

# ***SUPER SOCCER***

TM



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

***SUPER SOCCER LEAGUE, INC.***

2 Pennsylvania Plaza/Suite 1500/New York, New York 10001/(212) 564-0505

Copyright © 1978, Organizers Corp.





2 Pennsylvania Plaza/Suite 1500/New York, New York 10001/(212) 564-0505  
Copyright © 1978, Organizers Corp.

To All Franchise Holders:

Enclosed in memorandum form is outlined the concept, the organizational structure, and the financial considerations for the organization of a new major league - The Super Soccer League, Inc.

Additionally, specific information is provided in the areas of availability of professional soccer players, the location of potential franchises, and the growth of soccer in the United States.

After careful thought and consideration, we have concluded that both the timing and chances for success in a new national league in professional soccer were never greater.

We feel that Super Soccer will become one of the greatest ventures in major professional sports in America.

After you have read through the memorandum, we are sure you will share with us our enthusiasm for this project.

Sincerely ,

Jerry Saperstein  
President

The volume and all materials contained herein is CONFIDENTIAL and is the property of THE ORGANIZERS CORPORATION OF THE SUPER SOCCER LEAGUE. (The "Organizers") The recipient agrees to return it to the Organizers upon request and further agrees that no portion hereof may be reproduced or disseminated without the Organizers' consent.



## SUPER SOCCER LEAGUE INDEX

FORWARD.....	THE NEED FOR SUPER SOCCER
SECTION A.....	LEAGUE CONCEPT
SECTION B.....	STRUCTURE AND GROWTH
SECTION C.....	FRANCHISE LOCATIONS
SECTION D.....	FRANCHISE INCOME
SECTION E.....	FRANCHISE EXPENSES
SECTION F.....	PLAYERS
SECTION G.....	MEDIA
SECTION H.....	FOUNDERS
SECTION I.....	RULES

PRESENTATION BY:

RICHARD C. RAGONE  
LEAGUE ADMINISTRATOR





S U P E R   S O C C E R   L E A G U E

NATIONAL HEADQUARTERS

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

SOUTHERN REGIONAL OFFICE

Super Soccer League  
1190 N.E. 163rd St.  
North Miami, Fl. 33161  
(305) 945-3943

PRESIDENT AND CHIEF EXECUTIVE OFFICER

Jerry Saperstein  
1190 N.E. 163rd St.  
North Miami, Fl. 33161  
(305) 947-0773

EXECUTIVE VICE PRESIDENT

Dennis Murphy  
1037 East Dorothy Lane  
Fullerton, Calif. 92631  
(714) 870-6551

LEAGUE ADMINISTRATOR

Rick Ragone  
1190 N.E. 163rd St.  
North Miami, Fl. 33161  
(305) 893-8808

WEST COAST LEGAL COUNSEL

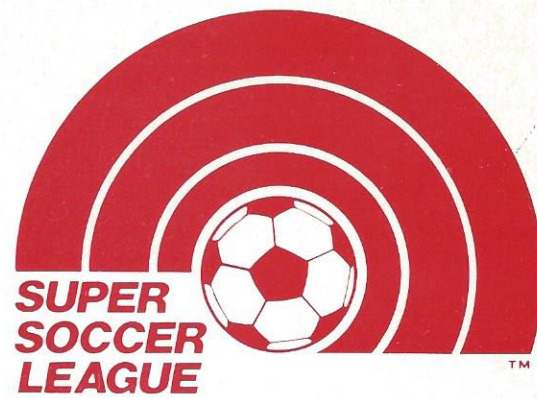
Edmund G. Brown, Sr. and Bernard Elias  
Ball, Hunt, Hart, Brown & Baerwitz  
450 North Roxbury Drive  
Beverly Hills, Calif. 90210  
(213) 278-1960

EAST COAST LEGAL COUNSEL

Palmer & Lazar, PA  
700 Brickell Ave.  
Miami, Fl. 33131  
(305) 371-6561







Forward.



SUBJECT: THE NEED FOR A NEW MAJOR LEAGUE AND HOW IT DEVELOPED

Soccer, the largest, most successful sport in the world, suddenly burst on the American sports scene and has become in the short space of three years, the fastest growing professional sport in America. The national television networks are planning vastly increased coverage on this dynamic sport this coming year, and major corporations are actively seeking commercial tie-ins. Soccer has come of age and is the sport of the tomorrow - today.

In September 1977, over 78,000 spectators paid to see a soccer match at the Meadowlands in New York. They came for two apparent reasons; to see the famed Pele, and to see the New York Cosmos, a team that had captured the hearts of sport fans in the New York area. But no one player or no one team can account for this tremendous success alone: another ingredient was the game itself - Soccer. But Soccer itself is not without its problems; problems that could severely prevent its future expansion and growth. Firstly, the stadiums that soccer presently is being played is highly dependent on climatic factors. All the stadiums are open and extremely large in seating capacity; therefore, fans being assured that "there will always be a seat available" have failed to buy either season tickets or advance tickets. When the weather turns bad, these





potential customers, without the incentive of already having purchased tickets, are not dedicated enough (to suffer in the rain or high humidity) to leave the comfort of their homes. Secondly, the game itself is often difficult to see, being played on a field over 120 yards long and 70 yards wide. The action is not centered in one area of the field such as American football, but spans the entire area continually. Finally and most importantly, the game of Soccer, as presently played, is basically a low scoring game with a premium on defense rather than on offense. Many fans find this extremely boring. The North American Soccer League, with 24 franchises currently playing across the United States, recognized these problems and established an internal committee whose specific goal was to attempt to find answers to these problems. The result of the committee report were as follows:

1. Develop the concept for indoor soccer into a viable league format.
2. Play the games in modern, indoor, air-conditioned arenas with large but limited seating capacities.
3. Limit the size of the playing field to approximately 70 yards by 30 yards with hockey type plexiglass boards ringing the playing field and use a new type of synthetic surface to speed the game.



3. Change the rules to allow increased scoring by changing the size of the goal. (see Rules section); allowing fewer players on a side; allowing some body contact; and using unlimited substitution such as in basketball and hockey.

This report was accepted by the NASL and a trial game was set up in Atlanta in 1973 to test the concept. (A film of this game is available for viewing).

The results were astounding! The fans enjoyed sitting in a comfortable, climate-controlled arena; the playing field was highly visible and easily seen on television; and finally, the game was exciting with over 100 shots on goal and a final score of 16-14.

Rick Ragone, a member of the fact finding committee and a former member of the NASL Marketing Board of Directors, suggested that the NASL move from outdoors to indoors and adopt the newer concept in its entirety. Ragone reported that the new concept was considerably more exciting to the American sports fan but could not consider substituting it because of the long-term commitment they had made in dollars and time to establish traditional soccer in the United States. He recommended playing in the winter months, with the hope that the excitement and television coverage this new, indoor, exciting soccer would generate and stimulate interest in the floundering outdoor game.





In the following years, a number of indoor games were played in the winter months with substantial attendance and fan support but as the arenas themselves were unavailable due to prior commitments to basketball, hockey, and other attractions, the NASL decided, reluctantly, to only play in the summer months in outdoor facilities.

The increase in franchise values in american professional sports has been dramatic in the last 10 years. Owners who bought franchises in basketball, hockey, and football have for many years watched a dramatic increase in the value of their franchise. Soccer has experienced that same dramatic growth.

Soccer has shown the most dramatic increase of all. In the last 5 years, franchise values have increased from 75 thousand dollars in 1974 to 1.250 million dollars for an expansion franchise today.





The North American Soccer League expect their franchise values to significantly increase by 1984. The projected increases are directly proportioned to the Boom in youth soccer, which has directly influenced the attendance at all league cities.

Super Soccer, with its 6 men to a side, on a hockey sized rink, with such fast paced action, and an average of 15 goals scored before the second period is completed, offers the American sports fan all the ingredients that have made basketball, hockey and soccer so popular in the United States.

It is expected that Super Soccer, with its combination of ingredients, will experience great growth. The potential growth of the Super Soccer franchises is virtually unlimited.

When you consider that Super Soccer can fill the void in the summer months, which has been created through a lack of viable sports programming on television, Super Soccer values should increase dramatically.

The obvious success and the very real need of the concept remains - that an indoor, summer major soccer league should be formed - the sports public is waiting for it.







## 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".









## STRUCTURE OF SOCCER

SOCCER IS A HIGHLY STRUCTURED SPORT BOTH NATIONALLY AND INTERNATIONALLY. THE INTERNATIONAL GOVERNING ORGANIZATION IS THE FEDERATION INTERNATIONALE DE FOOTBALL ASSOCIATION (FIFA) AND ITS NORTH AMERICAN AFFILIATE IS THE UNITED STATES SOCCER FEDERATION (USSF). THESE ORGANIZATIONS BASICALLY ARE RESPONSIBLE FOR THE ORDERLY CONTROL AND INTER-RELATIONSHIPS BETWEEN THE THOUSANDS OF LEAGUES - BOTH PROFESSIONAL AND AMATEUR - THROUGHOUT THE WORLD.

THE SUPER SOCCER LEAGUE HAS APPLIED FOR MEMBERSHIP IN USSF AND FOR AFFILIATION WITH FIFA. OUR MEETINGS WITH KURT LAMM, SECRETARY OF USSF, HAVE BEEN RECEIVED WITH GREAT ENTHUSIASM. THE FEES FOR INITIAL MEMBERSHIP AND AFFILIATION IS A ONE TIME CHARGE OF \$25,000.

THE ADVANTAGES OF MEMBERSHIP AND AFFILIATION ARE:

- (1) A SANCTIONING OR ENDORSEMENT BY THE EXISTING SOCCER ESTABLISHMENT.
- (2) THE RIGHT TO TRADE, SELL OR BORROW PLAYERS FROM MEMBER TEAMS OR LEAGUES IN USSF AND FIFA.
- (3) THE RIGHTS OF FULL REPRESENTATION TO THE GOVERNING BOARD OF USSF, CSA AND THROUGH THEM FIFA.
- (4) THE ENDORSEMENT OF PLAYERS CONTRACTS THROUGHOUT THE WORLD.



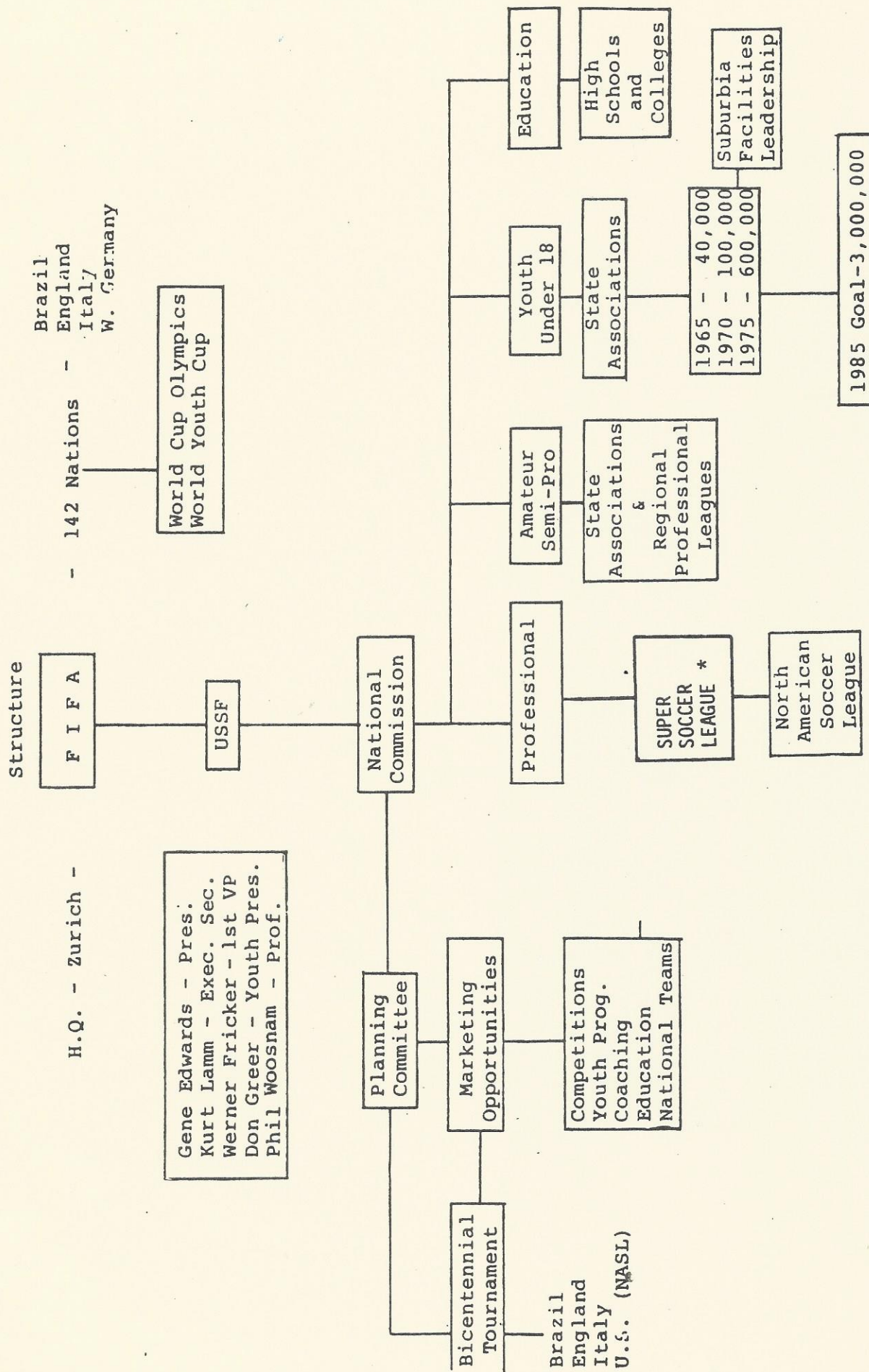


- (5) AN AGREEMENT WHEREBY ALL OTHER TEAMS AND  
LEAGUES IN ORGANIZED SOCCER WILL RESPECT AND  
ENFORCE CONTRACTUAL AGREEMENTS BETWEEN OUR  
FRANCHISEES AND THEIR PLAYERS.

THESE ALL ARE IMPORTANT RIGHTS AND PRIVILEGES AND SUPER  
SOCCER WILL APPLY FOR MEMBERSHIP AND APPLICATION IMMEDIATELY.







\* Membership Applied For.





## SOCCER IN AMERICA YOUTH, COLLEGE, AND THE FUTURE

A sport becomes recognized as an accepted part of our society if provision is made for our young people to develop the individual skills of the sport at an early age in various types of community programs, and the opportunity then arises for them to perfect those talents in High School, College and ultimately with a professional club.

Until the late 60's, no such structure existed in soccer, but in the past 8 years the situation has been corrected as illustrated by the vast increase in community programs, particularly in suburbia, the increasing popularity of soccer at the high school and college levels, and the growth of the North American Soccer League. It is apparent that soccer is now destined to become the sport which will have greatest impact on our constantly changing society in the next decade.

This will provide similar and probably better opportunities for commercial involvement to corporations that have played such a vital part in the surge of interest in football, hockey, basketball and tennis in the past 15 years. Undoubtedly, soccer has the distinct advantage of being able to benefit from their recent experience.

Let us therefore review some of the factors which collectively are the logical reasons why soccer is set to explode onto the North American sports scene to become possibly the single greatest participation sport and ultimately the sport which will have the greatest impact on our nation.

Kids of both sexes are able to start playing soccer and achieve a sense of satisfaction and accomplishment at an earlier age than in any other team sport. Since they are required to play both offense and defense, they will gain an all-round knowledge and experience of the sport and its full range of responsibilities and of course, when in possession of the ball, they will experience the psychological benefit of being a "quarterback". Clearly soccer provides





opportunities for developing character-building values in addition to outstanding physical conditioning. All these factors will play a part in soccer becoming their first love.

Soccer, the world's #1 participant and spectator sport also makes sense because players sustain few and less serious injuries, because the cost of equipment is minimal, and because players of all sizes can become extremely proficient. In general, the size of the soccer player ranges from 5'5" to 6'0" and 140 lbs. to 180 lbs., and this provides a wonderful opportunity for so many fine athletes who will never have the physical dimensions to play basketball and football. Probably 90% of our population have the physical attributes which are more suited to soccer than other sports.

A national youth organization has been established to increase the degree of participation in soccer, and the well established national youth organizations such as the YMCA, Boys Clubs and others are already introducing programs. It is expected that by 1985 there will be more than 3 million youngsters playing soccer in community programs. This compares very favorably with the present largest youth program which has just under 2 million youngsters playing baseball. In many suburban communities, soccer has already emerged as the most popular sport.

The impact of soccer on the world is now being recognized by some of the major American Corporations and plans are being finalized at this time for substantial commercial involvement in the development of soccer as a major sport for youth in North America and to broaden its already enormous world-wide appeal. A "World Cup" competition for players under 18 years of age has recently been created. This competition will be played every two years with the inaugural tournament being scheduled for Tunisia in 1977. We are hoping to host the tournament in 1979, an event which will receive world-wide television coverage and increase the awareness of soccer and the opportunities it provides





throughout our society.

At the present time, high schools across the nation are introducing soccer programs because of the enormous interest among the students, many of whom have now had considerable experience of playing the sport in community programs.

At the college level, soccer has become the fastest growing sport and scholarships are now being awarded in ever-increasing numbers. The percentage of total NCAA colleges playing soccer has increased from 33% in 1956 (128 schools) to 60% in 1975 (421 schools out of 709), a tripling of the actual number of schools participating in soccer. This growth should continue as more and better talent becomes available and in view of the present economic status of collegiate athletics and the low cost of a soccer program, it is anticipated that it is one of the few sports which will become a revenue producer for the athletic program.

The development at the college level is tied into the success of U.S. soccer by means of collegiate drafts which have produced such players as Kyle Rote, Bob Rigby and Bob Smith. For the 1978 season, each club is required to have a minimum of 6 North American citizens on its roster of 14 players, in keeping with the League policy to annually increase the percentage of native talent in an effort to produce a World Cup team which can compete favorably against World class competition. The college draft is therefore of great importance to the League and with college coaches voicing the opinion that their freshmen are better than their seniors because of their greater playing experience since soccer went American, at the youth level some eight years ago, the quality of play and players will continue to improve at all levels.





## 1977 TOTAL NUMBER OF SOCCER PLAYERS

### YOUTH UNDER 19

#### YOUTH LEAGUES, HIGH SCHOOLS, AND JR. COLLEGES

Alabama	6,000	Missouri	32,000
Alaska	2,000	Montana	1,500
Arizona	7,000	Nebraska	4,800
Arkansas	2,200	Nevada	3,400
California	117,900	New Hampshire	3,000
Colorado	16,000	New Jersey	27,000
Connecticut	9,500	New Mexico	3,400
Delaware	1,500	New York	32,000
Washington, D.C.	5,000	North Carolina	3,000
Florida	20,700	North Dakota	1,500
Georgia	17,000	Ohio	14,000
Hawaii	2,200	Oklahoma	3,000
Idaho	2,200	Oregon	7,000
Illinois	26,000	Pennsylvania	27,000
Indiana	7,000	Rhode Island	3,000
Iowa	1,500	South Carolina	1,500
Kansas	7,700	South Dakota	2,200
Kentucky	5,000	Tennessee	4,000
Louisiana	4,500	Texas	72,000
Maine	2,000	Utah	2,500
Maryland	23,000	Vermont	1,500
Massachusetts	12,400	Virginia	25,000
Michigan	13,000	Washington	40,000
Minnesota	6,600	West Virginia	1,500
Mississippi	2,200	Wisconsin	9,000
		Wyoming	1,500
		TOTAL	617,600

Source: USSF Chairman of Youth

#### Youth Notes

- . Growth factor is projected to be 20% on national level.
- . Total number is expected to be one million by 1980
- . Example of growth:

	1970	1977
California	8,000	117,900
Texas	500	72,000
	8,500	189,900

If you include the team managers and coaches, league officials, and parents, it will show over 1,907,700 connected with youth soccer in the United States today.





SOCCER GROWTH  
IN COLLEGES AND UNIVERSITIES  
BY YEAR  
NCAA COLLEGES PLAYING SOCCER\*

<u>YEAR</u>	<u>NUMBER</u>	<u>% INCREASE</u>
1975	421	+23
1970	343	+51
1966	227	+3
1961	220	+72
1956	128	-

NATIONAL JUNIOR COLLEGE ATHLETIC ASSOCIATION

<u>YEAR</u>	<u>NUMBER</u>	<u>% INCREASE</u>
1974	160	+55
1970	103	+47
1966	70	+100
1961	35	-

\* In 1956 soccer was played by 32.6% of all the NCAA Colleges.  
 By 1975 that percent had grown to 60%, or 421 colleges playing out  
 of 709 in the NCAA.

