



Operations.

SUPER SOCCER LEAGUE, INC.

2 Pennsylvania Plaza • Suite 1500 • New York, N.Y. 10001 • (212) 564-0505

Executive Offices:

President
Commissioner
Executive Vice-President
Director of Player Personnel
National Media Director
Director of Marketing

FRANCHISE OPERATIONS

“Super Soccer...America’s Sport of Tomorrow...Today!”



PROMOTIONAL AND PUBLIC RELATIONS OBJECTIVES

- (a) To promote the game of soccer wherever and whenever possible;
- (b) To create and execute workable and productive promotional ideas and projects;
- (c) To schedule the promotion plans and make them work;
- (d) To establish an identity of integrity and an image for SSL soccer of fun and excitement in the home territory and throughout the U.S. and Canada, as well as abroad - for the SSL and its players, personalities, owners, and shareholders - to maintain the "hot league" identity which SSL already has shaped;
- (e) To exchange ideas with the SSL Commissioner's Office and Staff and Member Club's Staffs directly and through the Commissioner, which will boost all SSL promotional efforts and aid each Club Member;
- (f) To build a community relations contact program and promote soccer with youths and adults;
- (g) To become aware of all media available for promotional possibilities; all channels for publicizing the SSL Teams and League - year round;
- (h) To establish close relationships with all media people;
- (i) To work towards an effective, year round promotional schedule, to be executed jointly by the League Office and the SSL Club staffs, which will keep the SSL brand of soccer in the public eye, not only on the sports page of the newspapers, but in all promotion and public relations media;
- (j) To make use of this handbook for its useful points and to improve it for better promotions in the future;
- (k) To build attendance, make a profit and make friends.



THE PUBLIC RELATIONS-PROMOTIONAL AREAS OF ACTIVITY

The basic precept in public relations and promotion work is to get properly organized first and then get everybody in the organization into the business of promoting and publicizing. Good public relations for a major league soccer club, the same as good PR for any business today, calls for an awareness first of what it is all about. Soccer is our business, first and last!

Sound public relations in the SSL calls for finding superior quality players, coaches, managers, promotion personnel, and top management. The team and the League come first, because that is what this whole thing is all about. Improve the team and the entire league, and the public relations-promotion problems and opportunities will begin to work themselves out automatically in most cases.

Find colorful players, and you find it easier to write about them; and the same with promotable personalities in other positions within the Club. Mainly, the subjects for PR and promotion are the team players, the General Manager and a key figure in the front office. The games and the action; the progress and development of the Club revolve around these central subjects, with assists from the League Commissioner, League policy, the Board of Directors, the President and the Officers of the League.

The owner of the AFL New York Jets - "Sonny" Werblin, gave a dramatic boost to his club's public relations when he borrowed

from his earlier entertainment experience in talent representation at MCA of well-known star personalities. He noted that the sports playing field is like the theatre stage or the movie or TV screen. You need a star or stars to attract attention on the field and hold audience interest. So he invested better than a half million dollars in Joe Namath - a college All-American who made the grade and another All-American, John Huarte, who did not. Result: everybody in the sports world started talking and figuring about the deal first, and then they came out to see what would happen. The Jets became big-time overnight, even before Namath put on his Jets' helmet.

It is a simple approach - to state that if you find a star, you can build a soccer club around him. The point is that news-making copy results from star players, and, (in the case of the lowly Mets-from a star manager in colorful Casey Stengel, although the fans will not support a losing team for many seasons.) If stars are scarce in these first few years of major Super Soccer, then the fielding of a winning team of unknowns will make them known with promotion-minded Club management behind the team.

Our approach to organization here, and the functions within the League and the Club, may help to clarify day-to-day operations as applied to the promotional program.

Although each Club's officers vary in titles and functions, it is essential for good organization to make known that one man is the Chief Executive Officer. That man should be responsible on the high policy level for all Club public relations-promotion, and for the carrying

out of SSL PR-promotion except where the League Office reaches out nationally or covers the local area in cooperation with certain broader projects such as Soccer America.

Every Club has assigned its public relations to a Public Relations Director or similarly-titled man, who should be given as much authority as possible under the Chief Executive Officer's policy control. These are the two specifics of good organization in these areas, but in between and all around the Club's activities there is the need to reiterate that everyone in the Club organization must assume an interest and a part of the PR-promotion program execution.

But not only does the promotion planning call for everyone's participation, it also implies in a small organization that each person must have versatility and a boundless enthusiasm and energy, all of which are especially need in the field of sports.

To be more specific, it is suggested that the Public Relations Director may well also assume much of the responsibilities of advertising and promotion, for if he is properly qualified, he should know the media which apply to these areas as well as to publicity and PR.

