



# **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

SUPER SOCCER PROPERTIES

A Limited Partnership

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



### STRUCTURE:

A limited partnership, to be known as Super Soccer Properties, will be formed. Profits and losses will be allocated 75% to the Limited Partners, who will be the franchisees, and 25% to the Organizers Corporation, which will serve as the initial General Partner.

### OBJECTIVES

Super Soccer Properties will have three main objectives:

- (1) Exposure - Create and participate in programs designed to develop high visibility and promotional value for Super Soccer Properties.
- (2) Revenue - Generate income for subsequent distribution to all members of the partnership.
- (3) Protection - Guard the reputation of each club in all promotional and licensing activities.

### FUNCTION

Super Soccer Properties' primary function will be to solicit and create national advertising and promotional programs with key manufacturers and retailers to maximize awareness with American and Canadian sports fans. In addition, Super Soccer Properties will have the important responsibility to insure that only high quality merchandise programs are associated with Super Soccer Properties.



#### MANAGEMENT:

Super Soccer Properties would be managed by the Organizers Corporation in its capacity as General Partner. All of the day-to-day expenses of operating the partnership business will be borne by the General Partner.

#### AREAS OF ACTIVITY:

- (1) Licensing of trademarks and service marks
- (2) Publishing
- (3) Films
- (4) Sales Promotion/Merchandising
- (5) Premiums
- (6) Special Marketing Programs
- (7) Television and Radio Contracts

#### ADVANTAGES:

1. Prevent illegal knock-offs with the establishment of one source for clearance and usage of all club marks to insure uniformity and accuracy.
2. Enhance business-building potential by having the capabilities for attracting national international sponsors.
3. Maximize revenue potential for all clubs through joint programs.



4. Professional image status of an in-house operation attracts new business as well as motivates incremental programs with existing licenses.

#### POTENTIAL REVENUES

On a conservative basis, it is estimated that initial revenues from licensing could generate between \$50,000 - \$75,000 in the first year.

Revenues from film and publishing activities will be based on a per project rights fee.

If extremely successful, revenues from the first year's operation may reach \$100,000.

#### TRADEMARKS AND SERVICE MARKS

In order to protect all clubs from unauthorized use of their trademarks, symbols, and logos, it is necessary to have them properly registered. Additionally, a stringent quality control system must be developed to protect against any claims of public domain.

The Organizers Corporation will give the partnership an exclusive license to exploit the Super Soccer trademark and logo.

All franchise trademark rights will be exploited by Super Soccer Properties exclusively except for local publicity activities.



NATIONAL MAGAZINE

Super Soccer Properties will publish the national  
magazine "SUPER SOCCER".





SUPER SOCCER LEAGUE PROPERTIES, INC.

The primary objective of SSL Properties, Inc. is to offer advertising and promotional opportunities to specific manufacturers and, as the manufacturer commercializes his involvement, work with him to continually increase the consumer awareness of both the individual brand and soccer.

SSL Properties is designed to assist in developing advertising and promotional opportunities that can tie name brands into the fastest growing team sport in the United States.

Because soccer is growing at all levels of involvement; professional, youth, education, and amateur and, in addition, has direct ties to coaching, schools, and national teams, etc. as well as a new and attractive audience, we believe SSL Properties can logically be a part of almost any brand's marketing strategy.

## OPPORTUNITIES AVAILABLE THROUGH SUPER SOCCER LEAGUE PROPERTIES

Advertising: 'Super Soccer' Magazine, the official program of the Super Soccer League. Advertising in Super Soccer Magazine provides a demographically attractive audience at competitive CPM's. Super Soccer will be distributed at all League exhibition, playoff and championship games.

### Promotion:

a) Corporate/Brand Identity - a corporate or brand identity program will involve sponsorship of a cup or trophy for on-the-field play. Some of these opportunities are identified as follows:

Championship Game	Skills Contest
Most Valuable Player	Best Goalkeeper
Top Scorer	Coach of the Year
Rookie of the Year	Player of the Game
SSL Man of the Year	Best Defenseman

To maximize awareness and visibility of their involvement with the SSL, the following briefly outlines some of the benefits and support SSL Properties can provide.



... The right to use in their advertising the official league emblem and individual team logos or on any collateral material that may be developed for POP at retailer and distributor levels.

... Features in Super Soccer Magazine relating to on-the-field trophies and sponsors.

... Cooperation of SSL officers, team owners, and players when possible, to attend sales meetings, trade shows, etc., for key distributors, dealers, retailers, etc. on an individual market basis.

... The right to designate your brand as the "official (brand name) of the SSL."

... Tickets, whenever available, to all League games that your sales force can make available to key distributors, retailers, customers, etc,

... SSL cooperation in allowing access to scoreboards, banners, "on field" day displays, etc. However, it must be noted that the control does not rest solely with the team or the League as in most cases the teams are tenants.

... The right to use, at nominal fees, official SSL instruction films that your sales force or distributors can use to set up clinics for youth, parents, school, etc.

... Cooperation in making available discount tickets when possible that can be used as traffic builders at retail.

... The right to award a trophy or cup in conjunction with the SSL Championship Game every year or at any other occasion like a sales meeting, trade show, etc. that may be desired.

... The right to use the officially licensed SSL premiums in consumer promotions and the guarantee for exclusivity within your product category.

b. Consumer, trade, or sales force promotions

SSL promotions can be used in many ways to generate excitement with the consumer, trade and their sales force. SSL Properties will help design a structured program that best suits their brands marketing objectives. Some of these are outlined as follows:

For the consumer

...Contests, sweepstakes

...Free tickets with proof of purchase

...Self-liquidating premium with SSL logos.