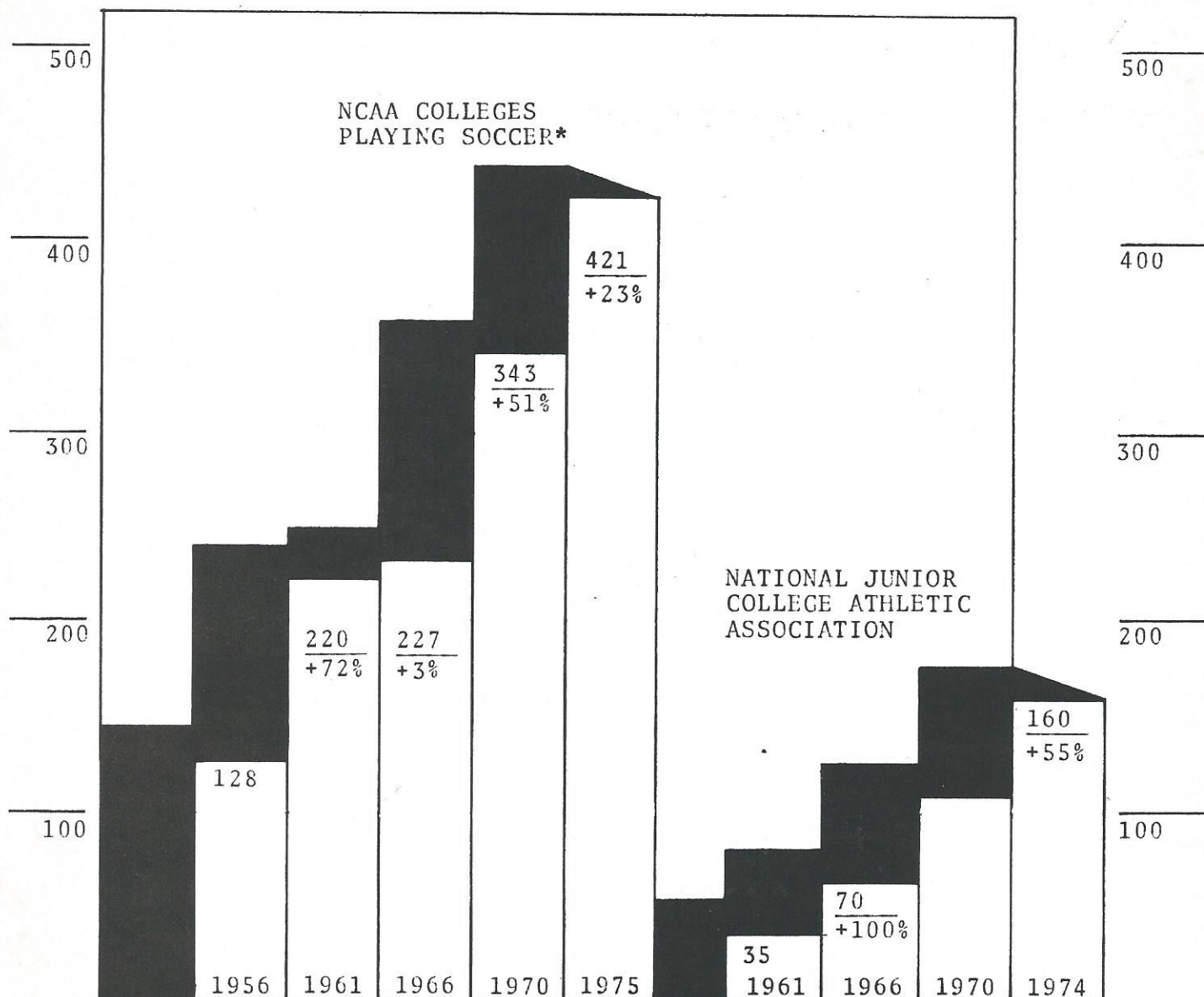
This is the largest growth of any sport in the NCAA. Said another  
 way, soccer was the fastest growing sport on all the nation's campuses  
 between 1961 and 1975.

Source: NCAA Actual Statistics 1976





# SOCCER GROWTH IN COLLEGES AND UNIVERSITIES BY YEAR.



Top figure represents number of colleges and universities participating.  
 Bottom figure represents percentage of increase.

\* In 1956 soccer was played by 32.6% of all the NCAA Colleges.  
 By 1975 that percent had grown to 60%, or 421 colleges playing out of 709 in the NCAA.

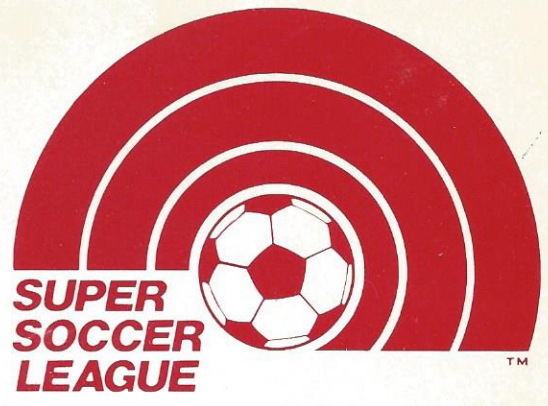
This is the largest growth of any sport in the NCAA. Said another way, soccer was the fastest growing sport on all the nation's campuses between 1961 and 1975.

## UNITED STATES SOCCER FAN DEMOGRAPHICS

### SUMMARY OF FINDINGS

Male/Female	1) High Female Involvement		
	a. 47% Female		
	b. 53% Male		
Younger	2) a. 54% - 18 to 49 years old		
	b. 32% - 18 to 35		
	c. 80% - 10 to 49		
Loyal and Involved	3) a. 64% have attended 3 or more games		
	b. 54% attended 5 or more games		
	c. 46% very involved with the teams		
Active in Soccer	4) a. 38% are playing now or have played soccer in the past		
	b. 9% intend to play		
	c. 47% active		
Highly Educated Group	5) a. 36% are in school		
	b. 32% have college degrees		
	11% have 3 years college		
	13% have 2 years college		
	9% have 1 year college		
	65% have at least 1 year of college		
White Collar	6) a. 47% have white collar jobs		
	b. 25% are executives (professionals)		
High Income Levels	7) a. 66% earn over \$15M per year		
	b. 55% earn between \$15M to \$35M		
	c. 11% earn more than \$35M		
Consumer Purchase Frequency	8) a. 85% purchased sports equipment within the last year		
	b. 66% purchased a women's fragrance		
	c. 33% purchased an automobile		
	d. 23% purchased stereo record player		
	e. 17% purchased an automatic coffee maker (females)		
	f. 8% purchased video tape equipment		
Food/Beverage Purchase Frequency	9) a. Soda Pop	%	Frequency/Month
	b. Candy/gum	88	10
	c. Coffee	72	10
	d. Beer	56	10
	e. Liquor	57	5
	f. Wine	37	4
		52	3





Franchise Locations.



## FRANCHISE LOCATIONS

A SET OF CRITERIA HAS BEEN ESTABLISHED IN THE SELECTION OF POSSIBLE FRANCHISE LOCATIONS. THESE STANDARDS ARE DESIGNED TO EMPHASIZE THE BASIC MARKETING APPROACH OF THE NEW LEAGUE WHICH ARE TO INSURE THE OVERALL SUCCESS OF THE INITIAL FRANCHISES AND TO CREATE A VIABLE PRODUCT FOR NATIONAL TELEVISION EXPOSURE.

THESE CRITERIA ARE:

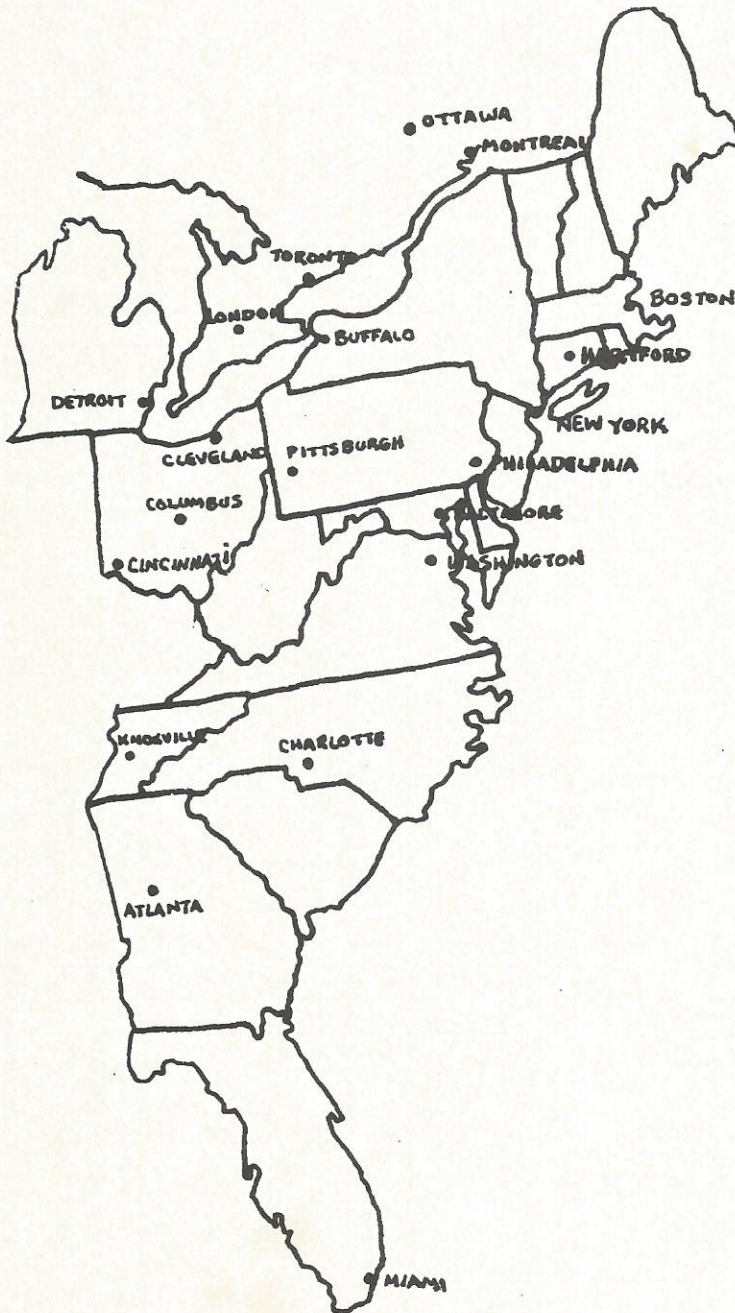
1. A MARKETING AREA BASED ON POPULATION, PER CAPITA INCOME, AND TELEVISION HOUSEHOLDS TO SUPPORT A FRANCHISED TEAM.
2. AN ARENA OR PLAYING SITE OF, AT LEAST, 10,000 SEATS WHICH IS AIR CONDITIONED, REASONABLY MODERN, AND HAS EXCELLENT PUBLIC ACCESS.
3. AN AREA WITH VARIOUS MEDIA OUTLETS THAT ORIGINATE IN THE IMMEDIATE AREA SUCH AS NEWSPAPERS, RADIO AND TELEVISION STATIONS.
4. WHERE POSSIBLE, LOCATIONS WITHIN THE REGIONAL TIME ZONES IN RELATIONS TO OTHER FRANCHISES IN THE DIVISION.
5. WITHIN THE TOP FIFTY (50) MARKETS IN NORTH AMERICA.

LISTED FOLLOWING LOCATIONS WHICH ARE MAPPED THAT MEET THESE CRITERION AND ARE POSSIBLE FRANCHISE LOCATIONS.





THE EASTERN DIVISION:



NEW YORK, NEW YORK

BOSTON, MASS.

HARTFORD, CONN.

PHILADELPHIA, PA.

BALTIMORE, MD.

WASHINGTON, D.C.

BUFFALO, NEW YORK

OTTAWA, CANADA

MONTREAL, CANADA

TORONTO, CANADA

LONDON, CANADA

PITTSBURGH, PA.

CLEVELAND, OHIO

COLUMBUS, OHIO

CINCINNATI, OHIO

DETROIT, MICHIGAN

CHARLOTTE, N.C.

KNOXVILLE, TENN.

ATLANTA, GA.

MIAMI/FT. LAUDERDALE, FL.



THE MIDWESTERN DIVISION:



WINNIPEG, CANADA

MINNEAPOLIS, MINN.

MILWAUKEE, WISC.

CHICAGO, ILL.

OMAHA, NEBRASKA

WICHITA, KANSAS

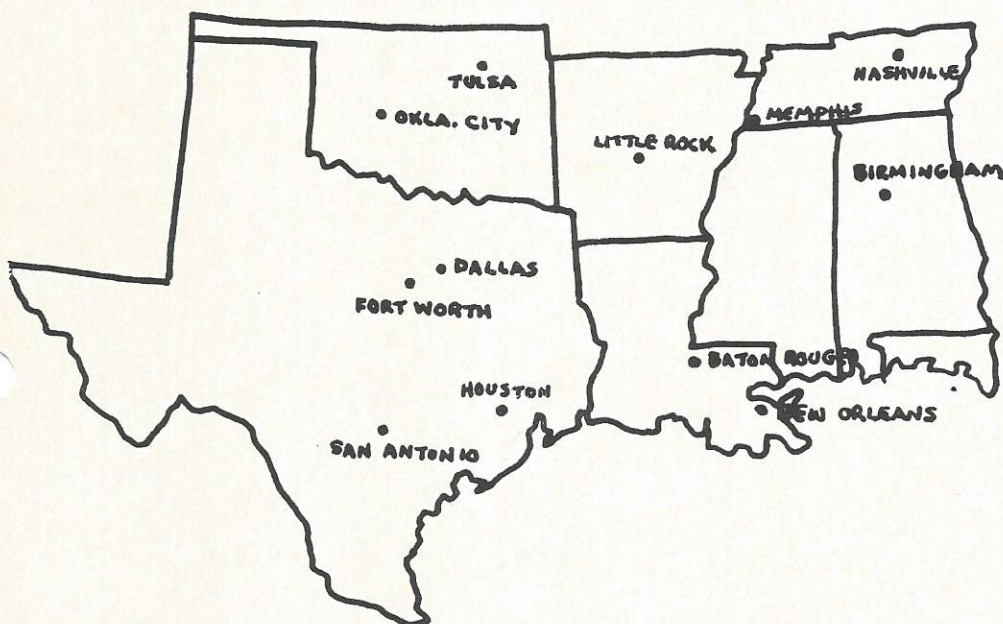
KANSAS CITY, MO.

ST. LOUIS, MO.

INDIANAPOLIS, IND.

LOUISVILLE, KY.





THE SOUTHERN DIVISION:

TULSA, OKLA.

OKLAHOMA CITY, OKLA.

DALLAS, TEXAS

FORT WORTH, TEXAS

HOUSTON, TEXAS

SAN ANTONIO, TEXAS

LITTLE ROCK, ARK.

MEMPHIS, TENN.

NASHVILLE, TENN.

BIRMINGHAM, ALA.

BATON ROUGE, LA.

NEW ORLEANS, LA.





THE WESTERN DIVISION:

EDMONTON, CANADA  
 VANCOUVER, CANADA  
 SEATTLE, WASH.  
 SPOKANE, WASH.  
 PORTLAND, OREGON  
 SAN FRANCISCO, CALIF.  
 FRESNO, CALIF.  
 LOS ANGELES, CALIF.  
 LONG BEACH, CALIF.  
 SAN DIEGO, CALIF.  
 LAS VEGAS, NEVADA  
 SALT LAKE CITY, UTAH  
 PHOENIX, ARIZONA  
 DENVER, COLO.  
 ALBUQUERQUE, N.M.





**Franchise Income.**



SUPER SOCCER LEAGUE

FINANCIAL CONSIDERATIONS

OWNERSHIP and CAPITALIZATION

A. Ownership

1. Individual
2. Sub Chapter "S"
3. Limited Partnership
4. Other

B. Franchise Fee

1. \$50,000 - Total Cost
2. \$25,000 - U.S.S.F. Affiliation Fee

C. Estimated Annual Budget

\$400,000 - \$600,000 for 16 home games and  
16 away games

D. Estimated Break-Even Point

\$25,000 per game approximately



## INDOOR SOCCER - AS A BUSINESS ENTITY

### A. Nature of the Enterprise

Super Soccer is first and foremost a business, a part of the entertainment industry. That industry is characterized by those businesses which compete for discretionary disposable income and time. Soccer is therefore in competition, not only with other spectator sports, but also with other enterprises in the entertainment industry, including the arts and television. The SSL must, therefore operate as a competitive business with a specific objective and strategies for implementing that objective. It cannot be treated merely as a sport, a hobby of the club owners, or a cultural contribution. As a business, it has many, if not all, of the characteristics of other businesses which serve a broad spectrum of the public.





B. Super Soccer is a Joint Venture

The sports business is unusual in that the owners of the equity, while partners on the business side, are competitors on the entertainment side. Furthermore, the long-term success of all of the business partners can be assured only if all the participating members attain a measure of success on the playing side and consequently on the business side. A league in which only one or two members operate at a profit while the remainder sustain heavy losses will not provide the successful franchises with security for their investment. While competitors on the playing field, member franchises are partners in a business where the success or failure of a single member effects the asset value of every other members' investment.

C. Franchise Value

The primary objective of the franchise owners is to build value. The most accurate measure of success for the joint enterprise or League as a whole is the value of each member franchise. While value may vary slightly from market to market, and while individual operations may produce disparate profit and loss results, the main



component of asset value is directly related to the joint activities of the members. The value of a profitable franchise will not improve to any significant degree if the majority of the other franchisees are suffering heavy losses. Similarly, the attainment of revenues or endorsements through League-wide contracts and arrangements (such as TV and licensing) inures to the benefit of each franchise, creating a firm foundation of income upon which to base asset value.

The short-term generation of operating income, while important, is secondary to franchise value. For this reason investors in sports franchises must expect to sustain operating losses for an initial period of 1-5 years in a manner similar to real estate developers who "carry" (pay taxes, interest expense and operating losses, fees and assessments) property with the long-term objective of increasing asset value through the passage of time or future development. An SSL franchise, like real property, is a finite commodity or resource whose value is directly related to and determined by the operation of the League partnership as a whole.





SUPER SOCCER LEAGUE  
FRANCHISE OPERATING INCOME  
PROJECTED 1978 SEASON

PROJECTED OPERATING INCOME PER TEAM AT FOUR LEVELS OF ATTENDANCE.  
FOR COMPARISON TO OTHER MAJOR LEAGUES, PLEASE REFER TO NOTE<sup>(1)</sup> AT  
END OF THIS ANALYSIS.

<u>LEVEL A</u>	(9,000 PER HOME GAME) <sup>(2)</sup>	
INCOME:	TICKET SALES <sup>(3)</sup>	\$ 576,000.00
	SHARE OF VISITING TEAM <sup>(4)</sup>	57,600.00
	CONCESSION SALES/TEAM ITEMS <sup>(5)</sup>	25,000.00
	PROGRAM: ADVERTISING <sup>(6)</sup>	\$25,000.00
	SALES <sup>(7)</sup>	<u>36,000.00</u>
		61,000.00
	TELEVISION REVENUE (ESTIMATED)	25,000.00
	RADIO REVENUE (ESTIMATED)	15,000.00
	SUPER SOCCER PROPERTIES, INC. <sup>(8)</sup>	<u>25,000.00</u>
GROSS OPERATING INCOME:		784,600.00
	LESS: VISITING TEAM SHARE <sup>(4)</sup>	<u>57,600.00</u>
NET OPERATING INCOME:		<u>\$ 727,000.00</u>



SUPER SOCCER LEAGUE  
FRANCHISE OPERATING INCOME  
PROJECTED 1978 SEASON

LEVEL B      (7,000 PER HOME GAME)<sup>(2)</sup>

INCOME:	TICKET SALES <sup>(3)</sup>	\$ 448,000.00
	SHARE OF VISITING TEAM <sup>(4)</sup>	44,800.00
	CONCESSION SALES/TEAM ITEMS <sup>(5)</sup>	25,000.00
	PROGRAM: ADVERTISING <sup>(6)</sup>	\$25,000.00
	SALES <sup>(7)</sup>	<u>28,000.00</u>
		53,000.00
	TELEVISION REVENUE (ESTIMATED)	25,000.00
	RADIO REVENUE (ESTIMATED)	25,000.00
	SUPER SOCCER PROPERTIES, INC. <sup>(8)</sup>	<u>25,000.00</u>
GROSS OPERATING INCOME:		645,800.00
	LESS: VISITING TEAM SHARE <sup>(4)</sup>	<u>44,800.00</u>
NET OPERATING INCOME:		<u>\$ 601,000.00</u>





SUPER SOCCER LEAGUE  
FRANCHISE OPERATING INCOME  
PROJECTED 1978 SEASON

<u>LEVEL C</u>	(5,000 PER HOME GAME) <sup>(2)</sup>	
INCOME:	TICKET SALES <sup>(3)</sup>	\$ 320,000.00
	SHARE OF VISITING TEAM <sup>(4)</sup>	32,000.00
	CONCESSION SALES/TEAM ITEMS <sup>(5)</sup>	20,000.00
	PROGRAM: ADVERTISING <sup>(6)</sup>	\$20,000.00
	SALES <sup>(7)</sup>	<u>20,000.00</u>
		40,000.00
	TELEVISION REVENUE (ESTIMATED)	25,000.00
	RADIO REVENUE (ESTIMATED)	15,000.00
	SUPER SOCCER PROPERTIES, INC. <sup>(8)</sup>	<u>25,000.00</u>
GROSS OPERATING INCOME:		477,000.00
	LESS: VISITING TEAM SHARE <sup>(4)</sup>	<u>32,000.00</u>
NET OPERATING INCOME:		<u>\$ 445,000.00</u>





SUPER SOCCER LEAGUE  
FRANCHISE OPERATING INCOME  
PROJECTED 1978 SEASON

<u>LEVEL D</u>	(3,000 PER HOME GAME) <sup>(2)</sup>	
INCOME:	TICKET SALES <sup>(3)</sup>	\$ 192,000.00
	SHARE OF VISITING TEAM <sup>(4)</sup>	19,200.00
	CONCESSION SALES/TEAM ITEMS <sup>(5)</sup>	20,000.00
	PROGRAM: ADVERTISING <sup>(6)</sup>	\$20,000
	SALES <sup>(7)</sup>	<u>12,000</u>
		32,000.00
	TELEVISION REVENUE (ESTIMATED)	25,000.00
	RADIO REVENUE (ESTIMATED)	15,000.00
	SUPER SOCCER PROPERTIES, INC. <sup>(8)</sup>	<u>25,000.00</u>
	GROSS OPERATING INCOME	326,200.00
	LESS: VISITING TEAM SHARE <sup>(4)</sup>	<u>19,200.00</u>
	NET OPERATING INCOME:	<u>\$ 307,000.00</u>





## NOTES TO OPERATING INCOME

- (1) FOR COMPARISON THESE ARE FIGURES OBTAINED FROM THE NORTH AMERICAN SOCCER LEAGUE (NASL); THE NATIONAL BASKETBALL ASSOCIATION (NBA); AND THE NATIONAL HOCKEY LEAGUE (NHL).