Marketing and merchandising responsibility could be assigned to the General Manager, Vice President, Executive Vice President, with some parts of the projects developed assumed by the Ticket Manager if his role is set up separately, and some to the PR Director.

Management and administration on the team side of the Club flow through the General Manager to the Coach and the Team and its Players, down

from the Board and its Chairman and Officers. The same line of authority flows through the top management down through the Executive Vice President, Vice President, General Manager, Public Relations Director, Ticket Manager, and any assistants. With regard to promotion and public relations, it is more effective to have the Public Relations Director report directly to the General Manager, who is charged with execution of the company policies, but he must work cooperatively with all staff and management.

The Public Relations Director must know all of the media and channels available to him in his area for planning, scheduling, and executing the promotion-PR program of the Club and for cooperating with the Commissioner's Office in conduct of League PR-promotion as needed. He should be both PR-oriented and media-educated, hopefully with experience in both. He should know his media list and the people on the list. A newspaper man can adjust to public relations if he is imaginative, can create news-making projects, and interpret the obvious and sometimes hidden news around him daily. (this is the job of the good reporter) But he must learn to "sell" in his copy and in his personal contacts, not only with editors, radio, and TV newsmen, but also with the program producers on television and radio, with the officers of service clubs and chambers of commerce; and with anybody locally and anywhere who will help his Club to become better known, thus more popular, thus attracting more support in tickets and attendance, and in extensive PR media coverage.

A Public Relations candidate who has not had some newspaper training will have a difficult time working with the sports editors and writers. A good PR man will know that he must tone down his copy somewhat in order not to oversell in his releases to the press. He will learn his keep if he keeps the stories going to the press; contacts the radio and TV sports desks; maintains community relations assignments regularly, and follows through as indicated later on in these chapters under "Promotional Strategy and Public Relations Planning."

Community Relations functions can be handled more efficiently by the President or one of the Vice Presidents of the Club, with help from the PR Director, General Manager, the Ticket Manager and players from time to time. The PR Director will know how to make publicity out of what the Vice President arranges with the local corporation, service club or municipal body. In fact, he should be filled in on all such contacts in advance, for photo and story possibilities.

Government Relations ordinarily would fall to the President or Chairman active in the Club, with assistance from all Club personnel, but the PR Director can again help make news of the various ideas worked out.

The role of Spokesman for the Club would usually be assumed by the Chief Executive Officer, yet many talented Club personnel might speak at various city and community functions. The speaking role is most effective in producing a good press, in the speaking even itself, and in resulting publicity.

A PR Agency man is going to have to devote a great amount of time to the SSL Club - to help sell this comparatively new product of major league pro soccer. He should work closely with top management to do a good job.

The Ticket Director or Manager should be a veteran sports ticket operator who can help develop profits through season ticket sales and prudent ticket merchandising. More details on ticket promotions will be given later on in this handbook.

If every member of the Club management would constantly remember that what he does successfully in his functions is of interest to other Clubs in the SSL, he will be really helping the growth and prosperity of the League, his own Club and himself. This is not a case of the old bromide that if you scratch the other guy's back, he will scratch yours, but the fact that you have to, in order to make a profit, for you are playing half of the season in someone else's home Club ballpark. This calls for a practicable, working program during the season, and in the off-season, to exchange ideas and plans through the League Office, which will pass it on to the rest of the Clubs, and directly with one another when more convenient - always copying the Commissioner and his staff with the exchanged item, (to stick to policy and work for spreading the word around to all Clubs in the SSL.) Memos and queries should be answered by return mail. This function is most important!

This is good internal public relations - or better, what we should

call good League Relations and Club Relations. It is what makes a League click and what contributes to giving the League and its Clubs a character and personality recognized by the press and the public alike - as well as by every one of us working for SSL.

SOCCER SELLING TOOLS

A Brief Description of Our Selling Tools

Public Relations covers the entire area and function of attracting the public's attention through utilizing, at no media cost, all available media to inform and persuade - resulting in:

- (a) General, local and national acceptance of the game of soccer by the public in all age brackets;
- (b) A favorable feeling towards the SSL players, Clubs, and the League;
- (c) And public action in support of the SSL team at the stadium box office and throughout the Club city and its greater metropolitan area.

Public relations can be all-emcompassing and dramatic in building and maintaining our image, yet subtle in execution of the year-long PR campaign. Its effective applications to soccer, the SSL League, the Clubs, owners, front office, managers, coaches, players, soccer fans, marketing of SSL-Club products and personalities will be both obvious and devious, yet always factual and truthful. Public relations will do much to build a strong identity for the SSL Club and the League through establishing integrity and editorial belief.

