



SUPER SOCCER LEAGUE, INC.

THE CONCEPT

The creation and formation of a new major league with 16 to 24 franchised cities, to play a new and highly exciting form of professional soccer geared to the American sports fan, in the major indoor arenas in North America with an initial four months summer season beginning June 1978.

THE FRANCHISES

Obviously in order for the Super Soccer League to be successful, top quality franchise owners must be found in the major markets in North America. It is envisioned that some ownership groups will come from present owners of existing sports franchises such as the National Basketball Association and the World and National Hockey Leagues. It is logical that these owners would like to expand their sports ownership into the summer months and into the same arenas where their winter sports teams compete. They already have their professional management available and largely utilized during the summer months period.

Another group of potential franchise owners in Super Soccer would come from prominent business leaders in the various communities who desire to become associated with major league sports for many and varied personal reasons.



INCLUDED IN FRANCHISE

In the past, in the organization of a new major league or in the expansion of an existing major league, a purchaser of a franchise received basically just the right to field a team in a specific geographical area; the right to 'attempt' to place players under contract from an expansion draft; and sometimes a proportionate share of royalty and television income, if any; although recently these shares of income have been waived or restricted for a specific time period.

Under the Super Soccer League concept, which is that the success of the entire League is dependent on the success of the individual franchisee, the League will supply the franchise holder with the following elements they will need to ensure a successful beginning and development of their franchise.

The Organizers (founders) of the Super Soccer League will therefore deliver to each franchise holder the following:

- A. An exclusive right to present and organize a Super Soccer League team in a specific geographical area.
- B. A proportionate share of ownership and income earned by Super Soccer Properties, Inc.



- C. A partial roster of professional soccer players, under contract to Super Soccer League and whose contract is assigned to the individual franchise upon selection at an annual league draft.
- D. Will make application for membership on a League basis and affiliation on an individual basis for the franchisee, with the USSF and FIFA.
- E. A visiting team share (10% of gross gate receipts) in a regulation Super Soccer League game.
- F. An internal accounting system for use by the franchisee. Assistance in establishing marketing concepts and materials.
- G. A completely staffed League office with a Commissioner, Director of Finance, Director of Public Relations, and a Director of Player Personnel.
- H. Training sessions for the franchise management in the operation, control and exploitation of a major League franchise.
- I. The preparation of sales materials such as media information handbooks, films, brochures, etc. (At cost).



TO: FRANCHISE HOLDERS

RE: BACKGROUND AND RATIONALE FOR ASSOCIATING WITH THE SUPER SOCCER LEAGUE, THE FASTEST GROWING SPORTS LEAGUE IN AMERICA

BACKGROUND

The game

Indoor Soccer is a fluid game with continuous action involving speed, agility and stamina. Action can be clearly followed by the fans. All players are "quarterbacks" who must handle the ball and play both offense and defense. It is a game for youth and a game to continue in "advancing age". Females are attracted to the game because it is open and understandable. And many have probably played in the past.

Unlike outdoor soccer, goals come quickly indoors. Unlike basketball, they do not come too quickly. Unlike hockey, they are readily apparent to the naked eye. Unlike pro football, strategy and tactics are simple, easily understood. (Tex Maule - Sports Illustrated - 3/13/75)

Soccer has moved away from its "ethnic appeal" syndrome previously incurred and now is the fastest growing sport in America, with over 500,000 playing in organized leagues.

Proof of Interest

Soccer is, quite simply, the most universal and largest sport in the world. The 1974 World Cup final was watched on TV by over 900 million people... the single largest TV occasion ever (even more than the Moon Walk).

There are over one million players involved professionally full time. Semi-professionals and registered amateurs number over 25 million; while countless millions of youngsters are involved at the grassroots level. (see charts)

REASONS FOR GROWTH

1) Natural Appeal to Youth

Soccer is a game of self-expression and constant involvement of every player, unlike football or basketball where only 1 or 2 participants are involved in each "play". The natural flow of the game presents action opportunities second by second.

There are no unusual physical requirements for the game, such as strength, great height/weight, or a combination of all three. It is a game which builds coordination, conditioning and stamina plus refines/controls that attribute called "speed".



Importantly, it is a co-ed game! Boys and girls play soccer together as early as age six and have been doing so across the U.S.A. Brothers and sisters can play together in their own backyard or in the community leagues. This co-ed interest will continue up through all the next levels of play in the community, colleges and pros.

In fact, soccer is the fastest growing college sport in the U.S. During 1975, 60% of all NCAA schools (421 of 709) played soccer vs. only 33% during 1956 when 128 schools participated. The chart below illustrates this trend:

<u>Year</u>	<u>Colleges Playing Soccer</u>
1975	421
1970	343
1966	227
1961	220
1956	128

2) Parental Appeal

Has one ball ever been able at one time to keep the whole family happy and occupied athletically? The soccer ball can! There are other very important reasons why parents encourage their children to play soccer:

- a) The equipment is significantly cheaper than football, baseball, and hockey (See attached articles).
- b) There are fewer injuries in the game due to the nature of the game. And when injuries do occur, they are less serious (See attached article).
- c) Ticket prices permit the average U.S. household to have "a family outing" to games.
- d) The general physical conditioning which results from soccer is healthy for children of both sexes. Each player benefits from being a "quarterback".

