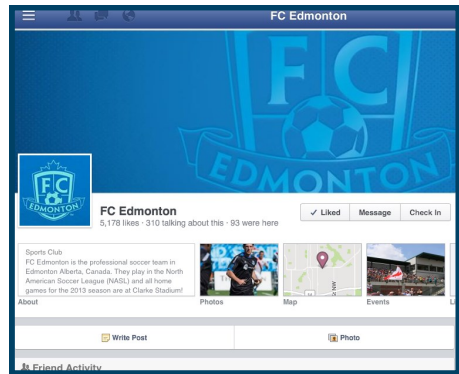
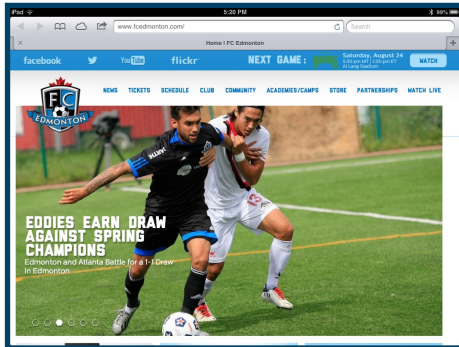


FC EDMONTON TARGET AUDIENCES

- SOCCER FANATICS** Fans of teams abroad & viewing games in pubs who are interested in supporting a local pro club.
18-40 year olds looking for a social atmosphere - similar to what they see on television with MLS/EPL.
- MINOR SOCCER** Minor soccer ticket fundraisers & group outings - FC Edmonton works with all local minor soccer zones.
Minor soccer game day experiences for youth teams/players taking part in ticket initiatives:
- Dream Team
 - High Five Line
 - Ball Retrievers/Flag Bearers
 - Minor soccer camps & clinics
- FAMILIES** Affordable family fun option with player accessibility unlike other professional sports offerings.
Sunday afternoon games with a family picnic-type atmosphere - variety of affordable food options.
Family & children's activities (inflatables, face painters).
- NEW CANADIANS** Integration into North American culture through the familiarity of the World's game of soccer.
Affordable for immigrant families.
- CORPORATIONS** Various mixers including Chamber Networking Game and business networking functions.
Corporate entertainment in VIP Hospitality Tents providing an exclusive suite experience.
Staff and family outings which introduce many non-soccer fans to the game and team.



MULTIMEDIA MARKETING



WEBSITE: fcedmonton.com

Traffic: 20,435 monthly visits, 10,734 unique monthly visitors
56,493 avg. monthly page visits, 2:10 avg. visit duration

Advertising Opportunities:

- Home Page Banner (300 x 300 dpi)
- Page Banners (930 x 300 dpi)

- News
- Schedule
- Tickets
- Roster

FACEBOOK: FC Edmonton

TWITTER: @FCEdmontonNow

Traffic: 5,250+ Facebook Fans / 4,400+ Twitter Followers

Advertising Opportunities:

- Full Season Social Media Campaign
- Two Week Promotional Campaign
- Game Week Social Media Campaign



IN-STADIUM BRANDING

JERSEY KIT



DREAM TEAM



SIDELINE ON-FIELD SIGNAGE



GOAL LINE ON-FIELD SIGNAGE



IN-STADIUM PROMOTIONS

HALF-TIME PROMOTIONS



ON-SITE ACTIVATION



IN-STANDS GIVEAWAYS



INGRESS/EGRESS OFFER DISTRIBUTION



MINOR SOCCER RELATIONSHIPS

LOCAL

In 2013, FC Edmonton worked with 9 minor soccer zones and clubs within the Edmonton Minor Soccer Association and the Edmonton Inter-district Youth Soccer Association on specific game-day ticket fundraising initiatives. By the conclusion of the 2013 season, FC Edmonton will have contributed over \$50,000 back into minor soccer, in and around Edmonton, as a result of the ticket fundraising initiatives.

REGIONAL

The Alberta Soccer Association and FC Edmonton have partnered up in 2013 to run Regional Performance Centres in both Edmonton and Calgary. These Centres will better develop elite youth boys and girls aged 13-17 to prepare them for collegiate or national programs. Alberta is the first such program of this kind in all of Canada. Additionally, a Mini-Stars program is now in place for U9-U12 minor soccer development.