Publicity is a tool of public relations, including the writing and phoning of news ideas and press releases to newspapers, TV, radio, trade and consumer publications. Publicity is a more direct, more specific part of PR which must be workmanlike in its daily dissemination of some form of news about the SSL Club in and out of season. (A recent description is apt: "The difference between public re-

tations and publicity? A woman who wears a subtle perfume is using public relations, whereas a woman who wears clothes a size too small is employing publicity. Both can be effective.") (Quoted from Roy A. Abrahamson in Marketing, Canada.)

Promotion designates the special projects which boost attendance and sell more tickets, such as special days, nights, games, clinics, booster clubs, service clubs, company ticket deals and discounts; scout, fraternal, civic, and community-wide activities. Free soccer shirts, kids' days, ladies' days, Shrine games are examples. (And, as indicated above, promotion applies to the entire sales effort to bring people to the stadium and become fans.)

Advertising is paid space or time in any printed publication or broadcast medium. Contrasted with public relations, advertising specifies newspaper or magazine page, column or inch-space requirement and limited broadcast time on radio or television at rate card prices per unit. Whatever is presented is used by contract and is guaranteed to appear. (Public relations utilizes space in media through acceptable publicity-editorial news, features, photos and facts - at no media cost because most editors and program directors rely on this material to add to their own staffs' production, and no guarantee is made that it will appear as presented.) No request should be made or even hinted at, for donation of publicity because of use of advertising in any publication. Some publications will offer it, but in almost all cases, the advertising and editorial policies and departments are completely separated.

Research involves the historical fact-gathering and delving into all sources relating to soccer - past and present - and the continuing compilation on a daily basis of statistical data for publicity and record keeping. It will include finding all facts regarding the scope and extent of soccer in the U.S., Canada and other parts of the world for our overall sales and public relations reference for yearbooks and all types of statistical data about soccer and SSL.

Sales Promotion applies to creating and disseminating collateral material for boosting a commercially profitable soccer project; for informing the sports trade and for building general public interest with pamphlets, manuals, schedules, photos, buttons, programs, premiums, etc. and any items not strictly classed as advertising in media.

Merchandising is the extra push added to salable SSL soccer personalities and properties and to advertising, promotion, publicity, PR or sales activity. Merchandising opens up sales projection of SSL soccer-identified products and of SSL soccer players and teams as salable properties for such areas as clothing, food, sporting goods, etc. advertising on TV, in newspapers, magazines, and on radio - for fees to players, with residual rights for re-runs. Despite the lack of recognized American players today, a demand exists for certain sports people and we can assist in broadening this demand. Merchandising of photos of players and teams; of soccer T-shirts with insignia and of other items are self-liquidating and profitable in many cases. We will also work to arrange overall SSL merchandising projects which will produce income and provide a sales umbrella over all of our activities.

Marketing is a term, vaguely understood by many; used extensively in the overall sense as is promotion, to describe an all-out sales awareness and control. Marketing embraces the whole gamut of sales development, starting with the birth of an idea or creation of a new product, tracing back through research. Packaging, advertising, public relations, sales promotion and sales control all are sales adjuncts of interest to the marketing man. It will include ticket sales and product-personality sales.

In soccer promotion and soccer sales development, we are mainly concerned with examining all that is marketable from the broadest view, such as the soccer ball, the player's uniform, the players as sports personalities, the game itself, the general manager, and coach, the team owners, and officers, the stadium, a team mascot, the team logos, the SSL logo, dramatization of the team name, and finding ways to make profits from these.

Another explanation of the soccer marketing activity is our own term - the total selling capability - that is, utilizing the various abilities within our own SSL organization to accomplish our goals in sales through effective use of research, sales promotion, advertising, and public relations. Some of these ways are spelled out later on in this handbook and in other ways yet to be applied.

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SUPER SOCCER LEAGUE FRANCHISES

SAMPLE SEASON TICKET CAMPAIGN

BOOSTER CLUB INFORMATION

PREPARED BY
RICHARD C. RAGONE
INTERIM COMMISSIONER

"Super Soccer...America's Sport of Tomorrow...Today!"

SEASON TICKET CAMPAIGNM E M O R A N D U M

TO: John Doe

FROM:

DATE:

SUBJECT: 19__ SEASON TICKET CAMPAIGN
(NOVEMBER 1, 19__ - FEBRUARY 1, 19__ - 12 WEEKS)

Below is an outline of the areas that must be covered by the _____ organization in order to reach our goal of 5,000 season tickets for 1978.

The following campaign will need the help and support of the entire staff if we are to reach our goal. It is divided into five (5) phases.