### NASL (1977 DATA)

AVERAGE ATTENDANCE PER CLUB	176,278
AVERAGE PER GAME (13 GAMES HOME)	13,560
AVERAGE GROSS RECEIPTS PER GAME	\$34,188.00

### NBA (1976/77 DATA)

AVERAGE ATTENDANCE PER CLUB	450,000
AVERAGE PER GAME (41 GAMES HOME)	10,975
AVERAGE GROSS RECEIPTS PER GAME	\$85,920.00

### NHL (1976/77 DATA)

AVERAGE ATTENDANCE PER CLUB	500,000
AVERAGE PER GAME (40 GAMES HOME)	12,500
AVERAGE GROSS RECEIPTS PER GAME	\$95,424.00

- (2) INCOME LEVELS WERE DETERMINED BY AVERAGE ATTENDANCE PER GAME.  
16 HOME GAMES WILL BE PLAYED IN 1978 AND 20 HOME GAMES IN 1979.

FOR EXAMPLE:

$$144,000 \text{ TOTAL ATTENDANCE} \div 16 \text{ HOME GAMES} = 9,000 \text{ AVERAGE PER GAME}$$

- (3) INCOME FROM TICKET SALES WAS DETERMINED BY AVERAGE PER GAME ATTENDANCE MULTIPLIED BY A \$4.00 AVERAGE TICKET PRICE (WHICH MAY BE HIGHER OR LOWER IN EACH FRANCHISED CITY DEPENDING ON



BUILDING SIZE, LOCATION OF SEATS, OTHER MAJOR LEAGUE TICKET PRICES IN AREA, ETC.)

FOR EXAMPLE:

$$9,000 \text{ AVERAGE} \times 16 \text{ GAMES} \times \$4.00 = \$576,000.00$$

- (4) IN ORDER TO HELP STABILIZE THE LEAGUE, THE HOME TEAM WILL PAY THE VISITING TEAM 10% OF GROSS TICKET SALES PER GAME. YOU ARE PAID THIS AMOUNT WHEN YOU PLAY AWAY: AND YOU PAY THIS AMOUNT WHEN AT HOME. FOR DEMONSTRATION PURPOSES, THIS WAS ADDED TO GROSS OPERATING INCOME AND A SIMILAR AMOUNT DEDUCTED TO CREATE NET OPERATING INCOME. OBVIOUSLY THIS WILL NOT BALANCE OUT EXACTLY BUT IS DESIGNED TO ENCOURAGE EACH TEAM IN THE LEAGUE TO BRING THE STRONGEST POSSIBLE TEAM INTO AWAY GAMES (i.e., THE BETTER DRAWING TEAMS SHARE IN THE POWER OF THEIR DRAW. THIS TECHNIQUE IS USED IN MAJOR LEAGUE BASEBALL, FOOTBALL AND IN THE NORTH AMERICAN SOCCER LEAGUE.)
- (5) SUPER SOCCER PROPERTIES, INC. WILL ARRANGE TO HAVE MANUFACTURED TEAM BALLS, TEAM SHIRTS AND JACKETS, AND NUMEROUS OTHER TEAM ITEMS WHICH THE INDIVIDUAL FRANCHISEES WILL SELL AT THEIR ARENAS OR MARKETING AREA. IT IS ESTIMATED THAT THIS WILL PRODUCE SIGNIFICANT INCOME TO THE FRANCHISE.
- (6) PROGRAM INCOME FROM ADVERTISING. SUPER SOCCER PROPERTIES, INC. WILL PUBLISH A NATIONAL PROGRAM 16 TIMES DURING THE COURSE OF THE SEASON WHICH SHALL BE EXTREMELY COLORFUL AND WILL FEATURE 16 DIFFERENT COVERS TO AID IN SALES. THIS NATIONAL PROGRAM WILL

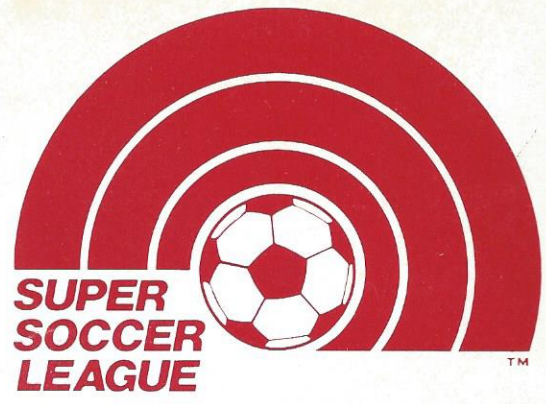




BE CALLED SUPER SOCCER! AND MAY PRODUCE ENOUGH NATIONAL ADVERTISING INCOME TO PAY FOR ITSELF COMPLETELY - PRINTING AND EDITORIALY. EACH FRANCHISE WILL RECEIVE COPIES AT COST, UNBOUND FROM THE NATIONAL PRINTER, WHICH WILL ALLOW EACH FRANCHISE TO SELL AND INSERT LOCAL ADVERTISING.

- (7) THE NATIONAL AVERAGE FOR ALL SPORTING EVENTS IN THE SALE OF PROGRAMS IS 1 IN EVERY 4 PEOPLE IN ATTENDANCE. THE AVERAGE PRICE IS \$1.00 PER COPY. SUPER SOCCER IS EXPECTED TO MAINTAIN BOTH THE NATIONAL AVERAGE SALES AND PRICE.
- (8) SUPER SOCCER PROPERTIES, INC. WILL BE A LIMITED PARTNERSHIP. IT WILL BE OWNED BY THE LEAGUE MEMBERS (75%) AND THE ORGANIZERS CORPORATION (25%). EACH MEMBER WILL OWN AN INTEREST IN PROPORTION TO THE TOTAL MEMBERS IN THE LEAGUE. NET REVENUES SHALL BE ALL INCOME DERIVED FROM THE PUBLICATION OF THE NATIONAL MAGAZINE; FROM NATIONAL TELEVISION CONTRACTS; FROM ROYALTIES AND LEAGUE ENDORSEMENTS; AND FROM ANY OTHER SOURCES: LESS OPERATING EXPENSES AND FEES PAID TO ADVERTISING AGENCIES AND MARKETING DIRECTORS.
- Estimated revenues from radio and television assumes the successful negotiation of electronic media contracts. None have been negotiated.







SUPER SOCCER LEAGUE  
FRANCHISE OPERATIONAL EXPENSES  
1978 SEASON

GAMES (32 TOTAL: 16 HOME - 16 AWAY)

EXPENSE PROJECTION

BUILDING EXPENSES:

RENTAL	\$ 48,000.00	
TICKET PRINTING	3,200.00	
BOX OFFICE & SALES	8,000.00	
STAFFING COSTS	<u>8,000.00</u>	\$ 67,200.00

OPERATING EXPENSES:

OFFICE RENTAL	6,000.00	
TELEPHONE	6,000.00	
EQUIP. RENTAL	2,400.00	
POSTAGE	3,600.00	
INSURANCE & BENEFITS	5,000.00	
LEGAL & ACCOUNTING	10,000.00	
FURNITURE RENTAL	3,000.00	
OFFICE SUPPLIES	1,200.00	
PRINTING	1,000.00	
PAYROLL	<u>8,500.00</u>	46,700.00



SUPER SOCCER LEAGUE  
FRANCHISE OPERATIONAL EXPENSES  
1978 SEASON

EXPENSE PROJECTION (continued)

SALARIES:

PLAYERS	120,000.00	
GENERAL MGR./COACH	25,000.00	
P.R. DIRECTOR	12,500.00	
TEAM SECRETARY	<u>7,500.00</u>	165,000.00

ADVERTISING & PROMOTIONAL:

PRINTED MATERIAL	2,500.00	
NEWS CONFERENCES	2,000.00	
NEWS RELEASES	2,000.00	
NEWSPAPER ADVERTISING	20,000.00	
RADIO & TV ADVERTISING	<u>20,000.00</u>	46,500.00

AWAY GAME EXPENSES:

TRAVEL, PER DIEM, HOTELS EQUIP. TRANSFER		16,000.00
---	--	-----------

LEAGUE EXPENSES:

LEAGUE ASSESSMENT	20,000.00	
PERFORMANCE BOND	10,000.00	
LEAGUE MEETINGS	<u>3,000.00</u>	33,000.00





SUPER SOCCER LEAGUE  
FRANCHISE OPERATIONAL EXPENSES  
1978 SEASON

ESTIMATED  
EXPENSE PROJECTION (continued)

TEAM EXPENSES:

TRAINING CAMP	5,000.00	
TRAINER/EQUIP. MGR.	5,000.00	
UNIFORMS	5,000.00	
TEAM EQUIPMENT	5,000.00	
MEDICAL/DENTAL	<u>4,200.00</u>	24,200.00

MISCELLANEOUS:

F.I.C.A. & Soc. Sec.	<u>17,820.00</u>	17,820.00
----------------------	------------------	-----------

TOTAL EXPENSES:

\$ 397,420.00

\*NOTE: PLAYING SURFACE AND GOALS ARE USUALLY PURCHASED BY ARENA. MOST ARENAS WILL SUPPLY THESE ITEMS BECAUSE THEY CAN BE USED FOR OTHER EVENTS. COSTS FOR SETTING UP PLAYING SURFACE AND GOALS ARE PAID BY FRANCHISE. COSTS WILL VARY ACCORDING TO ARENA.





Players.



## P L A Y E R S

### A. SOURCES:

There are thousands of outstanding soccer players in the world today. They play in competitive leagues in over 144 member countries of FIFA. The normal soccer season, with the exception of North America, is from early October through April. In North America, colleges and universities play normally a four month schedule from September through December.

These schedules allow the Super Soccer League to draw from a large pool of inactive world class players.

By Super Soccer's affiliation with the international soccer community, we would be allowed to utilize the services of high caliber professional soccer players competing in winter leagues. A primary source of players for Super Soccer would be the graduating seniors from over 500 colleges and universities that maintain a competitive soccer program. Most of these players are now without the opportunity to play professional soccer as the NASL has traditionally preferred players obtained from European and Latin American leagues.



B. COMPETITIVE BALANCE:

The success and value of each member franchise is dependent upon the collective success of all other League franchises. The League must promote balanced competition among its teams to benefit all franchises.

Competitive balance does not develop naturally within a league if players and franchises have absolute freedom to choose the teams or players with whom they contract. Competitive balance is achieved when each team produces an equal number of wins and losses during any given season. Competitive balance is approximated when, toward the end of the season, each team can justifiably boast an opportunity to qualify for playoffs.

Obviously, this is the ultimate or "ideal" situation but has never before been attained in American professional sports, although this goal or "ideal" has been attempted with various degrees of success by every major league.

C. A UNIQUE INITIAL PLAYER ALLOCATION SYSTEM:

Through the office of Norman Sutherland, Director of Player Personnel, the Super Soccer League will secure the services of approximately 150 professional caliber soccer players. These will be signed to standard League contracts at salary levels between \$6,000 to \$8,000 per season with the right of the League to assign both the player and contract





to a member franchise. The League will also attempt to borrow players from top international clubs.

The players shall be placed on a League roster and the League Commissioner shall circulate to each member franchise a description of each player, their positions and history. Only players on the League roster will be eligible to be drafted by member franchises.

At the first League draft, each member franchise will draft, according to a predetermined order, for the contracts of a number of players. Not just for the right to begin contract negotiations. The contracts, obtained in the player draft, shall become the property of the drafting franchise.

Each franchise will draft 7 players and their contracts. Additionally, the League will attempt to maintain a 16 player pool (players under contract to the League but unassigned to any member franchise). These pool players will be available to any franchise during the course of the season, upon payment of a pool fee, to replace a player on a franchise that is unable to compete. This pool arrangement will allow franchises to compete without the expenses of maintaining reserve players or minor league affiliations.

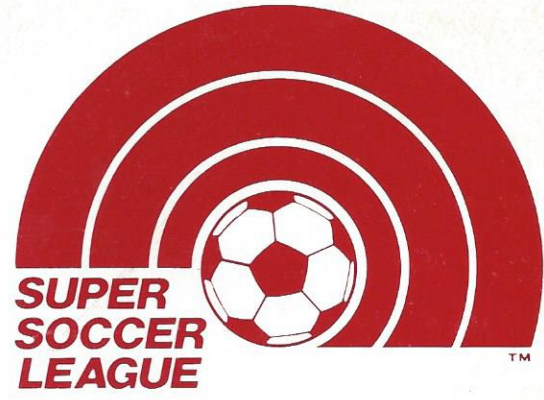
Trading will be allowed between individual franchises as long as the trades are approved by the League. No additional monetary consideration is paid the player; and a transfer fee is paid to the League.



The Standard Player Contract will be for one season. The franchisee will have an option on the player's services for one additional season.

This initial player allocation system, while totally unique in American major league sports, will help assure the desired competitive balance within the League and should help control the inflated acquisition costs of player personnel.





MARCH 3, 1975 Volume 42, No. 9

Cover photograph by Tony Triolo

### 22 Soccer Is Now an In Sport

The pro game has come indoors, six men to a side on hockey rink-size pitches bounded by boards off which players bounce both the ball and themselves. The result: such furious action that substitutes must be inserted every few minutes and more goals are scored than you have fingers.

by Tex Maule



Arnold Roth

### 14 Wave Hello to the Future

Pat Fitzsimons won the L.A. Open to join the crowd of kids chasing Jack and Johnny

by Dan Jenkins

### 18 The 'Cats Got Out of the Bag

'Bama had all but wrapped up the SEC when Kentucky's Kevin Grevey left it grievin'

by Curry Kirkpatrick

### 20 Green Machine with Six Gears

The Celtics had transmission trouble on the road, but they've got the spare parts

by Pat Putnam

### 30 Run, Seaver, Run

The Mets' Tom Terrific and the rest of the cast spring back into animation

Photographed by Walter Iloos Jr.

### 36 Big Frog, Very Small Pond

At 70, Henri LaMothe is making a splash, belly-whopping into 12 inches of water

by Edward Hoagland

### 62 Czeching on the Huchen

An indefatigable angler pursues a mighty fish in the icy tributaries of the Danube

by Clive Gammon

### The departments

10 Scorecard

44 Radio/TV

46 College Basketball

52 Squash

54 Hockey

58 Track & Field

60 Boxing

75 For the Record

76 19th Hole

Credits on page 75

### Next Week

LOOKING AHEAD to Augusta is Lee Elder, the first black to qualify for the Masters. But he has had 10 months since the Monsanto to get ready and that has created problems for him, says Jerry Kirshenbaum.

FIVE FACES OF EVE: These days the woman athlete is not always sure whether she should be ruthless or relaxed. Pat Jordan pays a visit to Penn State where a hockey coach gently admonishes: "Fight, Ladies, Fight!"

SPORTS ILLUSTRATED is published weekly, except one issue at year end, by Time Inc., 541 N. Fairbanks Ct., Chicago, Ill. 60611, principal office Rockefeller Ctr., N.Y., N.Y. 10020. J. R. Shepley, President. C. J. Grum, Treasurer. C. B. R. Secretary. Second-class postage paid at Chicago, Ill. and at additional mailing offices. Authorized as second-class mail by the Post Office Dept., Ottawa, Canada and for payment of postage in cash. Subscription price in the U.S., \$14.00 a year.



# THE SPORT THAT CAME IN FROM THE COLD

*Pelé might shudder, but indoor soccer, with six men to a side and played on a hockey-sized field, leads to more action and scoring* by **TEX MAULE**

To a soccer purist, it is an abomination. To a goalkeeper, it is a nightmare. But to the fans who have watched the first formal competition in indoor six-man soccer, it is a joy.

Last week, at the Cow Palace in San Francisco, the North American Soccer League staged its fourth mini-tournament leading to the national indoor championships in mid-March, and the crowds, 9,000-plus, were enthusiastic. So were the spectators in Dallas, Rochester and Tampa in previous tournaments. And it is not hard to understand why.

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 and, at the moment, in a state of flux.

"We are still working out how to use the boards and how to handle substitutions," says Ivan Toplak, coach of the San Jose Earthquakes. Toplak was an assistant coach for the Yugoslavian national team in the 1974 World Cup and was once a world class player himself. He is a quiet, thoughtful student of the game and a bit conservative, but his San Jose club seemed the most skillful of the teams at adapting to the special needs of indoor soccer.

"It is an all-round game," he said after the Earthquakes had demolished the Seattle Sounders 14-4 in Friday night's competition. "Everyone has to attack and everyone has to defend and they have to change in an instant."

In Paul Child, a 22-year-old British transplant from Birmingham who used to play for Aston Villa in England, Toplak has probably the most accomplished indoor soccer player in the world. Child

is extraordinarily good outdoors, too, but the indoor game fits him like a hand-made boot.

"You've got to go the course to know it," he says, "and I've played more indoors than most chaps."

Child is built perfectly for indoor soccer, a game made to order for economy-sized athletes. At 5'9" and 155 pounds, he is small enough for the requisite agility and big enough to pack a wallop when he blocks an opposing player into the boards, a tactic at which he excels. Cheerful and open, he has lived in the U.S. for three years. His wife is a registered riding teacher in England, and eventually they will have their own riding stable in Los Gatos, a small community near San Jose. He cleared 78 acres of woody land and built the stables with his own hands, so that the exigencies of soccer seem easy to him.

"I use the boards as well as anyone," he says. "But, then, back in England we used to play one day a week indoors. I played five a side in White City, in the *London Express* tournament, too. It's a different game and it takes time to learn how to use a wall pass."

Says Ron Newman, coach of the Dallas Tornado who grew up in England in the '30s, "We learned it playing on the cobblestones in the street. We played the ball off the walls of the houses along the lane and got to be quite good at it. Six a side isn't new, either. We used to do that for fun, mate. In the old days, if there weren't more than 12 players and we wanted a scrum, then we went at it six a side. So we all know the game. We

*continued*

*As L.A. attacks the Vancouver goal, fans get a closer look than they would outdoors.*



# INDOOR SOCCER *continued*

just don't know quite how to manage it with all the boards about on both sides and the ends. But that will come, won't it?"

Indeed it will. From the first mini-tournament in Dallas in January to the latest in San Francisco, the players have become increasingly accomplished at using the boards.

"It's a bit like billiards, now, isn't it?" says Johnny Moore, a diminutive striker for the Earthquakes who doubles as their assistant general manager and thinks nothing of working a 14-hour day. Moore may be the only indoor soccer player who ever scored a goal on a header. Since the goal is only four feet high, it is difficult for a tall man to get the ball down far enough. Moore is 5'5".

"It wasn't really a header," he says. "The ball was rolling down off the top of the goal and right in my face and I just nodded it into the net."

"We're learning the use of the boards," he continues. "The Earthquakes are lucky, since we have played more games indoors than most. So we know to stay away from the boards with

the ball and force the other chaps into them when they are on the attack. The boards play for you on defense. You put a man into the wood, there is no way he can control the ball."

There are no lulls in the indoor game, since the ball is always in play, unless it is kicked over the wall into the crowd, which happens rarely. Consequently, free substitution is a necessity in the game. No player, no matter how fit, can go for more than three or four minutes without being relieved.

"You can't play like you do outdoors," says Moore. "There, you know, you can cut down the pace of the game, make it slow and deliberate and find the time to rest yourself. Indoors, you have to make your mind up to it. The secret of the indoor game is that you go on for four minutes, run until you drop and then get the hell out of there."

Child agrees. "After three or four minutes, man, your legs go like Jell-O," he says. "Because there's no letting up, you see. I'm a striker and I've never thought of myself as a defensive player. I don't play defense that well, but in the indoor game I must get back as fast as I can go and at least get in someone's way, so that

I'm running all the time. I don't really mark anyone when I go back, but I hope I hinder them a bit."

The frantic pace makes the game more dangerous than the outdoor version, because there is much more physical contact with other players, the boards and the unforgiving floor. Indoor soccer is played on an artificial turf with a much shorter nap than the artificial turf used for football or baseball, and it is usually laid over either ice or cement, so that it has little or no give. The short, bristly nap is almost as abrasive as sandpaper, and soccer players, except for the goalie, don't wear pads.

"It's a good pitch in some ways," says Child. "The ball runs true, you know, and you have no trouble keeping your feet, but it's not a kind surface when you are put down. I fell over once in practice and got a great burn on my bum. All our lads have the rug burns on them, but I suppose there's no way it can be helped, is there?"

Child got another burn on his bum in the Earthquakes' game against the Seattle Sounders in the Cow Palace. A Sounder had taken advantage of one of the many quick turnarounds that mark the game and had broken free, looking as if he would have a one-on-one shot at the Earthquake goalie. But Child sprinted up from behind and threw himself at the ball, looking for all the world like Lou Brock sliding into second. He prevented an almost certain goal but, unfortunately, he was not sliding in the dirt around second base. The bristles of the artificial surface shaved a saucer-size layer of skin off his hip.

"It smarts a bit," he said after the game, regarding the angry red mark, "but you take that, don't you?"

Like most soccer players, Child looks like a distance runner in hard training. His body is lean, with no layer of fat between skin and muscle. Mirko Stojanovic, a Yugoslav who plays in the goal for San Jose, seemed chubby on the field. In the dressing room, shorn of the long pants, long-sleeved jersey and assorted sponge-rubber pads that protected him from rug burns as he flung himself back and forth across the 16-foot-wide goal mouth, he looked like a heavyweight boxer who had just drained himself to make the light-heavyweight limit.

"It is not a pleasant thing to have to do," he said, his eyes half closed from

*continued*



exhaustion; he had been bombarded by 68 shots. "But it is the thing I am paid to do. And I do it as well as I can. Indoors, it is difficult because the ball comes at you from everywhere. And when it goes by outside the goal, you cannot relax because it has not gone over the end line. It has hit the backboard and it is right back in front of you with so many people kicking it. It has changed the whole thing of playing in the goal. Now, when a goal shot is wide, I must go wide with it and trap the ball against the backboard so that it does not come back out to haunt me."

Moore sympathizes with Stojanovic. "It's bloody impossible to play in the goal," he says. "Forget the shots. When we played an exhibition game against Dallas, I reckon we kicked that kid they had in goal seven or eight times. Because, you see, he's always diving for the ball and there are people coming up, and I figure I myself kicked the poor lad at least three times. It's a sad thing for the man in the mouth of the goal."

