



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.

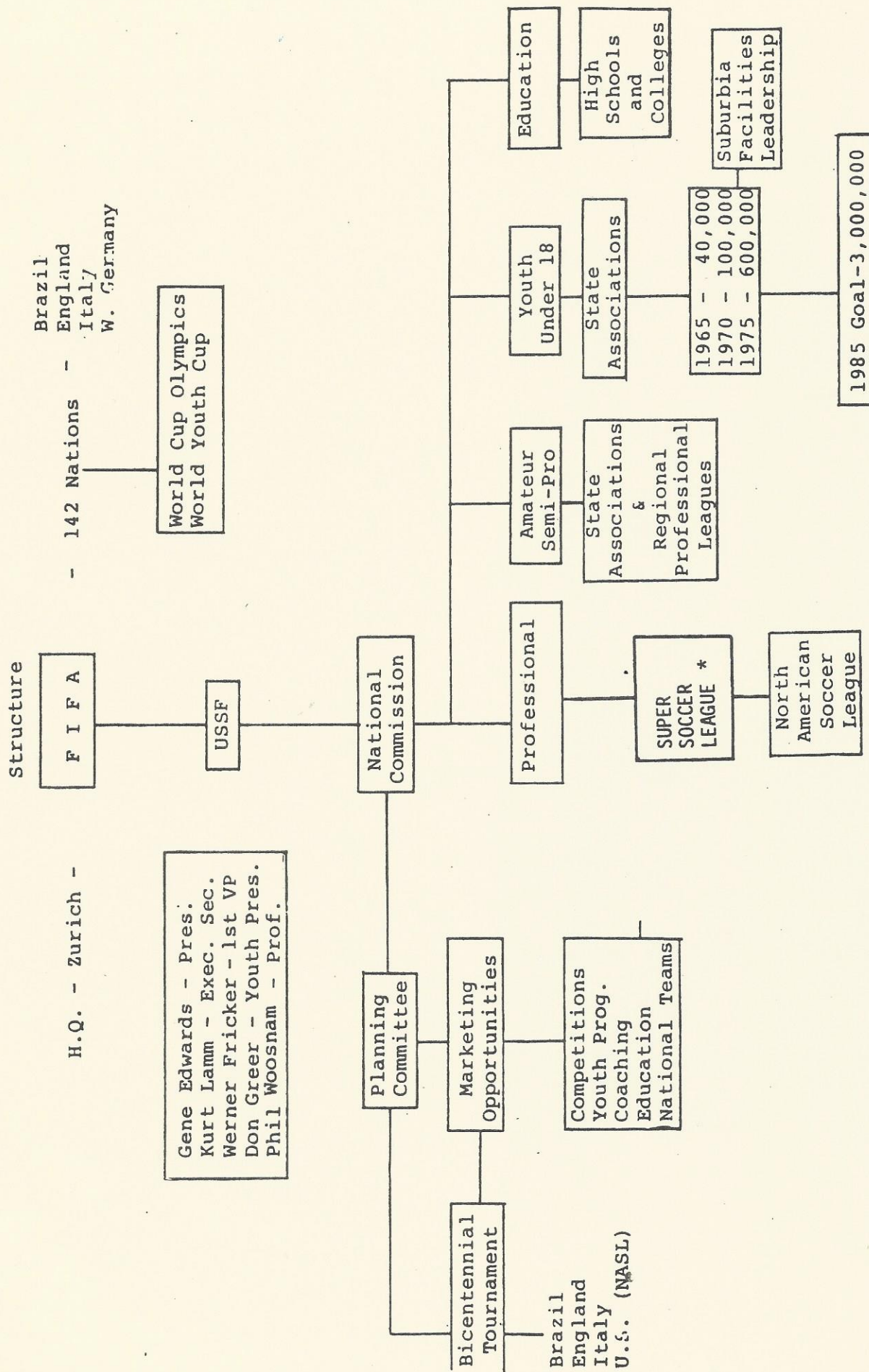
THE ADVANTAGES OF MEMBERSHIP AND AFFILIATION ARE:

- (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	-

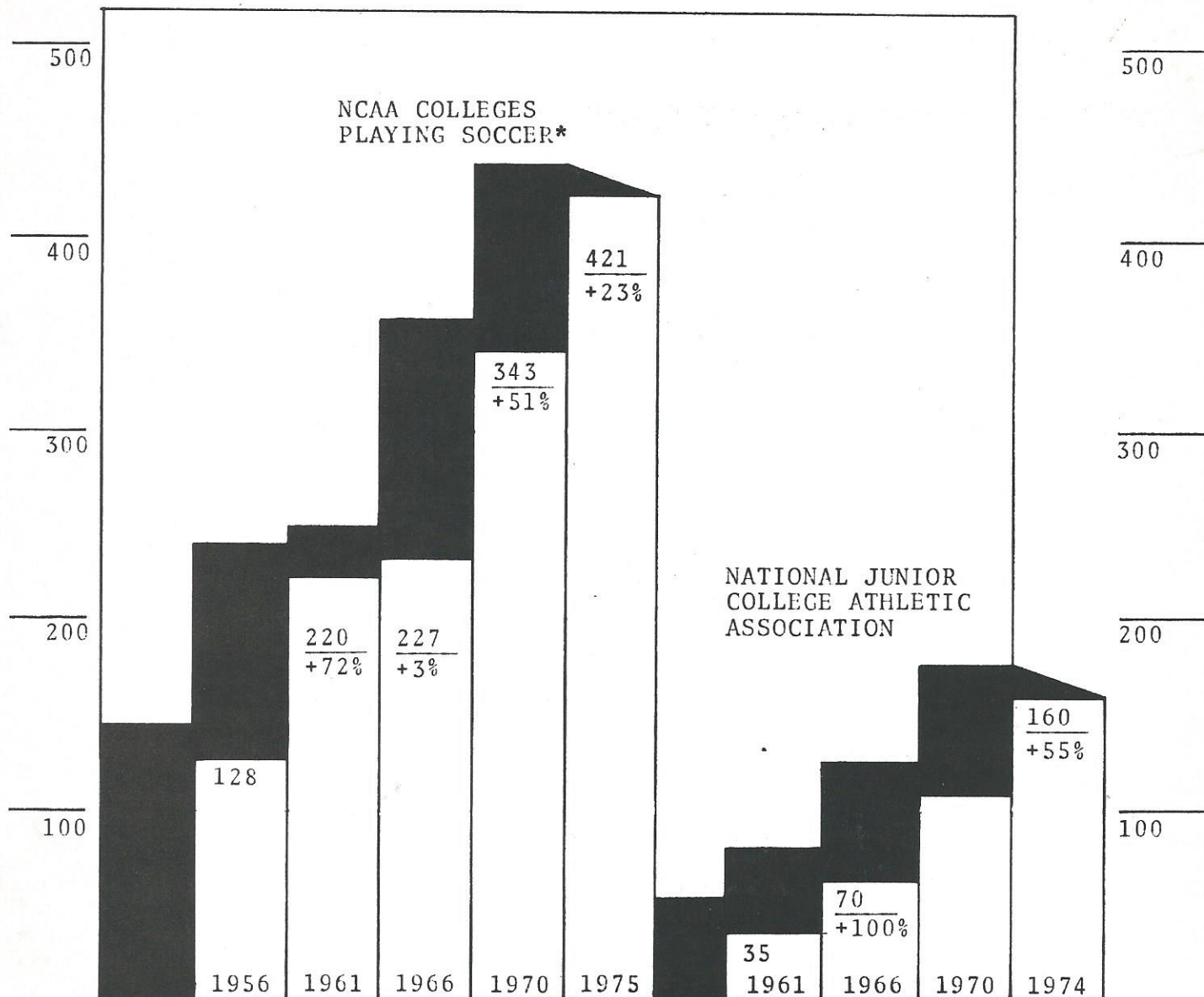
- * In 1956 soccer was played by 32.6% of all the NCAA Colleges.
 By 1975 that percent had grown to 60%, or 421 colleges playing out
 of 709 in the NCAA.

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.

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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 88%
	b. Candy/gum 72%
	c. Coffee 56%
	d. Beer 57%
	e. Liquor 37%
	f. Wine 52%
	Frequency/Month
	10
	10
	10
	5
	4
	3