PHASE ONESUPER SOCCER BOOSTER CLUB

On _____ a letter will be mailed to the 19__ season ticket holders. This letter will be signed by the General Manager and will be pertaining to the organization of the _____ Booster Club. This Club will be made up by all people interested in the development of the _____. The nucleus of the Club will be last years season ticket holders. This letter will ask for their support, not only as members of the Booster Club, but also to help organize the Club and bring in new members and ticket holders. The Booster Club will have its own elected officials and have a monthly meeting to be held at _____. A goal of 1,000 members is set for 19___. The members will pay for membership. We have the option to either:

- A. Charging a \$5.00 membership fee to any person who wishes to join, or
- B. Hold the Booster Club membership only to season ticket holders and add on the \$5.00 to the cost of their season tickets. The Club would supply

the Boosters with one of the press levels at the Orange Bowl for an after-game get-acquainted party with both the home and visiting team, the costs incurred by this party to be paid by the Booster Club treasury. The Booster Club will also meet **once** a month and the Club will provide a speaker and films for these meetings. The formation and handling of this Booster Club will be the responsibility of the Director of Public Relations.

I believe an incentive should be provided to all Booster Club members in order to stimulate their selling of season tickets for the _____ Club, possibly we could subtract \$5.00 off the cost of their season ticket for each person buying an adult season ticket that they bring in. The letter explains that the Booster Club will also have a short form which will be mailed in by all parties interested in being part of the Booster Club.

PHASE TWO

1. _____ 19____ SEASON TICKET HOLDERS

On _____, a second letter will be sent to all 19____ season ticket holders giving them first priority in renewing their 19____ season tickets and the opportunity of buying more season tickets or having their current seats moved according to availability. This letter will be signed by the General Manager and will express the gratitude of the Club for their support during 19____ and ask for their support again for the 19____ season. This letter will also mention the new Booster Club and invite all season ticket holders to join.

NOTE: RENEWAL APPLICATIONS which will be enclosed with the letter should be made out in all aspects except for the number of tickets purchased so that the ticket holder has the least possible work to execute, complete and return the application.

2. TELEPHONE FOLLOW-UP

On _____, the Club secretarial staff will follow-up the first letter with a phone call to each of the 19____ season ticket holders. They will have an index card for each ticket holder and will make note on the back of the card of the holders' comments.

3. KICK-OFF BREAKFAST

After these initial steps are completed, a formal season ticket kick-off breakfast will be planned to be held at _____, on _____. The people who have responded to the Booster Club letter and who have already purchased season tickets will be invited, along with the Club ownership and the breakfast will be to

organize these people into a working sales unit for the _____ Club season tickets, stressing the sale of season tickets as Christmas presents. We will need the following items initially for this breakfast:

- A. Application blanks.
- B. Seating Charts.
- C. Self-Addressed Club envelopes with postage paid for seller report forms.
- D. A seating plan for the people invited.
- E. Press releases to be distributed to the Media in attendance.

The emphasis of this breakfast will be to spell out the objective and orient the group. We will need a key note speaker and a person to sum up by driving home key points.

We will set up the following award system or incentive system:

- A. Any individual selling 100 season tickets will be awarded a special _____ Club Blazer and trip to an away game.
- B. People selling 50 season tickets will receive a _____ Club Blazer.
- C. People selling 25 season tickets will receive professional soccer balls autographed by the Super Soccer Team.
- D. Person selling 6 tickets, gets his season ticket free.

We will need a catchy name for this group and also a slogan or theme in which the campaign will be built. The primary season ticket push will continue through the new year, at which time Phase One will end.

PHASE THREE

1. JANUARY _____ THROUGH FEBRUARY _____
Pro Sports Campaign

On _____, a letter will be mailed to the entire local pro team soccer Ticket List. This letter must be signed by the owner of the local pro team. The letter will emphasize the success of the _____ last season and use the theme "Don't you wish you had a seat on the mid field line for the _____ Games? Don't Miss out again." Enclosed with this letter will be a _____ Home Schedule.

2. Every effort should also be made to contact all _____ Booster Clubs and try to secure their support for the Club season ticket drive.

PHASE FOUR

1. SEASON TICKET SALES THROUGH GROUPS

In conjunction with the time period designated for Phase Two, we must also try to recruit and organize a campaign force of 100 volunteers who will assist in selling season tickets in the _____ area.

I would like to request that you submit by _____ a list of volunteers you feel could be called on for help. The Club office will prepare a 2 by 5 card for each volunteer, listing the last name, first name and the telephone number in the upper right hand corner.

Of these volunteers, a small group will act as a research committee to check names of companies, addresses, telephones, etc., and supply the rest of the volunteers with pertinent information of prospects. After these lists have been comprised and the volunteers have been chosen, we will set up a boiler room type operation for five (5) telephones to run through all prospective companies to make contacts.

We must develop 1,000 prospect cards for the volunteers and for ourselves to be broken down as follows:

Managing Director	50 Top Prospects.
Other General Partners	150 of the next best Prospects.
General Manager	50 Prospects (to be finished by February 1st)
Public Relations Director	50 Prospects (to be finished by February 1st)
Marketing Director	50 Prospects (to be finished by February 1st)
Other Staff	Contact all other Prospects and Volunteers for the remaining 600 Prospects.

