

Expanding your Organization the Smart Way: Keeping consistency in branding, content and data as you add affiliate clubs and locations

**John Weinerth, Vice President – Soccer
NBC Sports Group**



Topic Relevance: Evolution of the Soccer Model



Topic Relevance: Evolution of the Soccer Model

Challenges with consistency of brand, content distribution and data standards as you scale



Branding and Content Continuity



Branding as you Scale

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.” – Warren Buffett

- Expansion should enhance your brand not dilute it
 - Brand identity – benefits and values
 - Tone and voice
- Stay true to your brand
 - Establish strict brand standards and guidelines
 - Affiliate agreements
- Best Practices to make it easy for everyone
 - Brand training
 - Easy to access brand and asset libraries (private pages)
 - Source of truth



Branding as you Scale

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Branding as you Scale

PLAY THE LIVERPOOL WAY



International
Academy
Texas ✓



International
Academy
Bay Area



International
Academy
Maryland



International
Academy
Michigan



International
Academy
New Jersey



International
Academy
St Louis



International
Academy
West Florida



Branding as you Scale

ACADEMY AFFILIATES



Sporting Arkansas
Affiliate since 2011



Sporting Blue Valley
Affiliate since 2011



Sporting Iowa
Affiliate since 2014



Sporting Columbia
Affiliate since 2013

Branding and Content Continuity

Without strategy, content is just stuff and the world has enough stuff

- Content Strategy
 - Target Audience
 - How is content being consumed?
 - Content Channels
 - Content generation / resources
- Best Practices to make it easy for everyone
 - Consistent CMS
 - Must be mobile responsive
 - Content aggregation
 - “Network Effect”





SPORTING SPRINGFIELD

OFFICIAL SPORTING KC ACADEMY AFFILIATE



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SPORTING TYKES
Sporting Tykes will be an introductory class for children ages 3-5. The class will focus on gross motor skills, balance, coordination and beginner soccer skills. Each class will feature soccer games and conclude with a mini-scrimmage.
Two sessions available:
Tuesdays, January 9, 16, 23 and 30 OR Wednesdays, January 10, 17, 24 and 31.
The space is offered from 10:10-10:40am at our indoor facility (3100 E. East Springfield).

SPORTING TYKES (BIRTH YEARS 2012-2014) REGISTRATION

[Read More >](#)



SPORTING TYKES

HS BOYS

YOUTH ACADEMY



US YOUTH SOCCER

USYOUTHSOCCER.ORG



MIRROR

CONNECT WITH SPRINGFIELD

CONNECT WITH SKC

TWITTER FACEBOOK

Tweets by @sportingsgf

Sporting Springfield @sportingsgf
 All Sporting Springfield activities/events have been cancelled for today -- Monday, January 15th, 2018. The Sporting Springfield Indoor facility is also CLOSED... be safe and enjoy the snow!

Tweets by @SportingKC_SCN

Sporting Kansas City @SportingKC
 Today we celebrate courage and equality in all of its beautiful forms. To everyone across 🇺🇸, Happy #MLKDay



USL SETS COURSE FOR 2018 WITH HOME OPENERS

New season to open with 14-game slate weekend of March 16-18

Cincinnati Adds Albadawi to Attack
Former North Carolina midfielder makes move to FCC

Independence Add Smith to Back Line
Former Orlando striker Badji makes move to Rangers

Mkandawire Returns to Rowdies
Veteran defender signs new contract with Tampa Bay

USL Sets Course for 2018 with Home Openers
New season to open with 14-game slate weekend of March 16-18

USL Reveals 2018 Conference Alignment
Thirty-three teams across two conferences feature in new season



WATCH



USL Best of 2017 – Diego Restrepo
Goalkeeper of the Year was a brick wall Antonio FC

- | | | | | | |
|------------|----------------|----------------|---------------|------------|-------------------|
| Atlanta | Bethlehem | Charleston | Charlotte | Cincinnati | Colorado Springs |
| Fresno | Indianapolis | Los Angeles | Las Vegas | Louisville | Nashville |
| New York | North Carolina | Oklahoma City | Orange County | Ottawa | Penn |
| Phoenix | Pittsburgh | Portland | Reno | Richmond | Rio Grande Valley |
| Sacramento | Saint Louis | Salt Lake City | San Antonio | Seattle | Swope Park |
| Tampa Bay | Toronto | Tulsa | | | |





MORE USED CARS. MORE WAYS TO BUY THEM.



#1 Cochran SHOP COCHRAN.COM NOW.

2018 HOMEOPENER
MARCH 31 | HIGHMARK STADIUM

Home opener set for March 31 against Penn FC



2018 SEASON TICKETS

FOLLOW USL ON



Is a home your help? LET US HELP!

Download our free e-book today!

CLICK HERE



FEBRUARY 2018	
1	2
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29	30

San Antonio FC 2018 Home Opener Teaser



IN FRONT OF A SELLOUT CROWD

San Antonio FC 2018 Home Opener Teaser

San Antonio FC re-signs midfielder Pecka for 2018 USL season

SEASON TICKETS

FOLLOW USL ON



US YOUTH SOCCER

Play. Inspire. Unite.



WANT TO OFFICIATE?

Want to officiate in an Ontario Soccer Member District League?



WANT TO VOLUNTEER?

Want to volunteer...



WANT TO PLAY?



WANT TO COACH?



Play. Inspire. Unite.



Durham Region Soccer Association



East Central Ontario Soccer Association



Eastern Ontario District Soccer Association



Elgin Middlesex Soccer Association



Essex County Soccer Association



Hamilton & District Soccer Association



Huron District Soccer Association



Lambton Kent Soccer Association



Niagara Soccer Association



North York Soccer Association



Peel Halton Soccer Association



Sault Amateur Soccer Association



Scarborough Soccer Association



Soccer North District Association



Soccer Northeastern Ontario District Association



Soccer Northwest Association



Southeast Ontario Soccer Association



Southwest Regional Soccer Association



Sudbury Regional Soccer Association



Toronto Soccer Association



York Region Soccer Association



Data Continuity

- User Experience
 - The Balance: Getting the data you need while providing a seamless checkout process
 - Benefits of Account Formation vs. Form Fill
 - Mobile responsive
- Data Capture
 - Baseline data requirements
 - Registration templates
- Deploying Conditional Logic – upsell and capture opportunities
- Reporting and Filtering capabilities
 - Smart Groups
 - API and 3rd party integrations
 - BI tools for strategic dashboards



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