Still, with all the physical contact and the kicks and the battering on the boards, indoor soccer remains a refreshingly decorous sport. There have been none of the disgraceful fights that mar hockey, and the crowds, unlike those at outdoor games in Italy and South America, accept adverse decisions without throwing things or attempting to assault the referee.

When a ball is kicked into the stands it is thrown back onto the field, and if it doesn't come back quickly the crowd chants, "Throw it back."

The bartender at the Hunt Club, a small watering hole in the Cow Palace, may have put his finger on the reason. After a long, inactive evening, he looked sadly over the bar at a lone customer and said, "It was a wasted night. We never should have opened. Everybody is here with his wife and kids. They don't drink. I wish rodeo was back. The rodeo brings in the real drinkers."

The only time a fight seemed imminent was in Dallas, when a Yugoslavian striker fired a cannon shot by a Yugoslavian goalkeeper and the two yelled at one another.

"Had nothing to do with the game," the goalkeeper said afterward. "We are from different peoples in Yugoslavia. His great-grandfather tried to kill my great-grandfather, and I have not forgotten

*continued*

that. It has to do with Yugoslavia, not soccer."

The three previous tournaments were decided on goal difference, with the winners of the first round playing the losers and the champion being the team that had outscored its opponents by a bigger edge in the two games. In Dallas and Rochester all four teams wound up 1-1, with Dallas and the New York Cosmos advancing on goal superiority. In the Tampa tournament, Miami and Tampa won both of their games, Tampa advancing on goal difference.

On the opening night in San Francisco, the Los Angeles and Seattle teams were beaten 15-4 and 14-4, respectively, and almost certainly eliminated. So the soccer owners changed the rules to accommodate the public.

San Jose challenged Vancouver to change the rules and play it in the final, since both teams had won overwhelmingly. Vancouver, which had a one-goal advantage, accepted gracefully.

"The people want us to play Vancouver," said Dick Berg, general manager of the Earthquakes. "Heck, the finals will be a knockout. Winner against winner. We're not an old sport. We can change to accommodate what the people want. The only reason we had to stick to the formula for the first three tournaments was that that's the way they played those tournaments. It's great when the teams are equal, because everyone is still alive the second day. But when it doesn't work, we're flexible."

And, sure enough, the game was reasonably close, with San Jose beating Vancouver 7-3, advancing the Earthquakes into the finals along with the winners of the three previous tournaments. Child, paying no attention to the bruise on his hip, scored three times for a total of seven in the two-day event.

The format change saved Terry Fisher, the Los Angeles coach, a further embarrassment, too. After Vancouver had lathered his Aztecs 15-4 in the first game on opening night, he lectured his players on their shortcomings.

"The most discouraging part of the game," he said, "was when I looked up and saw all the photographers squatted down behind our goal."

With time, experience and practice, the teams will eventually even out. It might be rugged on photographers; but it will be super for spectators.

**END**



# Parents, Kids Find Soccer Safer and Cheaper

By Kathleen Maxa  
Washington Star Staff Writer

Exactly when the first soccer ball was kicked in the United States is one Great Moment in Sports History which, alas, was never recorded. But ever since, the game's loyalists have been predicting the decline of America's own beloved brand of football and the rise of King Soccer.

And it appears — at least in Suburbia, the new center of soccer power — that baseball as well as football may be suffering from the effects of soccer's slowly growing popularity.

In Northern Virginia, where soccer has received its biggest boost in this area over the past five years, organized youth baseball seems to be feeling the biggest pinch. In Alexandria,

the number of youth baseball teams has dropped from 25 two seasons ago to 17 this summer, while the number of soccer teams have grown steadily.

IS THE reason soccer itself, or is it, as some people claim, the absence of a major league baseball team in Washington to stimulate the youth?

In January, 1974, a distributive education class at T. C. Williams High School in Alexandria conducted a phone survey of 530 residents of the Washington Metropolitan Area on their interest in seeing a major league baseball team return. Those sampled were broken into age groups. Asked, "How many games do you think you would attend per

year?" the majority of respondents under 21 replied "between one and five per year," compared with "between six and 12" for the majority of respondents over 21.

In compiling a facility-use study for 1975, the Fairfax County Recreation Department found that boys soccer (which is played year-round in the county) is its biggest sports program, boasting 1,796 teams and 25,503 young players, compared with 1,023 teams and 14,778 participants in baseball, and 214 teams and 5,775 participants in football.

"With soccer going year 'round now," said George Sachs, an FCC recreation specialist, "our biggest problem is enough field space for soccer."

STILL, YOUTH soccer teams and leagues are springing up as fast as sponsors can be found. The kids, it seems, can't start playing the game young enough. It's not uncommon to see five- and six-year-olds refining their kicking styles in their backyards in eager anticipation of the day they turn eight (the usual qualifying age for youth soccer leagues).

Meanwhile, bewildered dads may be seen standing forlornly in those same backyards, wondering whatever happened to the good old days when sons played catch or tossed footballs with their fathers. To kids who grow up playing soccer, developing that throwing arm seems as obsolete as learning to fox trot.

"Neither of my kids has ever played organized baseball," said an Arlington father of eight- and 10-year-old sons. "By the time I was eight, I was a veteran baseball player."

Youth soccer, probably even more than youth baseball and football, has been fostered by parents. "Soccer is not a sport kids normally gravitate to," said Clarence Dade, director of the Jelleff's Boys Club in Washington. "There is no influence from television and up to now there have been very few native American star soccer players for kids to emulate. But if the kids are stimulated through skill clinics and organized programs they will take it up."

See SOCCER, D-5





# SOCCER

Continued From D-1

**TWO OF** the key reasons why adults have encouraged youngsters in soccer is cost and safety. While the kids say they prefer soccer to football or baseball because it is fast moving, everyone gets to play and physical size doesn't matter, adults see that the cost of equipping a youngster in soccer is far below football and even baseball and that the risk of serious injury seems lower, too. "I won't let my kids play football," said one Arlington mother, "But I don't have that fear of serious injury with soccer."

Jim Goheen, manager of Irving's Sports Shop in Rockville, who noted that football equipment sales for 1975 have dropped off by about one-third in his store, offered this explanation: "Definitely the reason football has fallen off is because of the economy. It would cost about \$60 to outfit the average youngster for football, as opposed to about \$10 for soccer — \$29 top price, depending on the shoes."

"Cost is a very important factor in determining what sports to offer in the schools," said Bill Savage, athletic supervisor for Fairfax County Schools. "Our local schools have to generate the money to pay for equipment and supplies in any sport."

**"FOOTBALL IS** very expensive. We have seven coaches per team because of the contact involved. You have to have greater supervision." And then there is the cost of equipping the usual 40-45 players that make up a high school football team."

Still most athletic administrators, like Savage, defend football's enormous cost because they say the sport

pays for itself. "In our county," Savage said, "Football gate receipts support football, soccer, cross country, field hockey, golf, gymnastics, indoor track, softball, baseball, tennis, track and field and, to some extent, wrestling."

This year Fairfax County High Schools are expanding their soccer programs from varsity and junior varsity teams to an increased emphasis on intramural soccer and girls' soccer.

Baseball, on the other hand, while still more expensive to equip than soccer, is not a revenue producer in the schools.

**THERE'S NO** question, orthopedists say, that the injuries sustained in soccer tend to be less serious than those suffered by football players.

"Not only is the injury rate in soccer much lower (than football), merely from the standpoint that there isn't as much physical contact," said Dr. P. M. Palumbo, Jr., an orthopedist and team physician for the Washington Redskins, "but the intensity of injury is lower, too. In soccer, most of the injuries are to the knee, as with football. But the type of injury is somewhat different. The injuries seen more commonly in soccer are milder degrees of sprains than we see in football and torn cartilages in the knee. Muscle strains in the lower extremities are also common in soccer. But in football, major ligament tears are more common. You seldom see a severe tear of ligaments in soccer."

"I don't think you should encourage anybody to play football," said one leading local orthopedist. "There are just too many disabling injuries. All that equipment gives them a false sense of security and probably if no

one wore any the injuries would be fewer."

**BASEBALL INJURIES**, for the most part, tend to be acute injuries, such as those received when a player is hit with a bat or ball.

"Occasionally you'll see elbows injured when kids start Little League too early," added Dr. Stanford Lavine, an orthopedist and team physician for the Washington Bullets.

So far, baseball and football coaches are reluctant to predict what effect youth soccer's growth will have on the future of their respective sports.

In Fairfax County, an athletic-interest survey (for both intramural and interscholastic sports) of 42,000 high school students conducted last year, found more boys planning to participate in football program (4,742) than any sport, compared with baseball in which 2,755 boys said they planned to participate and 2210 who planned to play soccer.

While soccer's showing as a poor third in this survey may be accounted for by the fact that the bulk of Fairfax County's young soccer players are not even high school age yet, Athletic Supervisor Savage pointed out that the survey could also be interpreted to read that the boy who plays youth soccer may be ready for a change in sport by the time he reaches high school, particularly if the youngster has the physical size to play basketball or football.

But if more and more youngsters grow up learning to kick before they can throw or pass the dilution of the quality of either football or baseball would seem inevitable. Meanwhile, football and baseball coaches cling to the hope that soccer's popularity has peaked — or at least will peak very shortly.









# Is Soccer America's Game of Tomorrow?

It's already the No. 1 game in most of the world, and now, here in South Florida, thousands of boys — and girls — are beginning to discover why. . . By William Montalbano/Photography by Marlin Levison

In pre-teen flag football at Miami Shores the blue shirts are steadily advancing on the green shirts. On the sidelines two should-be-proud fathers are wool-gathering.

"It's just not the same, is it?"

"Sure isn't. I can't get excited about it."

"Yeah. I wish the soccer season would start."

"You don't have to huddle up and you don't have to wait for the pitch. It moves, Dad, it moves all the time." — Dennis Montalbano, 10, fullback.

"It's a fun game. You run a lot and get into shape." — Helen Rassi, 10, fullback.

"The teams from Arizona, Ohio, Maryland, Virginia and New Jersey will be arriving at different times during the day. The Mexicans are coming together on one flight. The kids from Canada should be in by chartered jet around midnight Christmas night." — Wayne Martin, mulling the logistics of the Junior Orange Bowl Soccer Tournament; 94 teams, boys and girls 10 to 16, beginning Saturday.

**N**o offense, football, but there is a heresy blowing in the Christmas wind.

It is called soccer. And for thousands of kids all over South Florida it is proving a new-found, quickly embraced kick in the grass.

South Florida is one of dozens of metropolitan areas across the United States where soccer is in breathless bloom as a major youth sport.

There are, believe it or not, 10-year-old center forwards in this town who have played in the Orange Bowl often enough to know they prefer grass to a carpet, and fifth-grade goalkeepers who can discourse with aplomb on the relative merits of hamburgers served visiting teams in Cape Coral, Fla., and Toronto, Ont.

This is the corn-flakes-and-peanut-butter brigade, mind you, not the children of newly arrived immigrants, but bedrock all-American kids weaned on Florida sunshine and the Miami Dolphins.

There is something else. Their sisters are playing the game, too, in increasing numbers. And playing it well.

If you haven't passed a South Florida playground lately you may remember soccer as a game everybody else in the world but us is crazy about.

In a good year, with an all-out effort, a few ringers and a little luck, maybe the U.S. Olympic team can stagger past Haiti. Putting an

American team on the same field as teams from giants like Brazil, Holland, Uruguay or North Korea is pitting Mickey Mouse against King Kong.

Soccer has been around in the United States for a long time, but hardly anybody has noticed. Beyond high school and college teams, where soccer has traditionally been the athletic refuge of those not good enough to play football, soccer was principally an ethnic Sunday morning diversion for those who remembered spring in Prague or Hamburg or yearned for the playing fields of Buenos Aires.

Although the presence of a player like Pele can excite a passing ripple of national interest, professional soccer is played mostly to empty seats in the United States. Pele is great. But Pele, playing, will never get as much type as Larry Csonka, not playing.

But don't go away. With runaway growth, the quality of grass roots soccer as played in South Florida and other American hotbeds is improving by corner kicks and penalty shots. The future seems so bright that the men who make youth soccer go share a quiet dream none of them would have dared entertain a few years ago: Maybe in another decade a team of American Johnnies will take on Jacques and Johan, Juanito and Joao and come home a winner.

Already a South Florida father who surrenders himself to a winter of football on the tube does so only at the peril of losing athletic touch with his kids. And maybe even his wife.

The kids love soccer because it is fast and because it does not require great size or strength. Fitness, agility and concentration are most important. Their mothers are flocking to the game because it is easy to understand and because the risk of severe injury is remote.

"It is a fast, controlled game, and it is not violent. The violence is directed against the ball, not the other guy," says Miami Toros coach Greg Meyers, a logical leading advocate of local youth soccer. "Take a woman to a soccer game and inside 20 minutes she's yelling. In football, it might be two years before she knew what first and 10 meant."

"When I first started coaching soccer and something went wrong on a corner kick I'd call

Right: Kevin Connolly goes for the ball during a practice game at Miami Shores Soccer Club. At 13, Kevin is already a well-traveled player: He recently won the National Soccer Skills competition at San Jose, Calif., and played for the Miami-Dade Soccer Club's Under-14 team in Toronto



WILLIAM MONTALBANO is The Herald's Latin-America correspondent, and an unrepentant soccer fan.



## SOCCER

Continued

up Gus and say, 'Hey, what happened?' — Biscayne's Ralph Foster, one of Dade County's most senior and winningest coaches. "We all got lured into this thing to begin with because Gus was looking around for competition." — Coral Park's Lou Confessore, at 37 another of Dade County's soccer oldtimers.

Gary Gussman, physical education instructor at Miami Shores elementary, "the grand old man of Dade County youth soccer," (he winces at that) has sweated through some rough games.

Few have been as tense as the 1975 under-10 state championship game against Key Biscayne. Trailing 2-0 after the first half, Miami Shores battled back to tie at the end of regulation time. Two extra periods were scoreless and Miami Shores finally won on penalty-kick tie breakers.

Gussman abandoned the jubilation on his own bench to seek out a gritty Key Biscayne fullback who, playing the game of his life, had given the Miami Shores attack fits all afternoon and then, in defeat, seemed midway between exhaustion and tears.

"Son, you screwed us up all afternoon. You played a super game," said Gussman.

Gary Gussman is one of those coaches to whom the game is important — he and Ralph Foster each had three state championships this year — but the sport matters most.

Gussman, 48, played soccer with Army teams in Germany after World War II. When he came to Miami Shores in the late 1950s he found a soccer desert. For a time he was the only American playing on a German-American team in Hollywood.

What began as classroom vs. classroom at Miami Shores soon spread to the town community center as something to do before the football season. (Today the kids at Miami Shores play lacrosse to get into shape for soccer.)

Little by little the gospel according to Gussman won new converts around Dade County. Gussman and fellow coach Glen O'Hearn would visit local parks and put on demonstrations for kids and coaches. They were looking for other people to play. By 1964 there was a recreation league along with an oldtimer adult league populated mostly by Latin Americans, and soccer had begun to spread to schools.

"I once played on a team here with 13 different nationalities represented. I guess the camaraderie got into my blood," says Gussman, whose teams have been yearly visitors to the Robbie Invitational Tournament in Toronto. He is now dreaming of taking a kids' team to Ireland.

"The kids take to soccer like crazy. It is easy to play and easy to teach, an activity for total development. You don't have to be the monster of football or the giant of basketball. I guess I identified with the sport at first being a small guy myself."

The recent growth of the sport among South Florida kids leaves him delightfully stunned.

"It's gone way beyond me now. I'm not a promoter, I prefer coaching. Soccer has grown much we have outstripped the capacity to provide officials. We have been running clinics for high school and junior college players to train them as officials.

"As big as we are, there are places that leave us standing still in numbers. In quality



Gary Gussman is the "grand old man" of Dade County youth soccer. "The game has grown so much," he says, "we have outstripped capacity to provide officials"

we are as good as anybody. An English sports-writer once wrote that if the Americans ever take soccer seriously they could be world champs in five years. I believe it."

"I planned it that way." — Coach Randy Netlow, wryly, after his under-14 team gasped to a 1-1 tie with one second left to play and won the championship from a Canadian team in overtime at the Robbie Invitational Tournament.

"One of the high schools in Dade County has a Swedish exchange student this year who couldn't make the varsity soccer team. Ten years ago he'd have known more than the coach." — Lou Confessore of Coral Park.

**T**he best soccer in the world is played in Europe and South America, where the game, aside from being a sport, is a way of life and nearly a religion.

The South Americans are masters of skill — kicking, shooting, passing, ball control. The Europeans are more disciplined and tend to run more.

South Florida kids are being taught an amalgam of the two different styles. Kevin Connolly, a 13-year-old from Miami Shores, won the national skills championship in his age group in competition at San Jose, Calif. Rafael Jimenez, a 9-year-old goal-keeper at Coral Park, is the state skills champ of his age group.

Besides a flock of recreation league state championships, South Florida kids showed well in regional championships at New Orleans last winter. Of five local teams invited to the Robbie Tournament last summer — two boys' and three girls' teams — one won the championship, a second lost in the finals and a third was eliminated in the semi-finals in round robin competition between teams from the U.S., Canada and Mexico.

Coral Gables, whose soccer is leavened by its own and Key Biscayne's playground veterans, is currently high school state champ. Strong soccer teams at the Dade Junior Colleges and at Florida International University profit from the graduates of local youth soccer, and a number of South Florida players are starring at universities around the country.

"It used to be when we heard we were going to play Mexico in a tournament we got

scared. Now they are just another team," says Gussman.

Soccer is a fast and subtle game, a bit like chess. The ball is always in play, never hidden. Scores are seldom high, the action always stops when the ball goes out of bounds.

There are 11 men (or women) on a side. Only the two goalkeepers may touch the ball with their hands. The others strike the black and white ball with the feet, head or chest toward the other goal.

"You can only do so much coaching in soccer," says Key Biscayne's Ralph Foster. "About 70 per cent is individual effort. It is a great game for intelligent kids who like to think and move. You can't call time out and tell them what play to call, they must learn to work together."

A typical soccer team breaks down into a front line for both offense and defense, and a three or four man line in front of the goalie. The action is so fluid that, as the game is played professionally in Europe and South America, everyone but the goalie is a potential scorer.

Position names may change from country to country and team to team, but the responsibilities are the same. The two outside men in the front line, called wings or outsides, bring the ball down the field and move it into the center. The players in the center of the front line are called insides or strikers. They score most of the goals.

The link men in the center of the field are called halfbacks or midfielders. The middle man in the center line is sometimes called the rover. Defensemen, or, more commonly, fullbacks, must ward off the attack. If a team plays with four fullbacks, the fourth man, who plays behind the other three, is known as the sweeper. Typical alignments are 4-2-4, 4-3-3, 4-2-3-1. A once popular 5-3-2 is not seen much anymore.

Lou Confessore is developing a system to explain the game to parental soccer illiterates, particularly those who see the world in terms of Eagles, Rams, Lions and Vikings.

The Confessore System: "The wings are like wide receivers. They must be able to fly, and to control the ball. The strikers are the running backs; they punch across the goals. They should be big, fast and aggressive.

"Your midfielders or link men are like modified quarterbacks on offense. They distribute the ball. On defense they are like linebackers, helping out. They run all the time and they need to be good, all-around athletes.

"The two outside or wing fullbacks are like cornerbacks. They play the wings man-to-man. Your center fullback, or stopper, is like a strong safety. He plays the attacking strikers head-on. Physically, fullbacks need to have about the same characteristics as the strikers. They are playing against one another all the time.

"Your sweeper is the free safety. He has no man-to-man responsibility. He needs to be a super kid who understands what goes on in front of him and can read the attack. His head is more important than his size.

"The goalkeeper needs to be a special kind of kid who is able to concentrate and to tolerate the extremes of going flaky from boredom and slaphappy from getting shot at. Goalkeepers are to be loved, not yelled at."

"Another two or three years, people who like soccer won't be a minority anymore." — Greg Meyers.

"Things are going crazy. New teams are





## SOCCER

Continued

popping up everywhere. We may double again within a year." — Wayne Martin, commissioner, Dade Youth Soccer Association.

Dick Fries, who was drawn into youth soccer six years ago by fullback and halfback sons at Cutler Ridge, thinks the boom hit about three years ago.

"Not so long ago there were perhaps 120 kids of all ages playing youth soccer in Dade County. Now there are upward of 7,500 or perhaps even more, who knows?"

Wayne Martin, who succeeded Fries as commissioner of the Dade Youth Soccer Association, estimates there are now 200 youth soccer teams in Dade County for kids between 7 and 16. There are four different youth soccer associations. The DYSA, the largest, counts 114 teams, of which 30 are girls' teams.

"Some clubs play boys and girls on the same team," says Martin. "Nobody cares. If a club is big enough for a girls' team so much the better. If not, we let the girls play anyway."

Bill Sheldon, co-chairman with Martin of the Junior Orange Bowl Tournament opening this weekend, estimates there are 8,000 pre-college kids playing organized league soccer in South Florida, not counting recreation department and intramural programs.

**D**ade County is the hotbed — perhaps half of all the youth soccer in Florida is played here. But the fever is spreading.

"Coral Springs in northwest Broward regis-

tered 600 kids for soccer the first day, and the Greater Hollywood Soccer League has about 1,000 kids playing. This year for the first time the game is moving into Palm Beach County," says Sheldon.

Perhaps the biggest soccer club in Dade belongs to Palm Springs, with about 600 players. Dade soccer veterans like Miami Shores, Coral Gables, Key Biscayne, Cutler Ridge and Coral Park boast healthy and growing clubs of between 200 and 300 members each.

Dick Fries remembers when Cutler Ridge had two traveling teams. It now has 220 players. Not too long ago, Ralph Foster coached one team on Key Biscayne, 23 boys. Last year Key Biscayne fielded 14 teams, 10 boys', four girls'.

Many clubs begin organized league competition for seven-year-old boys and for girls of nine or 10. A player advances every two years into a new age division, usually spending alternate years on a junior varsity or 'b' team at the age level to which he has just arrived.