Approximately six (6) cards to a person to be finished by _____.
Once the campaign is underway, the following will be needed.

- A. A How-To? Newsletter.
- B. A Weekly Bulletin-News of outstanding progress.
- C. Meetings (small get-togethers to review progress).

PHASE FIVE

RETAIL OUTLETS

An effort must be made to set up a program of season ticket sales to retail stores in the _____ area. The primary outlets would be:

- 1. Department stores with counter display of soccer-oriented goods (Jordan Marsh, Burdines, Sears).

2. Through all local sports goods stores.
3. Through other retail outlets, which we shall be using through promotion tie-ins on home games.

To summarize, I will coordinate this drive, but will need your help and dedication in order to have a successful season ticket drive. Now we need to direct our efforts to get a hard-core group of 100 volunteers, who will help us carry out a successful season ticket campaign. If we get this group rolling, I am convinced others can be persuaded or will jump on the "bandwagon".

SEASON TICKET HOLDER CONTACT LETTER

Date _____

Dear _____ Season Ticket Holder:

With the 19____ season just completed, this seems a fitting time to express our gratitude to you for your continued support of the _____.

We are officially opening the _____ season ticket sales for 19____ and extend to you the first priority to purchase season tickets for the 19____ home games at _____. This priority will remain in effect until the public sales begins on _____, 19____. The 19____ season ticket package will encompass _____ () games and reserved seats are \$_____ each. A \$_____ deposit will verify your order and you may choose from several interest free payment plans for the balance.

An application blank, and a self-addressed envelope are enclosed for your convenience.

A major public season tickets campaign will begin about _____, and I urge that you get your order in prior to that date.

If you have any questions, please call me at your convenience.

Sincerely,

John Doe
General Manager

Dear _____ Season Ticket Holder:

These are busy days for the management and coaching staff of the _____, as we prepare for the 19____ Super Soccer League season - a year which we feel will be rewarding both to ourselves and to our fans. We officially open our season ticket campaign for '____ with this invitation to renew your _____ season tickets. It also gives us an opportunity to express our sincere thanks and appreciation for the loyal support you gave the _____ in 19____.

Now, the task at hand - onward and upward in '____.

The 19____ season ticket package will include 16 games. All will be played at _____. We also plan on having many fringe benefits for our season ticket holders, such as

. A newsletter, which will keep you informed of all the _____ happenings,

. Discount on tickets for all International games - and we have some great ones planned.

Super Soccer Magazine - the official game magazine of the _____ - will be offered at a reduced rate, if ordered through a yearly subscription.

These are just a few of the advantages of being a _____ season ticket holder. We have more in the planning stages, and we will keep you informed.

The application, seat diagram, and self-addressed envelope are enclosed for your convenience.

The deadline for renewing your 19____ seats is December 31st, so don't hesitate. Mail your renewal application to our office as soon as possible, so that we can guarantee you the seats you had last year.

The running of a professional sports team is a never-ending business. When our regular-schedule season drew to a close last August, we immediately began looking ahead for bigger and better developments for the coming season. Our new coach hopes to give _____ a team which we can all be proud of.

Many thanks again for your loyal support. If you have any questions regarding your season tickets, please call at your convenience. Have a pleasant holiday season - and rest assured that the coming winter months will bring you an SSL representative that will be exciting to watch and the best sports team in _____.

Sincerely,

JOHN DOE
General Manager

JD/dn

LETTER TO LOCAL PRO SPORT SEASON TICKET HOLDERS
(Football, Hockey, Baseball, Basketball, etc.)

Date

Dear Pro Sport Fan:

Remember when you could 'pick and choose' a seat for the _____ games?
It wasn't too long ago...

Hopefully, it won't be too long before the same situation will occur for
_____ 's Super Soccer Club the _____. The club was
recently purchased by a group of _____ 's leading businessmen whose
goal is to make _____ the Super Soccer capital of the U.S. and then,
hopefully, the _____ a major international Super Soccer power.

We anticipate the same growth for soccer as has been the _____
fortune... And, we would like you, the _____ supporters, to have
the first opportunity to support _____ 's own soccer team.

The _____ will begin their first season in the _____ on
_____ and conclude in _____. Season tickets will be \$ _____ and cover
_____ home games: against opponents in the Super Soccer League.

The enclosed order blank is our personal invitation to you, as _____
Season Ticket holder, to purchase choice seats for the Super Soccer
Season.

Please get your order in now, and let's get it all together to make _____
the professional sports capital of the United States.

Orders placed before _____ will obtain seats, on a first-come, first-
served basis, at the _____ at the half-way line, the best seats
for viewing indoor soccer games.

