

# LOOKING TO CAPTURE THE HEARTS AND MINDS OF SIX-MILLION PLAYERS AND THEIR FAMILIES WHILE DELIVERING REAL-TIME ROI?

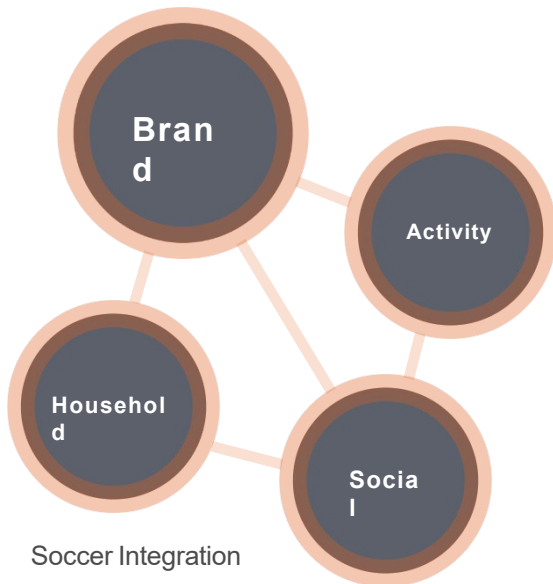
## SOLUTION - DEPLOY FMR'S AMATEUR SOCCER MARKETING PROGRAM.

FMR's CLUB-DIRECT PROGRAM IS THE FEEDER TO U.S. PROFESSIONAL & COLLEGIATE SOCCER PROGRAMS.

### 01 PASSION DELIVERS LONG TERM LOYALTY

Sports = passion. The FMR Amateur Soccer Marketing Program leverages the enthusiasm of participants and their families helping forge lifelong ties to your brand, not short-lived impressions. Our program uniquely digs into the game at the grassroots, building life-long relationships with players and enthusiasts associated with over 800 U.S. Amateur Soccer clubs.

By embracing the competitive passions of players and their families, FMR's club-direct Soccer Program positions you as a supporter of the sport's true enthusiasts, participants, and a life-long mentor to its young stars.



### 02 AUTHENTIC, ONE-OF-A KIND ACCESS

FMR's experience in the booming segment of Amateur Soccer can make your brand relevant to millions of Gen X, Y, and Z consumers and their extended families. FMR applies an unconventional approach to aggregating up to 6M youth soccer players around your brand; authentically endearing program participants and the millions of all demographic families involved in the fastest-growing sport in the U.S.

## 03 SPORTS-DRIVEN SOCIAL MEDIA

Finding the pay-off in traditional sports sponsorships is not easy. Compile that with Millennials migrating away from conventional sports to new genres of social sports that combine individual effort with collective achievement.

FMR is on the forefront and tapping into this movement with robust Social Media strategies, content generation and production of multi-tiered amplification campaigns.



## 04 #1 NETWORK IN AMATEUR SPORTS


FMR provides the largest email database, network and campaign activation model in the amateur Soccer space, embedded with targeted, high-value demographic and geographic segmentation. When it's time to communicate your message, we provide national scale, easy plug-ins for retail and franchise networks, marketing campaigns, social media outreach and in-market support for activations and events.

## 05 BRAND PRESENCE OPPORTUNITIES

The jersey is every soccer players prized possession. Our Club Sponsorships include prominent front-center jersey branding and placement in key internal and external club communications efforts. Our amateur Venue Signage Programs target high traffic, multi-sport locations, and our turn-key, nation-wide/regional Instructional Soccer Clinics are led by professional-level instructors and soccer icons.

Community Outreach Programs include organized uniform and equipment recycling efforts to underprivileged players, and our Soccer Clinics engage community and deliver ROI to our partner brands bottom line.





FMR is a technology and marketing company offering a collection of products designed to help unlock the lifetime value of customers.

For more than 20 years our belief has been: To be the First Marketing Resource for our clients.

What began as a business born from automotive branded merchandise has grown to encompass a full range of innovative, data-driven customer loyalty solutions.

 **FMR** Loyalty Starts Here.<sup>SM</sup>

For more information contact us on +1 877-750-1054