South Florida enthusiasm is just one piece of a growing national soccer ferment. St. Louis, Boston, Denver, the Washington D.C. suburbs, New Jersey, Texas and the West Coast north of San Francisco are all showing enormous overnight gains in youth soccer. Soccer buff Sheldon brandishes a press cutting from Boston which says that 150 kids played football this fall and 900 played soccer in the Wellesley, Mass., recreation program. Like most areas where youth soccer is growing, Wellesley is suburban and white.

Despite Miami's Latin American flavor, the impetus for grass roots soccer growth has come

from such white upper middle class enclaves as Miami Shores, Key Biscayne and Coral Gables.

Outsiders often imagine South Florida produces good soccer teams because of its large Cuban population. A misconception. Baseball is the Cuban national sport. Soccer madness does not become overwhelming until you reach the South American continent.

The growing image of soccer as a game for privileged suburban kids is disturbing to some of the senior coaches around Dade County.

"We are trying to break into black areas," says Lou Confessore, "but the black coaches don't know any more about the game than the white ones did a few years ago. We need to get black college kids to go back and coach. It is a slow process — a labor of love."

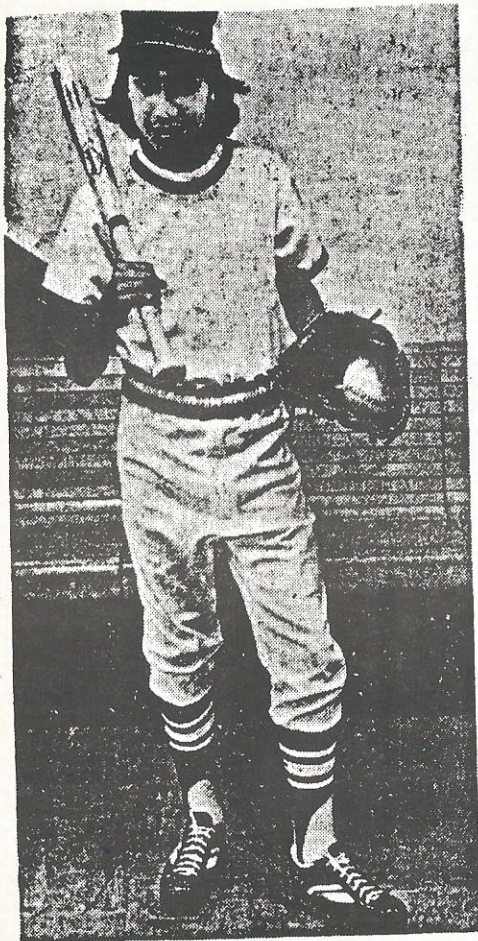
**T**hanks to South Florida's climate, the youth soccer season begins here in December. In the Mid-Atlantic states soccer is a fall sport and in Canada it is played in the summer.

Whether climate is an advantage will become apparent beginning next weekend when local youth soccer goes big time with the 94-team Junior Orange Bowl featuring teams from five states, Canada and Mexico.

"Believe it or not we have already had inquiries from European and South American youth teams for next year's tournament," says Sheldon.

For a growing legion of South Florida kids who are learning to their delight that a ball is something to kick as well as to catch, it looks very much as though the soccer best is yet to come.





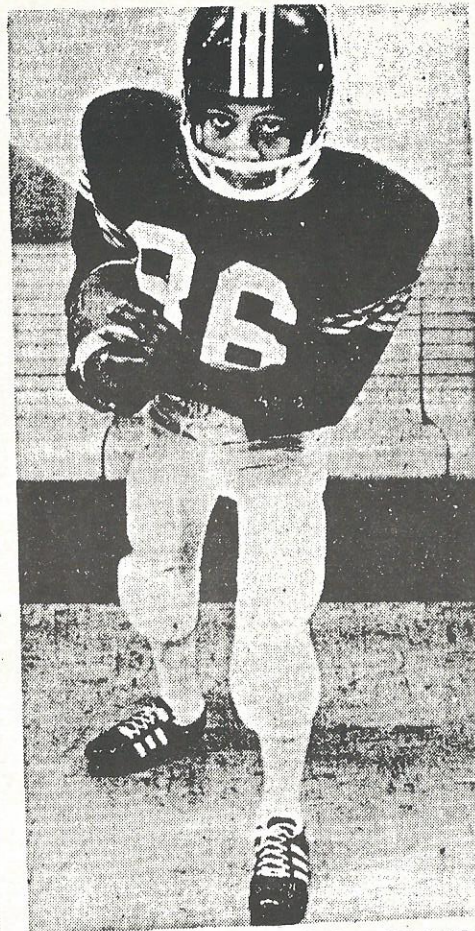
**\$65.49**

Ralph Quintanilla models a complete baseball uniform (supplied by The Sportsman) at a cost of \$65.49. Included are a cap (\$3.49), uniform (\$18), socks (\$2), shoes (\$14), glove (\$20), wood bat (\$5), fielder's glove (\$20) and official Little League baseball (\$3).



**\$45.89**

David Jones models a complete soccer uniform (supplied by Irvings Sports Shop) at a cost of \$45.89. It is composed of far less equipment than needed by baseball and football players. Included are a jersey (\$9.99), shorts (\$4.50), shoes (\$13.95) and the soccer ball which is priced at \$10.95 for the junior league version.



**\$89.32**

Anthony Washington models a complete football uniform (supplied by Irvings Sports Shop) at a cost of \$89.32. Included are shoulder pads (\$24.95), helmet (\$8.99), pants with knee pads (\$14.99), jersey (\$8.99), socks (\$2.50), shoes (\$17.95) and ball (\$14.95).

—Washington Star Photographer Randolph Rount

Washington Star  
**Sports**  
 • Finance • Comics  
 • Classified  
 SECTION D  
 TUESDAY  
 NOVEMBER 4, 1975



**A**s major sports centers go in this country, Los Angeles might be described as typical. It has a pro football team, a pro basketball team, a pro hockey team.

Two major league baseball teams inhabit the area, which also has bigtime college football, basketball and track. Pro golf regularly visits the city, now enriched by pro tennis and pro volleyball teams.

Boxing occurs regularly, as does wrestling. All year-round, the roar is heard of stock cars, rally cars, dragsters and motorbikes. Rodeo riders, roller skaters and ice skaters come through town, and, of course, the horses are standing on the ledge of racing 24 hours.

This preface is offered with the idea of dramatizing the bravery of the North American Soccer League, trying desperately to expand the sale of this form of entertainment in precincts already up to their shorts in sports.

It is a matter of great frustration to those who follow and sponsor the game that its acceptance is so slow on this continent when, for generations, it has been the No. 1 pastime on the rest of the planet.

Unmistakably, soccer is a fine game, demanding skill, balance and endurance. Also, in order to play it, one needn't weigh 260 pounds, rise 7 feet, or hit with the impact of a shore patrol's stick.

When the late Abe Saperstein formed the late American Basketball League (not to be confused with the current but tottering American Basketball Association), he promised to feature average-looking players.

"The public is tired of looking at freaks," said Saperstein, who stood 5-feet-2. "It wants people it can identify with."

The fact the ABL went bust may have indicated the public indeed is partial to freaks, explaining the hard struggle of soccer in North America. But even if the sport isn't the most successful here, it is clearly the gamest. It has been fighting for years to establish a beachhead. It loses its bladder each season, but, undaunted, it keeps coming back.

#### Don't Look Now . . .

And, steadily, its base keeps broadening. The North American Soccer League has expanded to 20 teams. Also, at the last inspection, 800,000 kids in North America were playing soccer in high schools, prep schools, colleges and junior leagues.

In some institutions, it has replaced football—for two reasons. The first is economic. The second is safety. The incidence

*Mel Durslag is a regular columnist for The Sporting News and a contributing editor to TV Guide.*

# Is Soccer Kicking Around Football?

Maybe it's about time for a more "civilized" national sport.

by Mel Durslag

Globe Photos



Mainliner April



## "This is a marvelous game. Do you realize that you can outfit a whole soccer team for what it costs to dress one professional football player?"

of broken collarbones, torn ligaments and tooth departure is noticeably less in soccer, which is known to incite fans to outrageous deeds, but isn't dangerous on the field.

The history of big-time pro soccer on this continent is one of tender pathos, particularly for those who have backed it with cash. Conversant with the game's immensity in Europe, Latin America, Asia and Africa, promoters were so certain in 1967 that it would draw in North America and that millions could be heisted from television that they formed two leagues, embracing 22 teams.

Either great confidence was vested in the sport, or great lunacy existed among its sponsors, because the leagues, amazingly, overlapped in five cities.

Proprietor of one late franchise, Jack Kent Cooke, who went on to own the Los Angeles Lakers, Los Angeles Kings and 71 percent of the Washington Redskins, said rapturously of soccer:

"This is a marvelous game. Do you realize that you can outfit a whole soccer team for what it costs to dress one professional football player?"

Booking his games in the Rose Bowl (capacity 106,000), Cooke didn't find soccer so marvelous when he looked at an audience one night of 1251, of whom only 600 were paid.

When Ralph Wilson, part owner of the Detroit franchise, telephoned the office to inquire about business, he was told:

"Losses are up."

Zealously, CBS plunged into soccer, reasonably sure that it could be sold to a public thirsting for sports on TV.

When the rubble was cleared at the end of 1968, CBS had lost \$2 million on soccer and had bade it *bon voyage*. The owners had parted with \$20 million, and only six teams remained.

So you can see what the journey back has encompassed. It has been slow, painful and expensive, but then history teaches us that suffering is a prime propellant.

### Grown in a Football Culture

Played on this continent between April and August, soccer has the disadvantage of bucking baseball—and being judged by football. Raised in a football culture that



Photo: Pat Canova

now has lived some 85 years, many American viewers watching soccer on TV keep waiting for someone to knock down the outside left, or the right fullback.

When the goalie fields the ball and no one creams him, a lot of viewers are disappointed. They go away grumbling, "There's a game that *should* be played in short pants."

It also is a fact that most pro players in North America today are foreigners whose names don't mean much to local fans. The faster homegrown talent is developed and brought into the league, the better it will be for attendance.

Nor will the coaches be pained. Because of language problems, coaches can communicate with most of their players today only through interpreters. That isn't easy when one has a squad comprised of Portuguese, Mexican, Yugoslavian, Hungarian and German performers.

It's almost like coaching placekickers in the National Football League. Don Shula of Miami has told the story for years about the first field goal booted by Garo Yepremian, the celebrated Cypriot. Coming off the field, Yepremian shouted ecstatically:

"I keek a touchdown!"

Many officials in the North American Soccer League suspect that recent expansion to 20 teams can be ascribed, in part, to a growing interest here in the World Cup, which is even larger in scope than the Olympics.

With pardonable pride, the National Football League keeps pointing to its Super Bowl TV audience of 65 million.

The last World Cup was seen by 800 million. Among them was a sizable segment of Americans and Canadians who paid up to \$10 for the privilege of watching in theaters.

Those who have adopted the game here are vocal, if not fanatical, as most converts are. Great soccer cults have burgeoned in such places as San Jose, Portland, Tampa, Seattle and Vancouver. They have T-shirts, bumper stickers and posters espousing the virtues of their sport, and they engage detractors in the press in raucous arguments.

But while such loyalty is to be admired, it doesn't assure that soccer has the situation comfortably in hand on this continent. Most franchises lose and face a continuing problem of enlisting fresh investors.

As an offering to the game last year, the New York Cosmos, with the help of their rivals, consummated a deal to bring Pele to the North American League.

A former shoemaker from a small village in Brazil, Pele rose to Sugar Loaf heights and accumulated vast riches as a soccer demigod. He had retired, presumably to scout the girls at Ipanema, when a stroke of Yankee ingenuity, keyed to a tax-free corporation deal set up in Bermuda, brought him back to the pits.

Predictably, he stirred crowds and focused attention on the game, as his sponsors had hoped. CBS, making a triumphal return to soccer, televised his first appearance.

But Pele alone isn't the antibiotic that will deliver matchless health to soccer in North America. The road ahead is jagged, because, as pointed out above, nobody gets blindsided, or clothes-lined, or gang tackled.

In this country, it takes a while to develop a taste for a game of such civility. ■



## Soccer Soars

Larry Day was nervous. It was only a practice game, but Larry, who is twelve, knew that a tough contest loomed. Besides, nearly his entire family would be watching—Brother Mike taking pictures, Sister Judy and Mother Phyllis cheering and providing oranges to cool off the 82° day in Seattle, and Father Dale, who once coached the team, offering encouragement.

A Little League ball game? No way. No. 4, Larry Day, was off to help his Federal Way United Tornado team take on the Auburn Checkmates in a soccer match. Following Coach John Young's instructions—"Make them run, then in the second half we'll break them open and score"—the Tornado won handily, 4-0, as Larry turned his nervousness into

across the turf. The U.S. Soccer Federation estimates that more than half a million youngsters play organized soccer and projects 3 million by 1980.

Why have the kids gone bonkers over soccer? Mainly because more of them can play it. The most appealing part of the game is its simplicity. In Atlanta, where there are 8,000 junior players, Y.M.C.A. Soccer League Coordinator Barry Christiansen explains: "Anybody can kick a ball. The kid doesn't have to be a certain size like football or basketball players." Other attractions are that kids need little equipment and are rarely badgered by overzealous parent-coaches. As in the pro leagues, no timeouts are allowed; once the game begins, the players are virtually on their own.

Youth acceptance of soccer has begun to make itself felt at colleges. At the University of Southern California, Soccer Coach Nuri Erturk gets at least 200 letters a year from students looking for soccer scholarships. While many of the better college teams are still stocked with foreign players, things are changing. Nine years ago, the U.C.L.A. team had 32 players from 22 countries. Now 75 per cent of the squad is American. One thing keeping more U.S. players off the top teams is that they generally lack the finesse of the foreigners.

The game is also on the verge of becoming a successful commercial venture. The North American Soccer League, just eight years old, already has 20 teams playing in four divisions and plans to add four more next year. Though many teams are still losing money, their owners are far from bailing out. Two years ago the L.A. Aztecs were on the block for \$150,000; now they are worth an even million, but the owners have rejected the bid. One of them, Pop Star-Soccer Freak Elton John, has brought George Best, onetime star forward for Manchester United, over from England to attract the local crowds. The biggest

joining the pros. After watching him last season, Seattle Sounder Defender Dave D'Errico marveled, "The only way you can stop him is to trip him." As far as Larry is concerned, his course is set. Says he: "I'd like to go to England to play in the off-season."



sparkling, speedy play. After the game, it was home to watch the pro Seattle Sounders on TV. The only missing element in the otherwise perfect day: Grandma Irene, 78, was off in Portland, Ore., unable to use all her persuasive powers to move people out of her view of the field as she has been known to do.

On every level—junior (ages 6 to 19), college and pro—soccer is attracting thousands of families like the Days. In 1964 the American Youth Soccer Organization started in Torrance, Calif., with 100 boys and nine teams. Today the association has 4,100 teams in 14 states and 62,000 kids, including 15,000 girls, booting the checkered, leather balls

league-round draw is the New York Cosmos' legendary Pelé. Average attendance in the league in its first four weeks is roughly 10,000. And that should be boosted when League Commissioner Phil Woosnam signs a two-year deal with CBS to broadcast at least 15 games.

**Future Stars.** Regardless of the network deal, the pro league can count on growth, with American youngsters offering a pool of future talent. Some day, perhaps, young women may play professionally. According to one Atlanta coach, "Girls have a better sense of position on the field and don't bunch up as the boys do." More likely, however, is that in a decade, Larry Day will be





## Red Smith

# Abe Saperstein's Boy Jerry

When Jerry Saperstein, out of the University of Illinois, received his master's at the University of Arizona, his father telephoned him from Los Angeles.

"What are your plans now?" Abe Saperstein asked.

"I was thinking I'd just go on with graduate school," Jerry said. "Economics."

"What for?" Abe asked. "What would another degree prepare you for?"

"Gee," Jerry said, "I don't know. Teaching, I guess."

"Come on out here," Abe said. "I need you."

**Sports of The Times** Wearing the shorts and T-shirt that were de rigeur on the Tucson campus, Jerry drove to Los Angeles.

"Dad looked me over," Jerry recalled recently. "First of all," he said, "go get yourself some clothes." He pulled a roll from his pocket and peeled off some bills. I don't remember how much he gave me, but I wasn't used to seeing that kind of money. The next day I was in Bismarck, N.D., with the Kansas City Bombers, who were a farm team for the Globetrotters. With the Bombers, rookies developed the skills they needed to make it with the Globetrotters.

"The day after Bismarck we were in Regina, Saskatchewan, then Minot, N.D., Billings, Bozeman, Kalispell, Mont., Yakima, Wenatchie, Puyallup, Wash. One night stands. Spokane was the big town."

The late Abe Saperstein was a little round man from Chicago who took a homeless basketball team called the Savoy Ballroom Five, renamed it the Harlem Globetrotters and built it into the most popular medium of sports entertainment in history. Goose Tatum, Marques Haynes, Meadowlark Lemon and the rest played in 144 countries before millions. Nobody knows exactly how many millions they have drawn but two world records are theirs without dispute—greatest basketball crowd: 75,000 in Berlin's Olympic Stadium, and smallest crowd: one, Pope John XXIII in Castel Gandolfo.

### Soccer Under a Roof

"Unless our paths crossed accidentally," Jerry Saperstein was saying, "I never saw my father until I joined him with the Globetrotters after doing my hitch with the Bombers. After he died I kept the team going until the chance came to sell it and make my mother secure."

A 37, Jerry qualifies as a veteran in sports promotion. He has been involved with the National Basketball Association, World Championship Tennis, World Team Tennis and with ice shows. For a while he was president of the New York Sets (now the Apples) in World Team Tennis. He

owns the San Francisco Shamrocks of the Pacific Hockey League.

Now he is into a new dodge—indoor soccer. In about a month he will announce the formation of the Super Soccer League, a 16-city organization that plans a 32-game schedule this year over a four-month span roughly coinciding with the baseball season. Home of the New York team, he says, will be Nassau Coliseum.

"It's a terrific game indoors," Saperstein said. "The field is approximately 30 by 70 yards with Plexiglas boards like in hockey so the ball is always in play. With six players to a team, and no out-of-bounds, everybody has to play both offense and defense and there's no way to slow the game down. We'll have widened goals for higher scoring, and a certain amount of body contact is permitted. You can put another player against the boards."

### The Bandwagon

The goal, obviously, is to cash in on the boom that made itself apparent last September when 78,000 customers packed Giants Stadium in the New Jersey Meadowlands complex to watch the Cosmos with the matchless Pele. Last year was the first time there was convincing evidence that soccer, by far the most popular team sport elsewhere in the world, was at last capturing the American public.

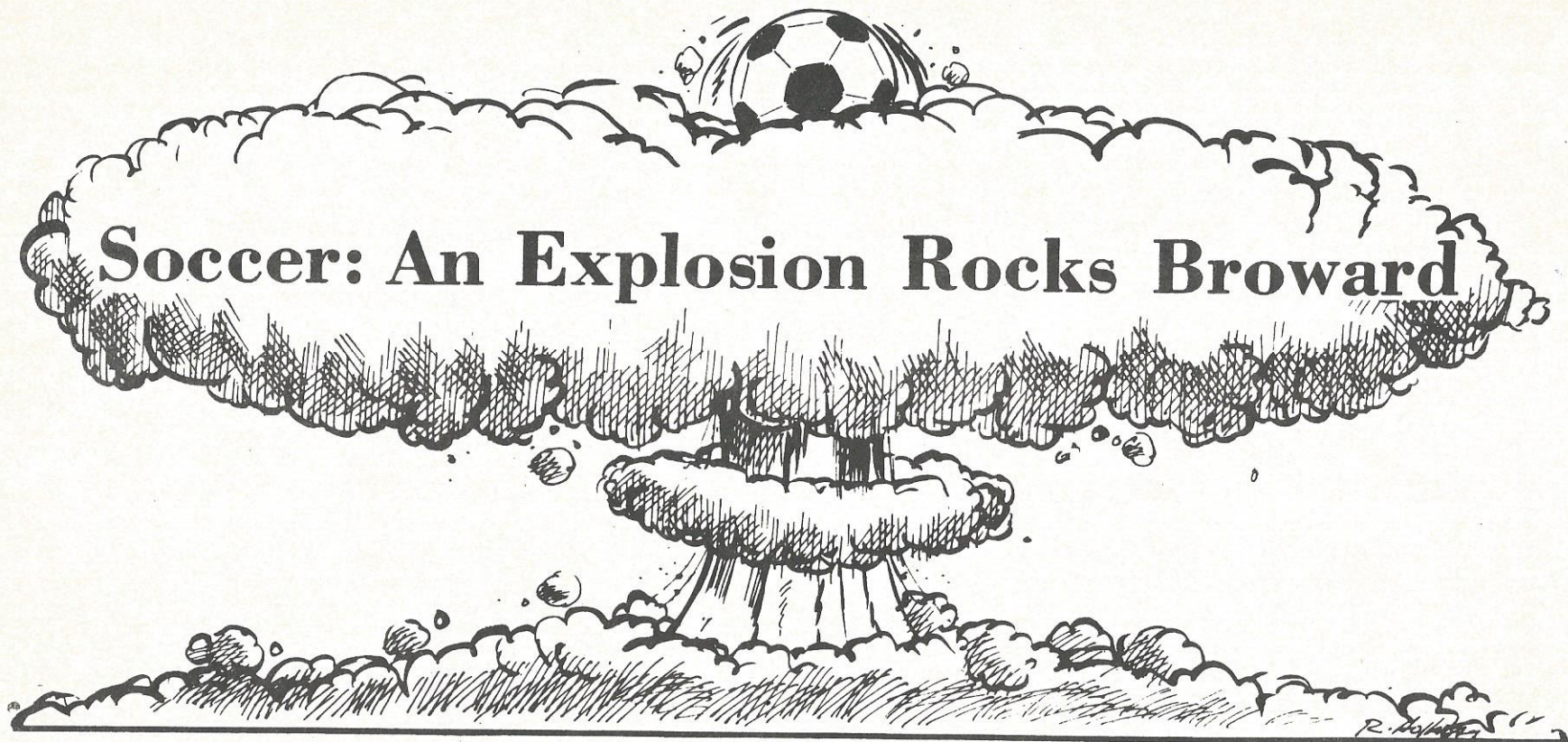
The North American Soccer League began experimenting with the indoor game in 1973, when a test match was played in Atlanta. There were more than 100 shots on goal and a final score of 16-15. The close-up action, highly visible, brought a favorable response from spectators. Later, tournaments were conducted in Dallas, Rochester, Tampa and San Francisco. Committed to long-range development of the traditional 11-man game, the N.A.S.L. directors recommended sponsoring the indoor game in the winter but found that many of the more desirable arenas were already booked for other attractions.