Get in on the ground floor and help support another winner for _____.

Sincerely,

John Doe
Managing General Partner

CAMPAIGNProspect card for Season Ticket Purchases:

NAME:	_____	PHONE:	_____
ADDRESS:	_____ (_____)		
CITY:	_____	ZIP:	_____
Important: Complete if prospect is a firm			
Name of contact:	_____	Title:	_____
No. of employees:	<input type="text"/>	Employees' Club: Yes	____ No ____
Comments:			

S A M P L E

T I C K E T A L L O C A T I O N S C O N F I R M A T I O N

Dear Season Subscriber:

Your support of the _____ is deeply appreciate. We hereby acknowledge receipt of your check in the amount of \$ _____ in either full _____ or partial _____ payment for _____ tickets for the 19 _____ season, leaving a balance of \$ _____. We would like season tickets to be fully paid for by _____.

The following seats have been allocated to you for the 19 _____ season.

Section _____ Row _____ Seat(s) # _____

Tickets will be mailed in early _____.

If you had requested a change in your seat location, we gladly did so, if it was possible. In some instances this was not possible because the subscribers who held these locations last season, again requested them for the coming season. Our biggest seating problems are the _____ seats, there are only about _____ of these seats in each section, therefore the demand far exceeds the supply.

Again, many thanks for your support. Season subscribers are the backbone of any Professional Club. If you need additional tickets or if we can be of any service to you, please call.

Sincerely,

John Doe
Ticket Director

S A M P L E

CAMPAIGN

Volunteer card for Season Ticket Campaign:

NAME:	_____	PHONE:	_____
	Last First		
MAILING ADDRESS:	_____	CITY:	_____ ZIP _____
OCCUPATION	_____	NAME OF BUSINESS	_____
COMMENTS:			

S A M P L E

CAMPAIGN

PLEASE WRITE NUMBER
EMPLOYED IN BOX

FIRM'S NAME _____

ADDRESS _____ CITY _____ ZIP _____

TELEPHONE _____ EXTENTION _____

Is there an Employees' Club at your firm? Yes _____ No _____

Personal or recreational contact _____

Remarks or suggestions _____

CAMPAIGN

Thank you letter to volunteers:

Dear _____:

I want to thank you sincerely for your time and effort in behalf of the _____ Soccer Club as part of the _____. I believe we made significant progress toward the goal and there is no doubt in my mind that we couldn't have done so without your help.

By giving your time you have expressed confidence in the soccer program and what the _____ stands for. We greatly appreciate your willing demonstration of belief in us and I trust we'll continue to merit your confidence and support in the future.

If I can ever be of any assistance to you, don't hesitate to let me know. Thanks again for your help.

C A M P A I G N (continued)

The following letter will be sent to volunteers:

Dear Season Ticket Drive Worker:

Thank you for working with us on our 19__ season ticket drive.
We sincerely hope your sales efforts in support of the _____
will be successful and enjoyable.

Enclosed is your sales packet which includes the following:

1. Season Ticket Application Blanks
2. Seating Charts.
3. Brochure (or Leaflet)
4. Home Schedule
5. Salesman's Report Forms

Please ask all you contact to join the _____ season ticket
campaign for 19____.

Sincerely,

SUPER SOCCER CLUB

General Manager

S A M P L E

Dear Sir:

The _____ Soccer Club is interested in having an up-to-date mailing address and personal contact of your firm to inform your company of all soccer events taking place in _____.

Would you be kind enough to fill out the attached card or forward to the person in your firm that would be concerned with this information, so that our list will be complete.

Thank you.

Sincerely,

John Doe
General Manager

S A M P L E

Follow-up letters:

I. Have you ever considered the possibilities of being a _____ season ticket holder? If not, permit us to suggest several reasons why you should:

1. International sports entertainment for your customers, friends, and employees.
2. Economical - - only \$_____ per adult reserved seat with choice of locations available.

Call _____ today or complete the enclosed form for your season tickets.

II. The _____ Super Soccer Club would like to take this opportunity to remind you that the team will open its '____ season at _____ on _____. Season tickets and choice seating locations are available for all _____ games. For additional information, please call _____.

TELEPHONE PITCHES

In all events the caller should mark on call sheet so that individuals are not recalled. Please mark also the call sheet with the responses you get: Example... purchased, can't afford, not a soccer fan, could not reach, etc.

Suggest the following pitches:

- A. Hello. This is _____ from the _____. I don't know whether you had time to receive our special mailing, but we wanted to call you in advance to determine whether you would like to purchase season tickets for the 19__ Super Soccer Season at _____. May we confirm your location?.... if not, could we call you back by the close of the business day?
- B. Prior to placing season tickets for 19__ to the general public, we wanted to give the _____ Boosters first opportunity to purchase the best available seats.
- C. Recently I mailed you a letter about _____. Did you receive it? I would like to extend you an invitation to purchase season tickets for the 19__ _____ home games at _____.
- D. Mr. _____ indicated that you might be interested in purchasing season tickets. The season ticket package includes _____....

