

# **Welcome!**

## **President & State-Cup 2.0**

**Where we were...**

**Where we are now...**

**Where we are going...**

**How are we going to get there...**



# Rewriting The Playbook: State Cup & Presidents Cup

Re-Imagining YOUR (Individual) Game-Day Experience

Unleashing the Power of The Beautiful Game



**THIS ISN'T AN UPGRADE  
IT'S A TRANSFORMATION**



**THIS WILL NOT BE AN  
ORDINARY EVENT**



# CREATING YOUR PATH TO NATIONALS!



# GET READY TO BUILD YOUR LEGACY

Clubs/Teams

Players

Members  
Supporters



Best In Class



Clubs/Teams

Players

Members  
Supporters



Path To Nationals Goes Through:

**LABOR DAY  
WEEKEND**



# Clubs / Teams



**Path To Nationals Starts On: Labor Day Weekend**

**300 Teams**

**No Fees**

**You're In**

**Let's Go**





# Players



**Path To Nationals Starts On: Labor Day Weekend**

**300 Teams**

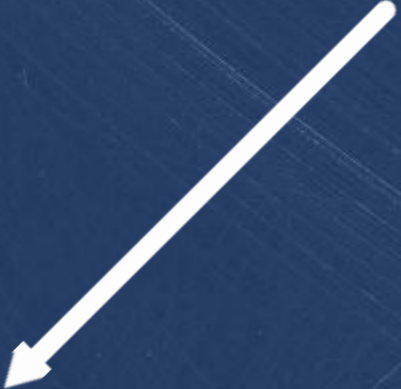
**Next Level**

**Your  
Legacy**

**Your  
Goals**



**Members  
Supporters**



**Path To Nationals Starts On: Labor Day Weekend**

**Lead**

**Innovate**

**Resources**

**Growth**



# Marketing & Distribution

*Awareness*

*Consideration*

*Purchase*

*Retention*

- ➔ **Step-by-step rollout - Trigger curiosity / Generate buzz**
- ➔ **Drive engagement - Get them to participate**
- ➔ **Join the 300 / Your story starts here / The path to Nationals**
- ➔ **Showcase a can't-miss event: Recap/Buildup: 300 teams. Zero fees.**



**300 TEAMS**  
**NO FEES**  
**LABOR DAY WEEKEND**

Something Big is Coming...



# GET READY YOU'RE IN IT

Labor Day Weekend...



# YOU'RE IN GAME ON

Something Big is Coming...



**YOU'RE IN  
GAME ON  
LET'S GO**

Something Big is Coming...



Driving Engagement – Increased participation

**WE'RE IN**



**COMPETING IN  
STATE CUP 2.0**

Labor Day Weekend



#YOUREINGAMEON #STATECUP2.0 #PATHTONATIONALS

**WE'RE IN**



**COMPETING IN  
STATE CUP 2.0**

Labor Day Weekend



#YOUREINGAMEON #STATECUP2.0 #PATHTONATIONALS



# Distribution Channels



**Social: Facebook, Instagram, Twitter**

#PathToNationals



**Email Marketing**

#YoureInGameOn



**Website**

#YoureInYoureOn

#StateCup2.0



**SAGM**

#GAtoNationals

#GAStateCup



**And...**

#PresidentsCup



**DEVELOP A MEMBERSHIP  
CHANNEL THAT GENERATES FOR:**

**BUZZ**

**EXPOSURE**

**REVENUE OPPORTUNITIES**

**GROWTH & SUPPORT**



# “FOR THE GOOD OF THE GAME”



THE GEORGIA SOCCER PODCAST



# THE GEORGIA SOCCER PODCAST

Promote: GSSA Agenda, Events, and Sponsors



**Owning the Storytelling**



**Increase Exposure; Guests, projects**



**Deeper Community Connection**



**Building a Brand (not just an event)**



**Competitive Advantage**



**Coaching Education**



**Georgia at The Center  
of The World Stage**



**US Soccer**



**US Youth Soccer**



**Community Outreach**



**THANK YOU**

**...in rewriting The Playbook:  
State Cup & Presidents Cup**

**Re-Imagining YOUR Game-Day Experience**

**Unleashing the Power of The Beautiful Game**