"Sixteen home games and 16 away will come to about two games a week," Saperstein said. "People say, 'Won't your season conflict with the N.A.S.L. season?' Well, summer is the offseason for the professionals in most other countries, so we can import a certain number of top pros but we want to specialize in kids out of the thousand American colleges that have soccer programs."

"I plan to announce the location and ownership of franchises and release a schedule March 9. I'm not sure yet who'll have the New York franchise. Maybe I will, at least in the beginning. As of now I'm president and chief executive officer of the league. We know we need a strong franchise in New York. As they say, if you're going to flop, flop in Kenosha."



# High School Sports



By Davis Lundy  
Staff Writer

The way things are going, Jerry Saperstein's Super Soccer League is just a few years away from generating the kind of enthusiasm for the sport now found on the high school level.

And the North American Soccer League won't mind at all. Over the course of the last year, the battle cry for high school soccer enthusiasts has been "As go the Strikers, so do we."

Since last season, the number of public schools playing soccer has increased from seven to 17. In the private schools, the increase was from four to five. The strength of soccer in the area has doubled, from 11 to 22. With more abundant fields, the numbers would be higher. Imagine the NFL jumping to 56 teams next year or the major leagues with 52.

"We're simply filling a need that is present," said Clarence Noe, Broward County Athletic Director. "It's a good sport and it takes care of a group of kids that most of the winter sports don't take care of."

That "group" wasn't around a year ago when only seven public schools — Miramar, Cooper City, McArthur, Northeast, Hollywood Hills, Coral Springs and Dillard — and four private schools — St. Thomas, Riverside Military Academy, Pine Crest and Westminster Academy — fielded teams.

Until this year, soccer wasn't recognized by the Broward County Athletic Conference.

"One big reason why the sport has grown the way it has is the Strikers,"

said Cooper City Coach Al Rosenberg. "They have been very instrumental in promoting local soccer at the youth level and on the high school level. When you get it going at the club level, it's going to eventually reach the high school level. It can happen quickly. Where the kids didn't ask for it a year ago, now they do."

Rosenberg was around during the early years of soccer in the area, in 1973 and 1974. Since less than a handful of teams played in Broward, Rosenberg was forced to take his teams into Dade for matches.

"We didn't win very many," he remembers. But neither did Tampa Bay. "We didn't get routed too many times and I knew even then that soccer would make it in Broward."

With the arrival of the Strikers, things just took off.

"Soccer is the kind of game that once you get a taste of it, it's hard to forget," said Ron Newman, general manager and coach of the Strikers. "The growth of the sport is much faster here than it was, say, 10 years ago in Dallas."

Newman has players like goalie Gordon Banks under full-year contracts, which allows them to be present at coaching clinics at high schools or club league clinics in the area.

"We, of course, want to fill the stadium," said Newman, "but we want to develop players from the area, create future fans and people who might help the sport in the future."

It cost Cooper City High \$1,500 last year to supply its team, which covers

everything from uniforms to Gatorade. The coaching supplements are paid by the county. These days, a good sport is one that's inexpensive like soccer.

The tremendous growth of the sport has created three main problems — coaches, fans and fields. The last two are interrelated.

"It's just near impossible to find coaches who are qualified to work with the teams," said Rosenberg. "We've got people coaching who are as inexperienced as the players. But, you have to remember that the main thing is that they are out there."

As one first-year soccer coach said, "It's like the blind leading the blind but it's fun."

The growth of the sport was far too much for the number of fields. Schools are using makeshift fields and the ones available while hoping for expansion in the future. The lack of fields makes keeping a set schedule a job no one short of the government could handle.

"But without a doubt, the biggest problems we've had is with the fans," Rosenberg said. "We've had several instances where we've come close to ejecting fans because of the way they've behaved."

"Soccer is a sport that demands respect for officials. The fans are so close to the field and benches, it's hard to keep things under control."

"The fans just don't understand the bloody sport," said Newman. "What they need is education and they'll get it. Things will get better."

If things don't, remember that Super Soccer is designed for fan's excitement.





## Soccer

The North American Soccer League (NASL), buoyed by solid financial backing and a chance to play in the

Astrodome, has planted a franchise in Houston for the second time, hoping this one will blossom where the other withered.

NASL Commissioner **Phil Woosnam** awarded the franchise at a news conference Thursday to the Bayly Corp. of Denver and a group of Houston businessmen, including developer **Kenneth Schnitzer**.

Schnitzer also is part owner of the National Basketball Association Houston Rockets and the World Hockey Association Houston Aeros.

An Astrodome spokesman said the new team had signed a multi-year contract to play all of its home games in the Astrodome. The team will play a 30-game schedule, including 15 in the Astrodome.

Woosnam figures the new franchise will succeed where the old Houston Stars failed 10 years ago because of the growth of soccer in the United States.

When the Stars folded in 1968 the NASL was reduced to five teams and on the verge of extinction. Millionaire **Lamar Hunt** kept the league alive, Woosnam said, and since then "we have seen tremendous growth and development of soccer."

**Ben Woodson** will be president of the new club, which completes the NASL's current expansion from 18 to 24 teams. The league earlier placed teams in Detroit, Memphis, Philadelphia, Denver and Boston and moved franchises from Hawaii to Tulsa, Okla., and from Connecticut to Oakland, Calif.

**Hans von Mende**, a Denver attorney, will be general manager of the team, which as yet has no coach, players or name. The NASL season begins in April.

Von Mende thinks the team can draw 15,000 to 20,000 fans per game the first year, which would put it near the break-even point.

"If we do our homework and do it right, we can make money the first year," von Mende said.

The Tampa Bay Rowdies will be given the 18th pick in the first round of the NASL college draft to be held Jan. 23.

Besides the one pick in the first round, Tampa Bay will have three in the second round, including the 19th from Los Angeles as part of the **Randy Garber** deal in 1975 and the 22nd from Fort Lauderdale, which the Rowdies got in exchange for

## AROUND SPORTS

Colin Fowles last spring.

It moves like soccer and socks like hockey, say organizers who hope to launch play in a new "Super Soccer League" next year.

"We're combining a number of ingredients," sports promoter and league President **Jerry Saperstein** said Thursday in Miami. Saperstein said plans are to set up franchises in 16 to 24 cities with play to begin in June 1978.

As Saperstein and other organizers explained it, Super Soccer is played like soccer but indoors, on artificial turf, in an enclosure patterned after a hockey arena.

The result, they said, is a fast, rough, high-scoring game. "It has the excitement of dasherboard hockey. Our ball stays in play when it hits the dasherboard," Saperstein said. "We allow substitutions to maintain the level of competition."

"We've incorporated much of traditional soccer. I think we've incorporated much of the excitement and the speed of pro basketball."

Saperstein, 37, learned sports promotion under his father, Abe, in the Harlem Globetrotters organization. He once owned the New York World Team Tennis franchise and is owner of the San Francisco Shamrocks of the Pacific Hockey League.

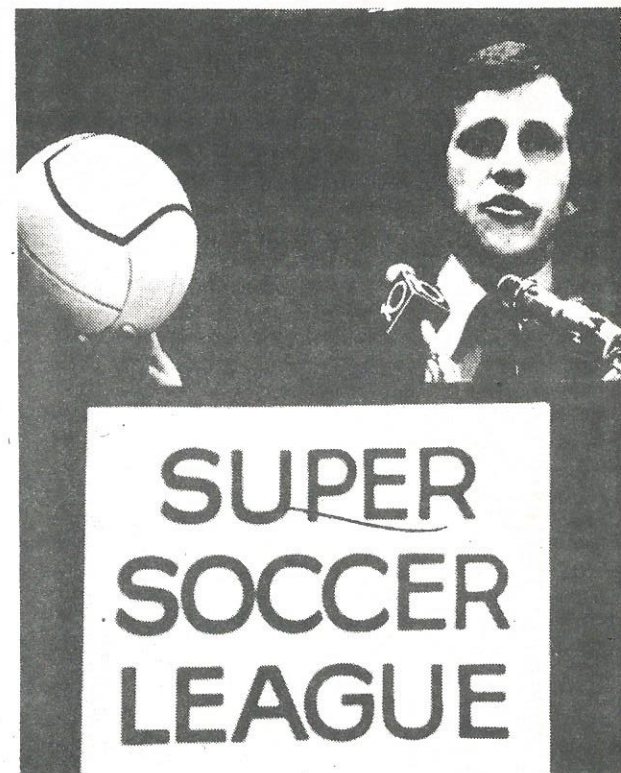
Saperstein told reporters Thursday that contracts for franchises have been signed with a number of owners. He declined to name any but said 16 franchises would be announced next month.

Some of Super Soccer's differences from traditional soccer are that it is played inside and the field is smaller, about 70 yards by 30 yards. Conventional fields are 110 to 130 yards long and 70 to 80 yards wide.

To create more scoring, there is a wider goal, fewer players on a side (six compared to 11), unlimited substitution and use of a hockey-style dasher board around the field to keep the ball in play.

Hard body-checking is permitted, similar to hockey, and there's a hockey-style penalty box for offenders.

**Richard Ragone** of Miami, introduced as a former official of the North American Soccer League, was named interim commissioner of the new league.



AP Photo

# SUPER SOCCER LEAGUE

THE SOCCER BALL OF THE FUTURE  
... Jerry Saperstein talks about super league



# Super Soccer

*The Name's Similar, But Indoor Play And Fluorescent Balls Aren't*

By Paul Moran  
Staff Writer

MIAMI — By virtue of self proclamation, there is new "major" soccer league about to edge its way into the national professional sports scene.

Enter Super Soccer — a 16-team league which intends to play the game — or at least a reasonable facsimile — indoors, on astroturf-covered hockey rinks with fluorescent orange balls and six-man teams.

"That's fine," said Ron Newman, general manager of the North American Soccer League Fort Lauderdale Strikers, "the more, the merrier. I think that any additional exposure of soccer is good. I don't think that they can possibly hurt the Strikers. I'm all in favor of it. I'd even like to see a game or two."

The league's formation was announced yesterday at the Omni International by its president and chief executive officer Jerry Saperstein. Among the potential franchise sites listed is Miami-Fort Lauderdale as well as several other cities where NASL franchises are currently operating with various degrees of success.

"If they take care to draw up their schedule so that they don't play on the same days we do, I think they might be successful," Newman said. "It's an exciting game to watch, but I don't know that you can do it without name players. People want to see stars."

Current plans call for the Super Soccer League to begin its first season in June and play a 32-game schedule, which means that its season will conflict with the NASL's.

"A great deal of thought has gone into the formation of the Super Soccer League," said Saperstein, who then admitted that no scientific market research study was

ever conducted. "In Europe indoor soccer has been gaining in popularity, especially in the Soviet Union and we believe that within the next four to five years that this will be one of the most important indoor spectator sports in the United States and Canada," Saperstein said.

Actually, the indoor game proposed by Saperstein and his associates is only fundamentally similar to traditional outdoor soccer. "We have taken traditional soccer, cut the size of the playing field, reduced the number of players on each team, widened the goals and moved it indoors. With some rule changes, we will have an offense-oriented game which will produce high scoring and will not be governed by the vagaries of weather," Saperstein said.

The indoor game will bear a distinct hockey flavor, with continuous play, body checking and a penalty box.

Super Soccer will apply to the United States Soccer Federation for membership and affiliation, according to Saperstein, and will recruit players from American colleges and universities as well as the international marketplace. However, Saperstein sees no future bidding war with the NASL.

"It will be league policy that we will neither approach nor sign players currently under contract to the North American Soccer League," Saperstein said. "We're not going to be the second professional soccer league in the sense that the World Hockey Association and the American Basketball Association were second leagues. There are 8 million soccer players in the world, only a few of which play in the NASL. We're going after American college and university players beginning tomorrow morning, or maybe even this afternoon," Saperstein said.

Super Soccer officials are in the process of negotiating with potential franchise owners in several cities. They claim to have received applications or been in contact with potential owners in: New York, Hartford, Philadelphia, Baltimore-Washington, Buffalo, Montreal, Cleveland, Cincinnati, Detroit, Milwaukee, Chicago, Omaha, Kansas City, Indianapolis, Oklahoma City, Houston, Birmingham, New Orleans, Miami-Fort Lauderdale, Seattle, Portland, San Francisco, Los Angeles and San Diego.

Saperstein, 37, is also the president of Major League Sports, Inc., and was the main figure in a recent unsuccessful attempt to bring the World Hockey Association San Diego Mariners to South Florida. He is also a former owner of the New York franchise in World Team Tennis and is the current owner of the San Francisco Shamrocks of the Pacific Hockey League. Also listed among Super Soccer's founders is Dennis Murphy, who was also involved in the formation of the WHA and WTT; Rick Ragone, the league commissioner, one-time director of the NASL Marketing Corporation and member of the NASL General Managers' Committee; Fred Wise, a retired Miami industrialist and Dr. Elliott Gorin, a Beverly Hills, Calif. dentist.

League headquarters will be opened soon in Madison Square Garden. The first league meeting is scheduled for March 10 in Palm Springs, Calif and the first meeting of the Eastern Division will be a week later in Miami. The first player draft is scheduled for April 2 in New York.

"Right now our goal is to get 16 teams into operation by June," Saperstein said. "It will be a successful season if we have 16 teams still in operation at the end of the season."



Jerry Saperstein holds up one of the fluorescent orange balls that will be used in the new Super Soccer League.



# Saperstein Resurfaces With 'Super Soccer'

The Associated Press

**MIAMI** — It has fewer players, more scoring, wider goals and no worries about rain, promoter Jerry Saperstein said yesterday as he announced a new professional league called "Super Soccer."

He said it would be a faster, rougher and higher-scoring game than traditional soccer.

A four-month summer season by teams in 16 to 24 U.S. cities will begin June 1978, Saperstein said.

A list of "prospective franchise cities" was furnished reporters and Saperstein said contracts have been signed with a number of franchise

owners, but declined to name any. He said 16 franchises would be announced next month.

Super Soccer is "a bastardized game of soccer," Saperstein conceded in response to a question as he demonstrated a soccer-size ball done in fluorescent orange and green.

"They took cricket and bastardized it into baseball and it hasn't hurt," he said.

The 37-year-old Saperstein, from North Miami Beach, began as a sports promoter working with his father, Abe, who founded the Harlem Globetrotters.

Jerry Saperstein has been involved in sports promotions ever since. He once owned the New York franchise of World Team Tennis, he said, and is owner of the San Francisco Shamrocks of the Pacific Hockey League.

Super Soccer will differ from the traditional version in a number of ways, sponsors said. They include:

- It's played inside.
- The field is smaller, about 70 yards by 30 yards. Conventional fields are 110 to 130 yards long and 70 to 80 yards wide.
- There will be more scoring because of rule changes including a wider goal, fewer players on a side (six compared to 11), unlimited substitution and use of a hockey-style dasher board around the field to keep the ball in play.

"And then of course we're going to allow some body contact," Saperstein said.

Richard Ragone of Miami, introduced as a former official of the North American Soccer League, was named interim commissioner of the new league.

He said it will be a rugged game. "There will be some shoving or a little kicking," Ragone said, "but we will not allow it to get out of hand."

He said a penalty box will be used, similar to hockey.

Saperstein said Super Soccer will not try to lure players away from the established NASL.

Other founders of the new league are retired Miami businessman Fredric Wise, Los Angeles dentist Elliott Gorin and Dennis Murphy, also of Los Angeles. Murphy participated in founding the American Basketball Association, World Team Tennis, the World Hockey Association and Pacific Hockey League, said the sponsors.



**Sports**  
SECTION C PAGE EIGHT  
NIGHT LINE 922-1516  
Friday, January 6, 1978

In outlining the Super Soccer League format, Saperstein explained, "We have taken traditional soccer, cut the size of the playing field, reduced the number of players on each team, widened the goals and moved it indoors. With some rule changes, we

League headquarters will be established in New York City with other Super Soccer offices in Miami and Los Angeles.

**SAPERSTEIN, WHO** owns the San Francisco Shamrocks in the Pacific Hockey League, said the first organizational meeting will be held in Palm Springs March 19 and the first players' draft is scheduled for April 2 in New York City.

"We won't be bargaining with the NASL for players," Saparstein said. "They're about eight million soccer players in the world. That's enough players to make this game exciting."

[illegible]

# Super Soccer Combine Best of Soccer, Hockey

[illegible]

Superman 37 learned sports promotions  
from his father. He is in the Harlem Globetrotters organization. He once owned a New York World Team Tennis franchise and is the Pacific Hockey League.

Supermen tell reporters Thursday that contracts for franchises are being made today by a number of owners. He declined to disclose how many franchises would be announced next month.

Janner boxer is popular in some areas of U.S. matches were sold last past four years ago.

Boxing was successful in some areas of U.S. matches were sold last past four years ago.

Some of those Super's differences from traditional soccer are that it is played inside and outside smaller; about 70 ft long and 30 ft wide. Goals are 10 ft high and 7 1/2 ft wide.

To create more interest, there is a wider range of player scoring, there is a wider

like cinnamon and

'Super Soccer' related to S\*

key-style duster behind around the field in play.

Hard bodybuilding is a commoner exercise.

MIAMI (AP) — It may be the most common exercise in the state, but it's not the one you'd expect to find in a gym. It's the one you'd expect to find in a park.

MIAMI (AP) — It may be the most common exercise in the state, but it's not the one you'd expect to find in a gym. It's the one you'd expect to find in a park.

**Soccer**  
soccer and goals like  
in Latin play as a  
champion  
Santos as

**new, Super-**  
AMT API. It moves the  
scope of Super League's  
work. We're going to be  
more involved in a number of  
areas, says a spokesman. "We  
have been heavily involved in  
the area of human resources,  
franchising. It is a clue we  
have taken from the fact that  
the Super League and other  
organizations exist and it  
isn't just a one-time thing."  
Super League's new  
strategy is to be more  
active in the business and  
community sectors.  
The  
game center has said a lot more high-tech

MIAMI I  
premier, J  
University of  
the process  
indirect. "S  
league, com  
with the "S  
Super League  
enters  
Super League  
Hartman Gl  
Abe Super  
all-time great  
began a long

nest June and  
18 to 24 fr  
United States  
Although

**MIAMI (UPI)** — Sports promoter Jerry Saperstein announced Thursday he is in the process of forming a new indoor "Rugby Soccer" league, looking for fans who are not North American Soccer League in many of its franchises.

Saperstein, owner of the late Harlem Globetrotter basketball team, has said the off-seasoned league will have 16 teams, each with 18 players. The June and would include 16 to 24 franchises in the United States and Canada.

Although the league will be fan oriented, it will be more serious than the new league's critics. Saperstein pledged he would not begin a "joke" league between the two leagues and would go elsewhere for talent.

"It will be league policy that we will neither approach nor sign players currently under contract to the North American Soccer League," he said.

He said the game would feature a smaller playing area than the normal soccer field, wider goals and fewer players which will produce more scoring.

The artificial turf playing surface will have blue lines like hockey, and penalty boxes will be used.

The NASL has expressed concern about the indoor game in the past and the new league may be the part and end of the indoor soccer era.

Saperstein was asked if he had signed in some cities where he does not say how many. He told \$100,000 a year would be project for each city.

Saperstein, who has been married three times, said after his third death, said he would like to see his dream come true.

As if any further evidence is needed that soccer is a growing sport in the United States, I give you the Super Soccer League. Unofficially it's becoming known as "hockey."

The SSL is the brainchild of Miami-based premier Jerry Superteven, whose intentions are to combine the basic game of soccer with ingredients of hockey and basketball.

The league plans to set up franchises in 16 to 24 cities with play to begin in June. Which means a possible clash with the North American Soccer League for spectator dollars.

Superteven, however, denies the SSL will be in direct competition with the NASL.

"We're not looking for a fight with the NASL," Superteven says. "We're

many observers have dubbed it "hockey" because of its similarity to hockey and the tendency toward more body contact than soccer.

"With some rule changes we will

and chief executive officer of "Plick" Ragnoe, former North American Soccer League commissioner.

**Baltimore In For Pro Soccer**

Formation of a new major league Super Soccer—projected to start in 1982—has brought Baltimore into the game.

16 franchise cities will be announced in the near future.

The fact is, however, that many of the planned franchise cities are expected to be in the Super Soccer League. The professional soccer season will begin a four-month summer beginning in June.

[illegible]

Indoor Soccer League Re-

[illegible]

Other names mentioned were Wise, Los Angeles, Martin, Elliott, Gryn and Dennis. Murphy also of Los Angeles, Astrophysics, participated in founding the Basketball Team of the University of California, Los Angeles, and

**‘Super Soccer’ league forming**

MIAMI (UPI) — Sports promoter Jerry Springer announced Thursday he is in the process of forming a new indoor “Super Soccer” league, considering playing for fans with the North American sporting fan base in many of its cities.

Superstar, son of the late Marlon Goblebortner, owner Abu Springer, will saddle the off-season-oriented league with a four-month season next year, beginning to include 16 to 24 franchises in the United States and Canada.

Although the league will be in fan competition with the NASL, in mind of the new league’s claim, Springer the new league would not be a salary plea would be between the two leagues and would go elsewhere for talent.

“I’d like to see the league policy that will neither appeal to fans playing with other players,” he said.

Previously under contract to the North American Soccer League, he said the new league would feature a smaller playing area than the normal soccer field, wider goals and fewer players, scoring.

The club would be based in Miami, Fla., and would have a franchise in New York City, O’Leary, Fla., and in the Washington, D.C. area.

## er Soccer' League Plans

in a race competition with the NASL in most of the new league's cities. Saperstein says he would like to see a salary war between the two leagues and would go all-out to win.