S E A S O N T I C K E T C A M P A I G N

Sales Pitch:

I would like to take a few minutes to tell you why _____ season tickets are a great selling investment. I want to explain why you or your company should own season seats and how, once you own them, you can use them to your profit.

A seat at the Orange Bowl is one of the most inexpensive ways to entertain a guest anywhere. For only a \$_____ or \$_____ investment you are able to visit with and cultivate your customers and prospects on a first name basis.

_____ soccer is a great opportunity to give that extra attention to your customers that you have been wanting to give and do it outside a work day - - with fun for all.

_____ businesses will find it is desirable to offer tickets as premiums or as prizes for their top salesmen.

Of course, most of what I have said applies to seats bought on a day to day basis as well as season seats.

Why then is it better to own season seats to Super Soccer games? First, a season seat always guarantees you an excellent location for all home games. Second, it is important that your customers know you have season seats, and that you do not simply entertain them in seats which you buy from day to day. Your customers will be calling you for seats because they know you have them. This reputation is as valuable as tickets themselves.

Further, all season tickets are, when used correctly, legitimate business expenses, which are completely deductible for income tax purposes.

Finally, may I mention that perhaps the most important reason and incentive for you to be a season ticket holder is that it is expected of you by those who know you as a leading citizen of the _____ community. The _____ Club has been all over the nation - - spreading goodwill for _____ on a national level. Our success has been and will be community success. The impact _____ soccer has can be a lasting impression worldwide. However, it is only through the broad support of our season ticket holders that this success has been possible. Remember -- season tickets are ideal for promotion and cost less than you think.

REQUEST FOR CHARGE ACCOUNT PRIVILEGES

The undersigned requests the privilege of purchasing tickets to all 19 _____
_____ games through a charge account to be maintained subject
to the following conditions:

1. Orders will be accepted only from persons designated below
or outlined to order tickets.
2. Payment must be made for tickets ordered whether used or
not. No refunds.
3. Statements will be mailed after each game and will be
payable upon presentation. Terms will be net cash.

Please fill in the following information:

Persons authorized to order tickets:

Name _____

Name _____

Signature of Season Ticket Holder

Upon receipt of this form, we will send you your identification account
number and detailed instructions for ordering _____ tickets through
your CHARGE ACCOUNT.

VOLUNTEER CONTACT LETTER

S A M P L E

Dear _____ Booster:

Thank you for working with us on our 19____ season ticket drive. We sincerely hope your efforts in support of the _____ will be a successful and enjoyable experience.

The following items are enclosed in your sales packet:

1. Information Sheet
2. Prospect Cards
3. Season Ticket Order Forms
4. Envelopes (self-addressed)

We have established an ambitious but reachable goal of _____ season tickets. This will assure the _____ of an average crowd of _____ people per game and the success that the sport deserves.

Have fun and ask everyone you meet to "join the Soccer Revolution _____ style."

Sincerely,

SUPER SOCCER CLUB

John Doe
General Manager

S A M P L E

M E M O R A N D U M

SUBJECT: CONSTITUTION AND BY-LAWS FOR SUPER SOCCER
FRANCHISE BOOSTER CLUB

Attached you will find the Constitution and By-Laws for SUPER
SOCCER LEAGUE FRANCHISE BOOSTER CLUB.

I have put together these laws as a base for which the initial
members of the Booster Club can use in organizing the Club.

CONSTITUTION
OF
SUPER SOCCER BOOSTER CLUB

ARTICLE I - NAME

This organization shall be known as the _____ Booster Club.

ARTICLE II - PURPOSE

The Club is a non-profit membership organization which shall have the following purposes:

- A. To promote soccer;
- B. To improve the relationship of the _____ Soccer Club with the general public in the area in order to create a greater number of soccer fans;
- C. To improve the dissemination of factual data and information about the _____.
- D. To cooperate and participate with the Club in a relatively social atmosphere that the Club members may become better acquainted with the Club staff and team.

ARTICLE III - MEMBERSHIP

All persons who are interested in the purpose of this Club shall be eligible for membership. The membership shall be of two categories:

- A. Regular membership: Regular membership shall attend meetings, pay dues, be eligible to vote and to hold office hereunder. Of the Regular membership there shall be an Individual Adult Membership and a Family Membership. Family Memberships shall consist of the family unit and shall be counted, for voting purposes, as one vote and only one member of the family unit may serve on the Board of Directors.

- B. Honorary membership: The Club may confer Honorary memberships upon persons who are deemed by the Board of Directors to have made an outstanding contribution to the progress of the Club or to any of the purposes for which the Club is formed. Honorary memberships will not be required to pay dues and shall not enjoy the right to vote or to hold office in the Club.