...Prize nights at various stadiums with their brand acting as the host.

...Instructional materials, booklets, pamphlets, statistical data.

...Sampling

...Free trips to Championship Game

For the trade

...Traffic building contests

...Ticket outlet

...SSL premium gifts

...Sweepstakes, raffles

...Player appearances, clinics

...Win free trips to Championship Game

...On pack SSL Identification

For the Sales Force

...Player appearances for sales meetings, trade shows,  
conventions.

...SSL films for sales meetings

...On field presentation of cups or trophies

...Structured incentives for trips to Super Soccer Bowl

...Individual game nights for sales force and customers

c. Licensing - SSL Properties will grant a license to manufacturers to use SSL logos, team names and individual logos to put on merchandise that is distributed at major retail outlets across the country. Additionally, licenses will be granted for short periods of time to coincide with a manufacturer's promotional goals, i.e., team logos on bottle caps, in-pack or on-pack offers, self-liquidating SSL premiums, etc.

SSL Properties will help structure or design any short term licensing grant for a manufacturer that works in conjunction with specific promotional objectives.

SUPER SOCCER LEAGUE PROPERTIES, INC.

MANUFACTURERS CONTACTED FOR LICENSING AGREEMENTS

1978

<u>COMPANY</u>	<u>AUTHORIZED PRODUCTS</u>
ADIDAS Westlake Village, Ca.	A) Official S.S.L. Soccer Ball
AJD CORPORATION Richmond, Va.	A) Coast and baseball- style caps
ASCO, Inc. Winona, Mn.	A) Celluloid Promo Buttons B) Bumper stickers C) Molded Plastic Sun Visor D) Shaped or Cutout Pennant
CHALK LINE, Inc. Carrollton, Ga.	A) Jackets B) All-weather Parkas
CHAMPION PRODUCTS, INC. Rochester, N.Y.	A) T-shirts B) Sweat-Shirts C) Athletic Shorts
CROWN PRINCE, Inc. Wauwatosa, Wi.	A) Canvas Tote Bags B) Toddler Bibs
DAN RIVER MILLS, INC. New York, N.Y.	A) Sheets B) Pillow cases C) Draperies D) Bedspreads E) Slumber Bags/Comforters
GREENSBORO MFG. Greensboro, NC	A) Boys & Girls Sleepwear B) Boys & Girls Robes --sizes 2-18; all fabrics---
NEW YORK OFFICE	
R. GSELL & CO. New York, N.Y.	A) Watches
JAYVEE BRAND, INC. Lake Oswego, Or.	A) Boys & Girls Infant Sleepwear --sizes birth to 1 yr---
KIMBERLY-ROSE CO. Chicago, Il	A) Stadium seats B) Stadium cushions



COMPANY

LEWIS BROS. CERAMICS, INC.  
Trenton, N.J.

LION BROS. CO., Inc.

LOGO-7, Inc.  
Indianapolis, Ind.

LU-WAN ENTERPRISES, Inc.  
Maryland Heights, Mo.

J.P. MANNING, Inc.  
New York, N.Y.

McGEE SALES CORP.  
Denver, Co.

NASCO, Inc.  
Springfield, Tn.

NORTHERN CAP MFG. CO.  
Minneapolis, Mn.

PLAY IT PRO  
Santa Barbara, Ca.

PRENTICE-HALL LEARNING  
SYSTEMS, Inc.  
San Jose, Ca.

PRO SPORTS MARKETING, Inc.  
Concord, Ca.

P&K PRODUCTS CO., Inc.  
Elgin, Il.

RAMSPORT LTD.  
Maryland Heights, Mo.

AUTHORIZED  
PRODUCTS

- A) Ceramic Ashtrays
- B) Ceramic Mugs

- A) Embroidered cloth patch  
emblems 2" x 3"

- A) Boys and mens knit shirts

- A) Umbrella hats

- A) Hosiery
- B) Wristbands
- C) Head Bands

- A) Belt-buckles (.090 nickel-silver)
- B) Ladies Medallions (2" in diameter, .090 nickel-silver or ruby-gold)  
Both items with enamel inlay in team colors and with hand engraving.

- A) Vinyl & nylon gym bags

- A) Flat top hats
- B) Sun Visors

- A) Instructional book and record set

- A) SSL Color and Learn Book

- A) Lamps
- B) Radios

- A) Wastepaper baskets

- A) Football Game



COMPANY

REGENT SPORTS CORP.  
Hauppauge, N.Y.

SOCCER FOR EVERYONE  
Portland, Or.

SOVEREIGN INDUSTRIES CORP.  
New York, N.Y.

STUDIO ONE  
Waterloo, Io.

SUNDENT LTD.  
Massapequa Park, N.Y.

THERMO-SERV COMPANY  
Anoka, Mn.

TRENCH MFG. CO., Inc.  
Buffalo, N.Y.

AUTHORIZED  
PRODUCTS

- A) Leather Molded Soccer Balls
- B) SSL Rubber Ball
- C) Shin Guards
- D) Practice Goals & Nets

Soccer instructional Films  
(Series of 13 films)

Warm-up suits with coordinated  
team uniform-styled jerseys  
and shorts

- A) Player Posters

- A) Men's ties
- B) Women's scarves

Plastic A) Mugs  
B) Tankards  
C) Tumblers

- A) Felt Pennants  
Size 12" x 30"