It will be league policy that we will neither approach nor sign players currently under contract in the North American Soccer League," says Saperstein.

He said the game would feature a smaller playing field, wider goals and fewer players which will produce more scoring.

The artificial turf playing surface will have blue lines and will be a totally blue field.

The NASL has experienced a decline in the game in the past and many observers have dubbed it "soccer" because of its similarity to hockey and the tendency toward more body contact.

"With some rule changes we will have an offshoot of American football," says Saperstein. "We will produce high scoring and we will not be governed by the referees of weather," Saperstein said.

The cities Saperstein is negotiating franchises for include Baltimore, Birmingham, Cincinnati, Cleveland, Detroit, Hartford, Houston, Kansas City, Los Angeles, Louisville, Louisville, Miami-Fort Lauderdale, Milwaukee, Montreal, New York, New York City, Oklahoma City, Philadelphia, Portland, San Francisco, St. Louis, Tampa, Toronto and Washington.

Saperstein said he has contracts signed in 10 cities, but he would not say how many. He indicated that he would not have spent on the project as much as the NASL.

Saperstein, who owns the Globeetters after buying them from the late George Halas, would be president and chief executive officer. Richard Saperstein, who works with the North American Soccer League, has been co-owner of the team in St. Louis.

Also serving on the

[illegible][illegible]

universities, "it  
we will neither  
currently un-  
America.

[illegible][illegible][illegible]

...for next year

"We're combining a number of ingredients," next President Jerry Saperstein said Thursday. "We're like soccer and socks like hockey," next year's franchise in 16 to 24 cities will be announced. As Saperstein said Thursday, "We're like soccer and socks like hockey," next year's franchise in 16 to 24 cities will be announced. As Saperstein said Thursday, "We're like soccer and socks like hockey," next year's franchise in 16 to 24 cities will be announced.

[illegible]

## Indoor Year

gaining committee is Dennis Murphy of Los Angeles former president of the World Hockey Association and World Team Tennis. Fredrick Wise of Miami, and Dr. Elliott Gross of Los Angeles.

Murphy said franchisees in the same cities with NASL teams would try to play on different nights. "We are not in competition with them," he said.

Sapientz said his announcement Thursday fol-

lowed a year of intensive research to determine operational methods and feasibility of the Super Soccer League.

He said league headquarters would be established in New York City with other offices in Miami and Los Angeles.

Sapientz, a Miami resident, currently owns the San Francisco Shamrocks of the Pacific Hockey League and is a former owner of the New York franchise in World Team Tennis.

Eastern Division  
Hartford, Paoli  
Washington, Buffalo  
Cleveland, Buffalo  
Pewaukee  
Midwestern Division  
Chicago, Detroit  
and Indianapolis  
Southern Division  
Cincy, Houston, St. Louis  
Orleans and New Orleans  
Western Division  
San Francisco and San Diego

## Combining farm league

of Miami International  
official of the  
Soccer League.  
Commissioner  
are retired  
Eric Wane,  
at Costa  
of Los  
and in  
Shell  
State  
and  
e

...e  
...orr  
...ation  
...e of  
...anges.  
...e cities  
...y an ec-  
...ompetitions  
...nesday  
...o

quarters would be  
city with other of-  
currently the

Angles.  
resident.  
Shamrocks of  
and is a former owner  
franchise in World Team

rague  
soccer  
d ses  
smolef  
hze in-

he league  
sters with  
on an ar-  
size of a  
o assisted  
tion of the  
Association,  
and World  
is also in-  
Saperstein  
ent. Richard  
iliated with  
occer League.  
r.  
e league will  
tition with the  
said, but will  
new talent pool.

that many of  
be drawn from  
scheduled April  
hese cities listed  
New York.

Division: Milwaukee, Kansas City  
Division: Oklahoma  
Division: Birmingham, New  
Division: Miami-Fort Lauderdale  
Division: Seattle, Portland, Los Angeles



# U.S. getting a kick out of soccer...

By ALEX SACHARE  
AP Sports Writer

There were tailgate parties in the parking lots on the sunny Sunday afternoon and traffic jams on the highways. Some 30,000 tickets were sold within an hour of game time and a crowd of 62,394 filed through the turnstiles at Giants Stadium.

But not a baseball or football was to be seen. It was soccer, pro soccer, which drew the huge turnout, the largest number of people ever to watch a soccer match on the North American continent.

They came to the Jersey Meadowlands June 19 to watch the Tampa Bay Rowdies play the Cosmos in a North American Soccer League game, and they saw one of the sport's alltime greats, Pele, get all the goals in a 3-0 Cosmos victory.

That huge throng was no fluke, either.

The same day in Bloomington, Minn., 28,284 flocked to Metropolitan Stadium to watch the Los Angeles Aztecs nip the Minnesota Kicks 3-2. On June 23, a team-record 32,605 turned out at Busch Stadium in St. Louis to see the hometown Stars shut out the Cosmos 2-0.

And last Sunday, while 55,039 were watching the New York Yankees and Boston Red Sox play baseball at Yankee Stadium, 57,191 were at Giants Stadium. The Cosmos beat the Los Angeles Aztecs 5-2, Pele once again scoring three goals.

Pro soccer, entering its second decade in the United States, is showing definite signs of making it big. The popularity which it had achieved in some areas over the past few years seems to be spreading.

"I came to the United States three years ago in hopes of helping the sport of soccer to grow in this country," said Pele, the Brazilian World Cup superstar. "To see all these people here is the greatest thing for me. This is the greatest souvenir that I can take home with me."

The 20-team NASL is enjoying its biggest season at the box office by far. Last year's records for total attendance, 2,474,078, and average attendance, 10,309, are sure to fall by the wayside.

So far this year, the league has drawn 1,864,876 people for 141 games, an average turnout of 13,226. This average is likely to increase as the five-month season, which began April 8, reaches its summer climax.

The key franchise is the Cosmos, who draw big crowds wherever they go and who, in their first season at Giants Stadium, have finally achieved a firm foothold for the NASL in the New York area. They've already set a season attendance record of 290,189, an average of 32,242 per game, and they have four home dates remaining.

This popularity is quite a contrast to the sport's humble beginnings back in 1967 when two fledgling leagues, the United Soccer Association and the National Professional Soccer League, were formed to introduce the "world's most popular sport" to America.

Those were hard times. Seven clubs folded as the two leagues merged to form the NASL in 1968, and by the end of that season 12 more had died. The league was on the verge of extinction, with just five teams remaining.

The league, under the energetic leadership of Commissioner Phil Woosnam, would not die. It limped through the next couple of seasons, then took a big step



forward with the addition of the Cosmos—backed by the Warner Communications conglomerate—in 1971.

The next big step came in 1974, with expansion to the West Coast, giving the NASL a true national image. The sport was an instant hit, achieving tremendous popularity in places like Seattle, Portland, Ore., and San Jose, Calif., and in 1975 the league added five more clubs to reach its present complement of 20.

Through the league's darkest days, Woosnam never lost confidence. He regularly spends four or five days a week crisscrossing the country, promoting the NASL and the sport of soccer to groups in big cities and small towns.

"Soccer is going to be the next big sport in this country," he tells anyone who will listen. "It's the most popular sport all over the world, and it will be just as popular here. It's just a matter of time."

Television exposure would help bring that time closer, but so far the league has had problems in that regard. The NASL has been on and off network TV, whose executives discovered that soccer's continuous style of play made insertion of commercials awkward. This year seven games are being televised on an independent network put together by TVS, including the Soccer Bowl title match from Portland Aug. 26.

Despite the paucity of national television exposure, soccer has caught on in many cities around the league.

The Minnesota Kicks, in their first season of opera-

tion in 1976, averaged better than 25,000 fans per game and four times drew over 40,000. Portland, despite an 8-16 record, drew more than 20,000 per game last year, while Dallas tripled its attendance to an average of more than 14,000.

San Jose sold more than 14,000 season tickets prior to the start of the 1977 campaign. Seattle opened the Kingdome with a crowd of 58,128 for an exhibition against the Cosmos last year and averaged over 23,000. Tampa Bay is averaging 23,308 this year, including 45,288 for a game against the Cosmos.

This has been achieved with a mixture of foreign and American-born playing talent. While players like the world-famous Pele draw crowds, NASL executives know that their future lies in developing talented American players like goalies Shep Messing and Bob Rigby, "Superstars" hero Kyle Rote Jr. and Trost, the former St. Louis All-American and U.S. Olympian who is perhaps the best midfielder ever developed in this country.

To that end, the league has spent much time, effort and money on developing youth soccer programs around the country. And the big crowds turning out can only spur that development.

"This was the team's finest moment," said Trost, after the Stars blanked the Cosmos before the record crowd in St. Louis. "All those fans gave the entire team a big thrill. Soccer is coming fast."





# San Francisco

1-2424

☆☆☆

# Examiner

SATURDAY, APRIL 26, 1975

DAILY

## *Suddenly soccer is No. 1*

By Carl Reich

At least 35,000 Bay Area youngsters, including girls, now play soccer. More than Little League baseball (281,000), Pop Warner football (6,500) and more than youth ice hockey (1,500).

A decade ago, soccer in the United States involved mostly immigrants and their children. Only in St. Louis and Philadelphia was soccer popular among boys whose families had been citizens for generations.

Don Greer, chairman of the U.S. Youth Soccer Federation, happily estimates that 523,000 boys and girls under 19 now play on organized teams around the nation.

Greer, like a businessman toting his assets, says California has 339 high schools with soccer programs. If you figure 30 players to a squad, that means 10,000 players. Plus about 600 junior high schools (9,99) to 12,000 youngsters.

And another 500 teams (about 7,500 boys and girls) are members of San Francisco Police Athletic League programs.

Not to mention the American Youth Soccer Organization (AYSO), with 7,500 players and 30 California junior colleges with another 750.

Figures assembled for the Bay Area by the San Jose Earthquakes of the North American Soccer League are equally impressive. They add up to the 35,000.

"More than 80 per cent of all youth soccer is played in the Liver-



You have to use your head in soccer, as Kyle Rote Jr. demonstrates

more area, the South Bay and on the Peninsula," says Tom Morten, Earthquakes publicist and himself a former goalkeeper at Chico State.

An example of the recent growth of a sport that only the U.S. has

resisted until recently comes from Julie Menendez, soccer coach at San Jose State University. Twelve years ago, he says, no Santa Clara County high school offered soccer. Now it's a varsity sport at 50

—Turn to Page 4, Col. 1





Paul Child (10) stars for the San Jose Earthquakes in game against Dallas

## And suddenly soccer is No. 1

—From Page 1

schools.

Bob DiGrazia of Walnut Creek, soccer coach at UC Berkeley, says every four-year college and university in the state now has a soccer program.

"Soccer teams are cheap, to outfit—just uniform shirt, shorts and shoes. Bill Clarke, coach at Cleveland State College, once said he could equip a soccer player for the cost of one football helmet," he says.

Scores of summer camps have sprung up. Boys aged 6 to 19 can learn under expert coaches. Rates average \$20 a day, with residency costs naturally more expensive. Some camps even offer group discounts.

At least two schools in England are advertising extensively for American students. Rates for three weeks minus air fare are about \$380, for four weeks with air transportation about \$1,000.

Only the lack of enough coaches and referees has kept American soccer from mushrooming faster, Greer says.

Menendez was so highly

regarded for his efforts at San Jose State that he was named coach of the American team for trials leading up to the 1976 Olympic Games in Canada.

(Bermuda defeated the U.S., 3-2, last Sunday. The teams meet again at San Francisco's Balboa Soccer Stadium at 2 p.m. tomorrow.)

Menendez has four Bay Area players on his U.S. squad. They are Jimmy Zylker and Gary St. Clair, San Jose State graduates; Len Salvemini, an Air Force Academy junior from South San Francisco, and Polla Garibay of Redwood City. A fifth, Anatole Hulewsky, lives in Sacramento.

The winner of Sunday's game advances against Mexico. The loser is out.

Many of the Bay Area's aspiring young soccer players wear shirts with the name "Kyle" lettered across the back. That's a reference to Kyle Rote Jr., son of the former professional football star.

Sought by hundreds of col-

leges when he graduated from high school in 1968, young Rote attended Oklahoma State for a year on a football scholarship. Then he transferred to University of the South in Tennessee. Instead of football, the state religion in Texas, he chose soccer.

Young Rote isn't big (5-10, 180 pounds). But he plays adequately for a young man who began a soccer career five years late, as these things go—at age 15. He won the 1973 NASL scoring championship and the most valuable player award that year.

Kyle Jr. plays for one of the world's richest men, Lamar Hunt, who owns the Dallas Tornado as well as the National Football League Kansas City Chiefs and countless oil wells.

A year ago, sponsors of a televised Superstars decathlon-type competition added Rote to the ranks almost apologetically.

Rote, 23, beat out other sports figures for the \$15,000 top prize, plus about \$35,000 in point money. This spring, football star O. J. Simpson

won Superstars II, with Rote second.

The Bay Area has its own version of Kyle Rote Jr. He's Paul Child, a 5-10, 165-pound transplanted English star whose talents have won a loyal Northern English League in 1971, and was talked into trying out with Atlanta of the NASL. Last summer, he was the leading NASL scorer with the Earthquakes, who picked him in an expansion draft.

Rote and Child showed their drawing power Feb. 7. Their teams drew an indoor record crowd of 11,000 in an exhibition game at the Cow Palace. The crowd of mostly youngsters saw Child have a field day as the Earthquakes defeated the Tornado, 8-6.

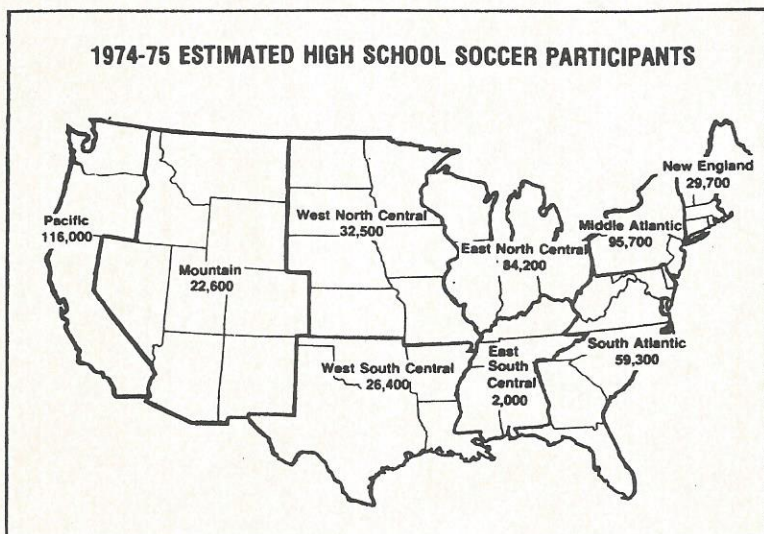
Child has applied for citizenship and plans to stay in the Bay Area.

In 1974, the NASL decided to try capturing the Bay Area market. Owner Milan Mandaric and general manager Dick Berg fought all day to convince other owners that San Jose, rather than Oakland or San Francisco, was the ideal site.





**1974-75 ESTIMATED HIGH SCHOOL SOCCER PARTICIPANTS**



**558,000 COMPETED ON SOCCER TEAMS** in 1974-75, a 1,080% rise over 10-years. Highest concentrations are in Middle Atlantic, North Central and West Coast States.

## Soccer Participation Jumps 1,080% In Ten-Year Period

By Gerry L. Ginsburg, associate editor

**NEW YORK CITY** — Formal soccer participation in the United States increased 1,080% between 1965 and 1974-75. Nearly 558,000 soccer players competed for high schools, National Collegiate Athletic Association colleges and National Junior College Athletic Association teams, compared with slightly over 47,000 in 1965.

"The American market is overlooking a growing sport, not a fad," commented Gerald G. Roraback, consumer products marketing development, Uniroyal, who compiled the study and offered it to **SPORTING GOODS BUSINESS**. "Soccer is a growing athletic activity. Participation figures for 1975 through 1977 should convince retailers, if they're not already convinced, that there's a lot of money to be made in stocking soccer equipment."

The number of high schools having formal soccer programs rose from 2,582 in 1972 to 4,176 in 1974-75 according to information he gathered from the National Federation of State High School Associations. That amounts to a 62% increase.

High school participation is concentrated in the Northeast, Midwest and West Coast. Strong gains were also reported in the Southern market.

At the college level, the NCAA and NJCAA reported 120% in-

creases in outdoor soccer facilities during the 1957-1974 period. Even from 1972 to 1974, facilities had a 30% jump, from 744 to 967 playing fields.

Intercollegiate soccer participation has also seen sharp rises. For that same 1957-1974 period, the NCAA saw a gain of 145%. The sharpest rise occurred from 1957-1962 when the number of players jumped to 8,270, a rise of 35%. The second largest percentage jump took place between 1972 and 1974—25%. Over 15,000 men compete in NCAA intercollegiate soccer.

According to state-by-state breakdowns, also furnished by the National Federation of State High School Associations, the Pacific region has the most male high school soccer players, 166,000. California leads that region and the rest of the country, with 89,000 male soccer players at the high school level.

Here is the state-by-state high school breakdown:

### New England

- **Massachusetts:** Boston is the hub of activity in the state with 8,000 players in the Greater Boston area. The Springfield area is next with 3,500, followed by Fall River and New Bedford with 1,500 apiece. Worcester reported 800 players in the area high schools. Both Boston and Springfield were rated by Roraback as excellent soccer regions (on a fair, good, excellent basis).

- **Connecticut:** 8,000 participants are reported in the state. The Hartford area claims 3,000, while the combined Hamden, Clinton and Madison region tallies 1,500. Both Fairfield County and Wilton add 1,000 players to the state totals. Greenwich and Stamford both report 500 participants.

- **Rhode Island:** The Providence area reports 2,500 male soccer players in area high schools.

- **Maine:** The state's 2,400 soccer players are equally divided between Portland and Sanford.

- **New Hampshire:** 1,000 players are reported in New Hampshire, with 500 claimed in the Keene area. Manchester, Hanover and Concord each have 200 males in high school soccer programs.

- **Vermont:** Burlington and Middlebury contribute 200 each to the state's 400 total.

### Middle Atlantic

- **Pennsylvania:** 38,000 of the entire region's 95,700 players are from this state. 20,000 are in the Philadelphia area including Upper Merion, King of Prussia, Delaware County and Levittown. Montgomery and Bucks counties register 8,000 male high school soccer players. Another 5,000 come from Reading and Berks counties, while the Allentown, Bethlehem and Easton area contributes 2,500 to the state total. Suburban Pittsburgh adds another 2,500. Two regions in Philadelphia are rated excellent by Roraback: Philadelphia and Montgomery and Bucks counties.

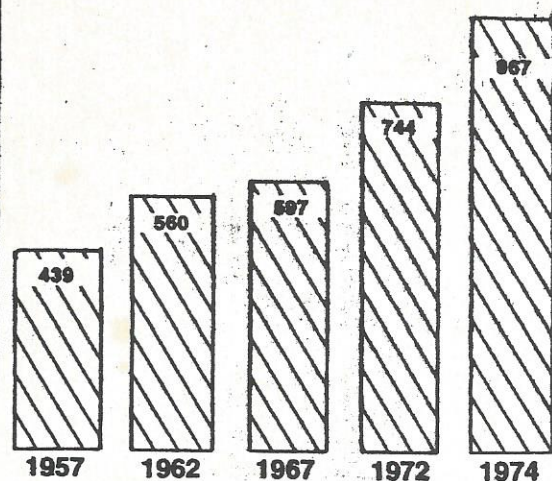
- **New York:** Second in the region, the Empire State has approximately 34,700 males playing high school soccer. That soccer population is concentrated near New York City. 12,000 are enrolled in Long Island teams, 2,500 in Westchester County and 5,000 in Bayside, Yorkville and Long Island City sections of the City. Rochester, which has an excellent rating in the state, has 10,000 playing soccer in the region. The state capital, Albany, checks out at 2,500 players. Binghamton adds 1,500 to the total while Syracuse has 1,200.

- **New Jersey:** 10,000 of the state's 23,000 soccer players are in the Trenton area. Ocean and Monmouth counties, Union and Orange counties, and Hudson and Bergen counties each add 3,000 to the total. The Paterson area has 1,200 playing soccer while Essex and Morris counties have 2,000. Cherry Hill, Collingswood and Deptford each claim 500 in their area. Warren adds another 300 to the total.

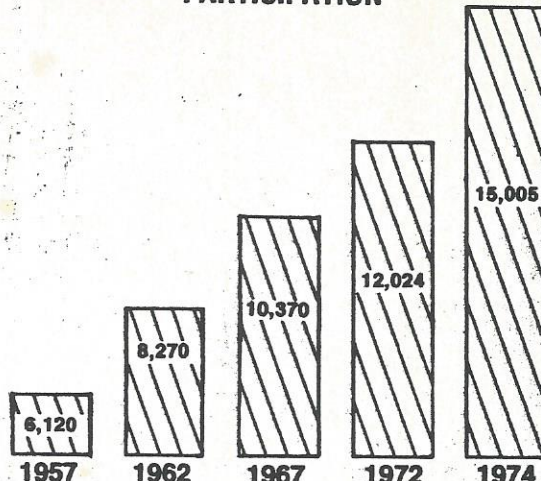




## COLLEGIATE SOCCER FACILITIES



## MEN'S INTERCOLLEGIATE SOCCER PARTICIPATION



### South Atlantic

- **Maryland:** Baltimore leads that state with 12,000 booters in the area. Another 1,000 players are reported from Dundalk and Glen Burnie. 500 are registered in College Park, Annapolis, Townon and Catonville.

- **Virginia:** The Fairfax and Annapdale areas account for 12,000 soccer players. Lynchburg and Harrisburg each have 500 in high school soccer programs.

- **Georgia:** The Atlanta soccer market is growing. In 1972 it reported 2,250 players. Its 1974 figures, however, read 15,000 participants.

- **South Carolina:** Figures are not available.

- **North Carolina:** Durham reports 500 male soccer players.

- **West Virginia:** Morgantown and Elkins contribute 500 players apiece to the 1,300 players in the state. The Philippi area enrolls 300.