Membership in the Club is deemed to have terminated upon the date of the resignation of the member concerned. Member's resignation shall be deemed to have been received if a member, after having been duly notified that his dues are in arrears for one year, fails, within a period of one month, to pay said dues. Annual dues for each type of membership shall be determined by the Board of Directors annually.

ARTICLE IV - BOARD OF DIRECTORS

The Club shall be governed by a Board of Directors consisting of ten members, two of the initial Directors hereunder shall be elected for a one (1) year term, two of the initial Directors hereunder shall be elected for a two (2) year term, and thereafter, at the expiration of their term, each such Director or his successor shall be elected for a term of two (2) years. In addition to the four Directors so elected, five (5) Directors shall be the President, Vice-President, Secretary and Treasurer, whose terms shall be concurrent with their terms in office, and the immediate Past President, who shall serve for one year. The General Manager, or his designee, of the Soccer Club shall be a non-voting member of the Board of Directors and its tenth member. It is the declared intent of the Club to elect Directors from all sections of the South Florida Area; however, it is recognized that certain areas may not have competent candidates for the Directorship and, therefore, it is not mandatory that all such areas be represented on the Board.

ARTICLE V - OFFICERS

The officers of the Club shall be President, Vice-President, Secretary, and Treasurer. The officers shall hold office for a period of one year, or until their successors are elected, and shall be elected by the General Membership in its annual meeting of each fiscal year.

ARTICLE VII - METHOD OF AMENDING CONSTITUTION

The constitution may be amended, at any annual general meeting, or special meeting called for that purpose, provided the amendment has received an affirmative vote of two-thirds of the Board of Directors prior to its presentment.

BY-LAWS

SUPER SOCCER LEAGUE BOOSTER CLUB

SECTION I - FISCAL YEAR

The fiscal year of the Club shall be from November 1 to October 31, inclusive.

SECTION II - DUTIES OF THE OFFICERS

A. President:

The President shall preside at all meetings of the Board of Directors and at all meetings of the Club. He shall be the Chief Executive Officer and he, or his designee, shall represent the Club and the Board at all official functions. It shall be the duty of the President, assisted by the other officers and members of the Board of Directors, as well as the staff, to prepare an annual program of activities for the ensuing year. He shall have the authority to appoint Chairman and all members of all committees and he shall be an ex-officio member of all committees. The President, upon completion of his term, shall submit a written report of the year's activities to the General Membership.

B. Vice-President

The Vice-President shall act in the place and stead of the President in the event of the President's absence, illness or incapacity.

C. Secretary:

The Secretary shall maintain a current membership mailing list. The Secretary shall prepare and retain minutes of all meetings, copies of which shall be forwarded to the staff office. The Secretary shall arrange for the preparation and mailing of all Club notices, shall maintain Club records and correspondence and shall prepare and make available such regular and special reports as the Board of Directors may require.

D. Treasurer:

The Treasurer shall have the custody of the funds entrusted to his care, shall arrange for their safekeeping in bank accounts, shall sign checks in the name of the Club as authorized, and shall keep such records of receipts and disbursements as they be necessary for the proper accounting of same.

SECTION III - MEETINGS

An agenda for every meeting shall be prepared by the Secretary and included any notices of that meeting. There shall be an annual General Membership meeting and thirty (30) days prior notice shall be given to the general

membership of such meeting. The Board of Directors shall meet at such times and places as may be necessary to conduct the business of the Club. Notice thereof shall be given by the Secretary in such form as to be adequate to assure maximum attendance.

SECTION IV - MEMBERSHIP DUES

Membership dues shall be paid within a period of one month after the annual General Membership meeting is held. New members shall pay their dues within a period of one month from the date of their affiliation.

SECTION V - COMMITTEES

The Board of Directors shall have the right to set up committees to help them in their endeavors to achieve the purpose of the Club.

SECTION VI - ELECTION PROCEDURE

A. Nominating:

The President shall, sixty (60) days prior to the annual General Membership meeting, appoint a nominating committee who shall be ineligible for nomination, prepare a list of nominees for the elective offices and directors, and submit them to the Secretary, who shall include them in the notice of the annual meeting; and elect one of its members to preside over and direct the election at the annual General Membership meeting. After the list of nominees has been submitted to the annual General Membership meeting and before vote is called for, the presiding officer of the election shall request and accept further nominations from the floor. Ballots shall be counted by the nominating committee and the results announced to the General Membership before the adjournment of the annual meeting.

SECTION VII - AMENDMENT OF BY-LAWS

The Board of Directors may amend the By-Laws at any of its meetings, provided two-thirds (2/3) affirmative vote is obtained for adoption.