NATIONAL

FC Edmonton also has a close and on-going relationship with the Canadian Soccer Association in the areas of minor soccer, youth development, officiating, and national team events. This relationship will bode well as the City of Edmonton prepares to host portions of two major international soccer events in the 2014 FIFA U20 Women's World Cup and the 2015 FIFA Women's World Cup.



COMMUNITY INVOLVEMENT

CHARITIES

Club owners, Tom and Dave Fath both believe very strongly in the concept of giving back to the community. This is evidenced in the role FC Edmonton plays with a number of charities such as Ronald McDonald House of Northern Alberta, Stollery Hospital, Kids Up Front, Free Footie, Lois Hole Hospital for Women, YWCA of Edmonton and others.

YOUTH

FC Edmonton's primary mandate is to play an integral role in developing local youth and minor soccer players within our community to grow their game and character. This is done by providing them with a professional environment, training, higher expectations, and a goal to achieve something greater.

DEVELOPMENT

In 2013, FC Edmonton had 15 Canadian players on its First Team, which is more than any of the other three professional MLS teams in Canada, combined. Eight of these Canadian players came from right here in Edmonton.

ENGAGEMENT

Additionally, FC Edmonton has a presence in a number of minor soccer tournaments throughout the summer, the K-Days Parade, numerous school appearances, an all-girls CIS soccer camp fundraiser, street soccer 3v3 tournaments, and a pavilion at Heritage Festival.



CORPORATE HOSPITALITY

VIP HOSPITALITY TENTS

- Suite-type atmosphere for up to 20 guests (employee appreciation, client relations, staff or family outing)
- Unique field level experience with branding, exclusive access, VIP parking and designated stadium entrance
- Multiple hospitality tents may be combined to accommodate larger groups at a single game
- Single game, multiple game and full season options are available - savings provided for multiple bookings
- Full catering options are available at an additional rate per person



FC EDMONTON TICKET USAGE STRATEGIES

CLIENT ENTERTAINMENT

- Say “thanks” to a new or long term customer
- Stay in touch with a customer who hasn’t done business with you lately
- Close a sale with a potential customer out at the pitch
- Honour a customer who makes timely payments of pays bills in full
- Treat a customer who has given you a referral
- Win back a customer who had a problem or complaint

NETWORKING

- Meet and get to know other business leaders who are also season ticket holders
- Provide tickets to local schools or non-profit groups

SALES INCENTIVES

- Hold sales contests with tickets as the reward
- Reward an employee who makes the most sales calls during a day/week
- Give to an employee who renews the most accounts
- Give to an employee who generates the most sales
- Give to an employee who goes on the most sales calls in a week
- Use as a reward for exceptional customer service

VENDOR RELATIONS

- Offer to a service person from another company who has taken care of you
- Use for trade opportunities
- Thank someone who has always given you great service
- Offer to anyone who has been beneficial to your company

PERSONAL

- Thank a neighbour who takes care of your house while away
- Treat visiting family and friends to a game
- Offer tickets to babysitters, paper boy, etc.
- Give as birthday gifts for nieces, nephews, children
- Take a date or significant other
- Enjoy FC Edmonton matches yourself

EMPLOYEE REWARDS

- Help part time workers feel more like part of the team
- Increase the fun at work with draws to win tickets
- Let those hard working employees with 100% attendance relax with a night at the pitch
- Welcome a new employee to the company
- Reward employees for being accident free
- Applaud an employee or department for hitting their goals
- Help employees celebrate their birthdays
- Show your appreciation to a company intern
- Treat an employee who has worked the most overtime
- Congratulate a retiring officer or employee
- Boost morale of employees who do not receive commission
- Put a smile on a stressed employee’s face
- Reward your “Employee of the Month”
- Improve communications with key co-workers
- Help foreign workers integrate culturally through the familiarity of soccer

SO MANY WAYS...

...TO MAXIMIZE 16 DAYS