- **Delaware:** Wilmington leads the state with 2,000 participants. Newark and Milford add 1,000 players each while another 500 are playing in Seaford.

- **Washington, D.C.:** 5,000 are playing soccer in the District, in Prince Charles and Montgomery counties.

- **Florida:** Miami has 2,000 males playing high school soccer. St. Petersburg-Tampa adds 1,000 to the total, while Orlando and Jacksonville each have 500 in the soccer program.

### East South Central

- **Kentucky:** The Louisville area has 1,000 in the soccer program.

- **Tennessee:** 1,000 are active in soccer programs across the state.

- **Not Available:** Statistics from Alabama, Mississippi.

### West South Central

- **Texas:** Over 20,000 males participate in high school soccer programs across the state. The bulk of these, 15,000, are in the Dallas-Highland Park-Arlington area. Fort Worth and Houston each have 2,000 playing soccer, while San Antonio adds 1,500 to the state total.

- **Louisiana:** Approximately 1,500 play soccer in the state, mostly in the New Orleans vicinity.

- **Oklahoma:** There are 1,000 soccer players in the state, centered near Tulsa.

- **Arkansas:** No statistics are available.

### East North Central

- **Ohio:** Ohio leads the region in participants with 31,000. The majority of participation is near Cincinnati, with 15,000 soccer players. Cleveland and its suburbs add 6,000 to the total. Shaker Heights, a Cleveland suburb, adds another 1,000. Dayton has 4,000 in its soccer programs, while Columbus and Akron add 2,000 apiece. Wooster enrolls 1,000 in its high school soccer schedules. Both Cleveland and Cincinnati are rated as excellent areas by Roraback.

- **Indiana:** Gary and Indianapolis lead the state with 2,000 soccer players apiece. Fort Wayne adds 1,000 to the total.

- **Michigan:** Over 2,200 players are enrolled in male, interscholastic soccer competition.

- **Illinois:** Chicago and its suburbs (including Evanston, Wilmette, Elmhurst, Park Ridge, LaGrange, Wheaton, Elgin and Highland Park) enroll 15,000 in soccer programs. Quincy adds 8,000 to the state total. East St. Louis has 2,000 participants, while Macomb has 1,000. All areas, except Macomb, are rated excellent.

### West North Central

- **Missouri:** St. Louis, long a soccer capital, leads the state in soccer participation. Over 27,000 play soccer at the high school level in Missouri.

- **Minnesota:** The Twin Cities, Minneapolis and St. Paul, have 1,500 players in the soccer programs.

- **Nebraska:** Omaha leads the state in total participants. Approximately 4,000 play interscholastic soccer in the state.

- **Not Available:** Statistics for Iowa, Kansas, South Dakota, North Dakota.

### Mountain

- **Colorado:** Littleton leads the state with 8,000 players, followed closely by Denver with 5,000. Englewood and Colorado Springs each has 2,000 in the soccer program.

- **Nevada:** Las Vegas heads the state, which has 2,000 soccer players.

- **Arizona:** Phoenix has the bulk of the 2,000 soccer players in the state.

- **Utah:** Most of the soccer play is around Salt Lake City, where 1,200 males are part of the interscholastic soccer program.

- **New Mexico:** Approximately 400 play high school soccer in the state.

- **Not Available:** Statistics for Idaho, Wyoming, Utah.

### Pacific

- **California:** California has the most soccer players of any state in the nation, with 89,000. The Los Angeles area is the center of that activity, with 46,000 participating in formal soccer play. Fresno has 15,000 enrolled, while San Francisco and San Diego have 10,000 apiece. San Jose and Sacramento each have 4,000 players. All areas, except Sacramento, are rated excellent.

- **Washington:** Approximately 25,000 play soccer in that state, with the majority playing in greater Seattle (21,000). Another 4,000 are playing in the Tacoma area.

- **Oregon:** Most of the soccer play is concentrated around Portland. Over 2,000 play soccer in that state.

Women's soccer is not included in any of the above figures. Participation by women is known to be growing, although no figures are currently available. ■ SGB









JERRY SAPERSTEIN

President and Chief Executive Officer

Jerry Saperstein, president and chief executive officer of the Super Soccer League, follows a family tradition in providing successful sports promotions on an international scale.

Although only 37 years old, Saperstein is president of Major League Sports, Inc. and has been promoting sports for more than 18 years. His career has included more than 2,000 presentations in 68 nations.

Saperstein began his career working with his father, the legendary Abe Saperstein who founded the Harlem Globetrotters.

Jerry worked at every level of the Globetrotter organization, starting with a farm team in Bismark, N.D. He advanced to assuming complete responsibility for the many Globetrotter appearances around the world.

Saperstein was president of the World Team Tennis franchise in New York City. He sold his interest in the Sets, now called the Appels.

Saperstein is the owner of the San Francisco Shamrocks in the Pacific Hockey League.

Saperstein and other investors bought the San Diego franchise in the World Hockey Association last June. However, the deal was abrogated when the WHA merger discussions with the National Hockey League did not include the San Diego franchise.





DENNIS MURPHY

Founder

Dennis Murphy, a 51-year-old resident of Los Angeles, has had a prolific career in sports and business since graduating from the University of Southern California.

Among his ventures were founding the American Basketball Association, World Team Tennis, the World Hockey Association, the Pacific Hockey League and the Russian-United States Team Tennis Series. He was general manager of the Miami Floridians pro basketball team.

Murphy also was state campaign chairman for former California Gov. Pat Brown and mayor of Buena Park, a California city of some 87,000 residents.

He and his wife, Elaine, have been married for 27 years and have a son and two daughters.





RICHARD C. RAGONE

Commissioner

Richard C. Ragone, holds a Bachelor's Degree in Journalism and a Master's Degree in Business Administration from the University of Kentucky. Ragone, who played collegiate football at Kentucky, has served in various capacities in the field of Broadcast Journalism before joining the NASL in 1972. Ragone served as the first Director of Marketing and Public Relations for the Miami Toros Soccer Club. He also served as Business Manager before moving on to take over the General Manager's responsibilities for the expansion franchise of the Vancouver Whitecaps Soccer Club. After producing a successful first year with an average attendance of over 10,000 per game, Ragone moved to join the Denver Dynamos Soccer Club in the NASL. Ragone, a native of South Florida, has served on the General Manager's committee of the NASL and was appointed to the Board of Directors of NASL Marketing, Inc. Ragone was also on the NASL Indoor Soccer Committee.





## NORMAN SUTHERLAND

### Director of Player Personnel

Norman Sutherland, 34, born and educated in Edinburgh, Scotland, came to the United States in 1961 as a member of the British Embassy Staff in Washington, D. C., and quickly became involved in American Soccer. In 1963 Sutherland formed the Washington Darts and was also appointed Vice President of the Maryland and Washington, D.C. Soccer Associations. In 1966 Sutherland led the Washington Darts as Manager/Coach to a Washington, D.C. and Maryland Championship, and his club was ranked as the third leading amateur club in the United States. In 1967 Sutherland, as President of the Washington Darts, entered the American Soccer League and acted as the club's General Manager and Coach leading it to a second place finish in the 30 year old Eastern Professional League. In 1968 and 1969 the Washington Darts became twice American Soccer League champions, and Sutherland was twice named General Manager of the Year. It was during this period that Sutherland served on the Selection Committee, Promotion Committee and Fund Raising Committee of the United States Soccer/Football Association (USSFA). In 1970 the Washington Darts and Sutherland joined the North American Soccer League (NASL) where the club reached the NASL finals. The Washington Darts, also under Sutherland's leadership as Vice President and General Manager, won the NASL International Cup, an honor given for the club with the best record against foreign opponents. In 1971 Sutherland moved along with the Darts to Miami, Florida in a NASL change of franchise. In 1972 the Darts had become the Miami Toros. In 1973 Sutherland moved to Denver, Colorado to become Vice President and General Manager and, later, Coach of the Denver Dynamos of the NASL through March 1975.





FREDRIC WISE

Founder

48-year-old retired industrialist (plastics manufacturing, wife's name Marilyn, two sons, Jim 20, Steven 24.

Born in Hartford, Conn., moved to Greater Miami in 1954, now lives in the Southwest section (12041 S.W. 64th Ave.).

Played soccer while at prep school (Williston Academy, Mass.) where he was on the Jayvee team. Went to Union College in Schenectady, N.Y. which did not have a soccer team but he was instrumental in founding one. Graduated with a degree in electrical engineering. Since retiring he satisfied a long-standing fascination with law by attending the University of Miami Law School where he recently graduated although he does not intend to actively practice.





DR. ELLIOTT GORIN

Founder

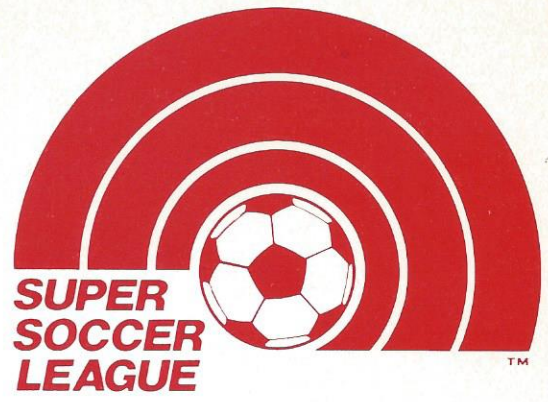
Beverly Hills dentist, 37 years old, native Californian,  
wife's name Chris, has eight-year-old son.

Has always loved sports but this is his first venture in  
organized sports.

Has followed the growth of soccer with keen interest,  
especially since his son became active in the sport.







Rules.



## GENERAL:

The rules which apply to outdoor soccer shall also apply to the indoor, but with the following exceptions -

## EXCEPTIONS:

### Law 1.     Playing Area.

Approx. -           200 ft. x 85 ft.  
Perimeter Wall - 3ft.-6" x 4ft.-6" high fully enclosing area.  
Goal -             4ft.-0" x 16ft.-0" wide.  
Goal Area -        18ft. wide x 5ft. from the goal line.  
Penalty Area -     30ft. x 25ft.  
Penalty Spot -     9" dia. x 24ft. from the center of goal line.  
Penalty Spot Arc - 10ft. radius from penalty spot.  
Corner Spot -      9" dia. at point of intersection of sideline  
                    and extension of the goal area line drawn 5ft.  
                    from the goal line.  
Center Spot -      9" dia.  
Center Circle -    10ft. radius  
Yellow Line        30ft. from center line across field width, each  
                    half.  
Markings -         3"min. 5" max. width.  
Center Line -      Indicated by a white line across field.  
Side Lines -       Broken line from corner spot to corner spot,  
                    on both sides of the field at a distance of 3ft.  
                    from the perimeter wall.

All areas include the line width. Ball must be total dia. over a line to be out of an area. If partially on or over a line it is still within the area.

Goal face is flush with perimeter wall and nets at least 4ft. rearward.

### Law 2.     The Ball.

Regulation size and weight. Distinctive Orange and Yellow Coloring.

### Law 3.     Number of Players.

14 per squad maximum.  
Minimum per team on field at any time - 4. Maximum - 6.  
Time penalty is delayed if team would reduce below 4.  
One player must be a goalkeeper.

### Substitutions.

May occur on unlimited basis provided player leaving the field arrives at the bench before replacement enters field.

more ...





Law 4. Player's Equipment.

Sneaker type or multi-studded shoes.  
Goalkeeper must wear different color jersey to other outfield player's.

Law 5. Referees.

The Referee has sole jurisdiction over the game. He is assisted by timekeepers and linesmen.

Law 6. Linesmen and Timekeepers.

Linesmen shall assist the referee to indicate yellow line and substitute violations and to indicate goals scored. Timekeepers shall operate the time and scoreboard details and the time penalties to ensure correct re-entry of players.

Law 7. Duration of the Game.

Three equal periods of 20 minutes, with two 8 minute intervals.

Law 8. Start of Play.

Team Captain's flip coin and winner elects to kick-off or, choose direction to attack in first period. Team's change direction at each interval.

Law 9. Ball in Play.

Ball is Out when it passes over the perimeter wall, or, a goal is scored, or, when referee calls time-out.

Ball is in Play at all other times, even if it rebounds from the referee, perimeter wall, goalpost, surrounding screens, etc.

Law 10. Method of Scoring.

A goal is scored when the Whole of the ball passes completely over the goal line, provided no infraction of the law has been committed by the attacking team, or other incident covered by the law applies.

Law 11. Offside and Three Zone Pass Violation.

The outdoor offside law does not apply to indoor soccer.

3 Zone Pass.

If the ball is passed forward by any member of the attacking team and it passes over two yellow lines without being touched by any other player (of either team), the pass shall be termed a 3 zone pass. If a player makes a 3 zone pass, the referee will award an Indirect Free Kick to the opposing team, to be taken at the point where the ball crossed the yellow line nearest to the goal being defended by the player making the pass. When any team is playing with two players fewer than the opponents then the three zone pass restriction shall not apply to the team that is depleted.



Law 12.     Fouls and Misconduct.

The outdoor rules apply. Also see Violations section on Infractions.

Law 13.     Free Kicks. (Direct and Indirect).

The outdoor rules apply. See also Violations section.

Law 14.     Penalty Kicks.

Penalty Kicks are those kicks taken from the penalty spot.

All players except the kicker and goalkeeper must be outside the penalty area and penalty area arc at the taking of this direct kick at goal. The kicker may not play the ball a second time unless it rebounds from goalkeeper. Penalty kicks are awarded for offenses committed by defenders against an attacker in the penalty area. BUT ONLY INTENTIONALLY NOT ACCIDENTALLY. The penal offenses are:

1. Kicking (an opponent); 2. Tripping; 3. Striking;
4. Jumping (at opponent); 5. Pushing; 6. Holding;
7. Charging violently; 8. Charging in the back;
9. Handling the ball (by hand or arm from shoulder down, except goalkeeper).

Law 15.     Throw In.

In place of the throw in used in regular soccer, the ball will be put back into play with an Indirect Free Kick with the ball being placed on the sideline at the point nearest to where the ball went out of play. This is termed then a KICK IN instead of a Throw In. (If a player Deliberately puts the ball out over the perimeter wall, he shall serve a DELAY OF GAME time penalty.)

Law 16.     Goal Kick.

The outdoor rule applies.

Law 17.     Corner Kick.

The outdoor rule applies with the corner being taken from the corner spot.

NOTE: Any incident not covered by these laws shall be dealt with by the Referee at his discretion. Such incidents shall be referred back to the Commissioner so that an amendment to the rules can be made to cover any future such incident. The decision of the referee in so far as the result of the game is concerned, is final.

more ...





## VIOLATIONS

### GOALKEEPING RESTRICTIONS:

When the goalkeeper has distributed the ball with a throw, his team will be penalized with a delay of game penalty awarded against the player that returns the ball to the goalkeeper.

- a) if the goalkeeper handles the ball, and
- b) unless the ball has been touched by an opponent following the throw by the goalkeeper.

### SUBSTITUTION:

If a team violates the substitution rule or puts an excess number of players on the field, the coach shall remove the excess players and shall nominate one of the players left on the field to serve a 2-minute penalty.

### YELLOW LINE:

In addition to the Law 11, if a defender Passes Back to the goalkeeper from any other zone but the passer's own defensive zone, then an Indirect Free Kick shall be awarded at the defensive yellow line and the player shall serve a 2-minute delay of game penalty. This includes instances where a team makes a series of passes or a player dribbles the ball back to the goalkeeper across the yellow line into the defensive zone.

### ENCROACHMENT:

Encroachment is a serious offensive since it delays the action and irritates spectators. If a player approaches to within 10 feet of ANY free kick, being taken by his opponents before the ball is legally in play, he shall be guilty of Encroachment and subject to a Delay of Game time penalty. The defender is responsible to estimate 10 feet. The referee will not step off but will instruct the defender to move back further if he considers the defender to be too close accidentally.

### INFRACTIONS:

Minor infractions are penalized by an INDIRECT FREE KICK. This will be signalled by the referee indicating the type infraction then raising one arm straight up and alongside his head. The arm raising is deleted if a Direct Free Kick applies.

Major infractions are penalized by a DIRECT FREE KICK and if the infraction is very serious, then the referee may, in addition, judge the offender to be guilty of Ungentlemanly Conduct and administer a two minute penalty.

more.....





#### UNGENTLEMANLY CONDUCT:

If a player or coach is guilty of Ungentlemanly conduct, or, Misconduct, or conduct likely to bring the game into disrepute, he, or a player presently playing, if the misconduct is by a player or coach on the bench, shall serve a Time Penalty. Misconduct, which in the outdoor game warrants a caution, will be penalized by a 2-minute penalty.

#### SERIOUS FOUL PLAY OR VIOLENT CONDUCT:

A player who is guilty of Violent Conduct (example: Manhandling an official, Fighting, Spitting, etc.) shall be ejected from the game. He may be replaced subject to the time penalty ruling. Misconduct which in the outdoor game warrants an ejection, will be penalized with a 5-minute penalty and the ejection of the player from game.

#### TIME PENALTIES:

DELAY OF GAME.....2-minutes

UNGENTLEMANLY CONDUCT.....2-minutes

VIOLENT CONDUCT (EJECTION).....5-minutes

The ejected player must leave the game permanently and retire to the dressing room. He may be replaced by a substitute but the substitute must immediately go into the Time Penalty Box and serve a 5-minute time penalty before entering the game.

#### DELAYED TIME PENALTIES:

A time penalty can only be suspended temporarily if it would reduce a team below 4 active players on the field. Under these circumstances the offender must go into the Time Penalty Box immediately. He may be replaced by a substitute until such time his team was due to return to an over 4 player status. At this point his substitute will withdraw from the game and he, the offender, will commence a FULL period of allotted time penalty.

#### POWER PLAY RETURN:

If one team is reduced to a lesser number of players on the field than its opponents by time penalties and the team having more players scores a goal, then the longest serving time penalized player can return to the game. Only one penalized player can return to the game. Only one penalized player may return on each goal.

This rule does not apply to ejections and a substitute serving a 5-minute ejection penalty may not return until the full period of time penalty is served.

more.....





TIME PENALTY AWARDED AGAINST THE GOALKEEPER:

When a 2-minute time penalty is awarded against a goalkeeper, the penalty can be served by one of the other players on the field.

STOPPING THE CLOCK:

The clock will be stopped whenever:

- a) a goal is scored
- b) the referee stops play because of an injury, or any infringement
- c) the referee signals that the ball is out of play for a goalkick corner or kick in.
- d) each team is allowed two time-outs per period

The clock will be restarted when the ball is played from the appropriate dead ball position to resume play.

TIME OUT:

Time out will occur whenever a goal is scored and whenever a time out is signalled by the referee. At time out all players will report to the player bench until the referee indicates that they must return to their positions on the field.



Law 4.     Player's Equipment.

Sneaker type or multi-studded shoes.  
Goalkeeper must wear different color jersey to other outfield player's.

Law 5.     Referees.

The Referee has sole jurisdiction over the game. He is assisted by timekeepers and linesmen.

Law 6.     Linesmen and Timekeepers.

Linesmen shall assist the referee to indicate yellow line and substitute violations and to indicate goals scored. Timekeepers shall operate the time and scoreboard details and the time penalties to ensure correct re-entry of players.

Law 7.     Duration of the Game.

Three equal periods of 20 minutes, with two 8 minute intervals.

Law 8.     Start of Play.

Team Captain's flip coin and winner elects to kick-off or, choose direction to attack in first period. Team's change direction at each interval.

Law 9.     Ball in Play.

Ball is Out when it passes over the perimeter wall, or, a goal is scored, or, when referee calls time-out.

Ball is in Play at all other times, even if it rebounds from the referee, perimeter wall, goalpost, surrounding screens, etc.

Law 10.    Method of Scoring.

A goal is scored when the Whole of the ball passes completely over the goal line, provided no infraction of the law has been committed by the attacking team, or other incident covered by the law applies.

Law 11.    Offside and Three Zone Pass Violation.

The outdoor offside law does not apply to indoor soccer.

3 Zone Pass.

If the ball is passed forward by any member of the attacking team and it passes over two yellow lines without being touched by any other player (of either team), the pass shall be termed a 3 zone pass. If a player makes a 3 zone pass, the referee will award an Indirect Free Kick to the opposing team, to be taken at the point where the ball crossed the yellow line nearest to the goal being defended by the player making the pass. When any team is playing with two players fewer than the opponents then the three zone pass restriction shall not apply to the team that is depleted.



Law 12. Fouls and Misconduct.

The outdoor rules apply. Also see Violations section on Infractions.

Law 13. Free Kicks. (Direct and Indirect).

The outdoor rules apply. See also Violations section.

Law 14. Penalty Kicks.

Penalty Kicks are those kicks taken from the penalty spot.

All players except the kicker and goalkeeper must be outside the penalty area and penalty area arc at the taking of this direct kick at goal. The kicker may not play the ball a second time unless it rebounds from goalkeeper. Penalty kicks are awarded for offenses committed by defenders against an attacker in the penalty area. BUT ONLY INTENTIONALLY NOT ACCIDENTALLY. The penal offenses are:

1. Kicking (an opponent); 2. Tripping; 3. Striking;
4. Jumping (at opponent); 5. Pushing; 6. Holding;
7. Charging violently; 8. Charging in the back;
9. Handling the ball (by hand or arm from shoulder down, except goalkeeper).

Law 15. Throw In.

In place of the throw in used in regular soccer, the ball will be put back into play with an Indirect Free Kick with the ball being placed on the sideline at the point nearest to where the ball went out of play. This is termed then a KICK IN instead of a Throw In. (If a player Deliberately puts the ball out over the perimeter wall, he shall serve a DELAY OF GAME time penalty.)

Law 16. Goal Kick.

The outdoor rule applies.

Law 17. Corner Kick.

The outdoor rule applies with the corner being taken from the corner spot.

NOTE: Any incident not covered by these laws shall be dealt with by the Referee at his discretion. Such incidents shall be referred back to the Commissioner so that an amendment to the rules can be made to cover any future such incident. The decision of the referee in so far as the result of the game is concerned, is final.







# **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"





**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.

# **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 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 CAMPAIGN

MEMORANDUM

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 ONE

SUPER 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.