



**CHALLENGER**  
SPORTS

***CONNECTING YOUR BRAND WITH  
YOUTH SOCCER CLUBS, COACHES,  
PARENTS AND PLAYERS***

*CUSTOMIZABLE SOLUTIONS BROUGHT TO LIFE  
THROUGH WEB, DIGITAL, CRM, SOCIAL, GRASS  
ROOTS, AND SPECIAL EVENTS!*

***2023 PARTNERSHIP***



# ***WE REACH MORE THAN 2 MILLION SOCCER PLAYERS EACH YEAR***

Since 1985 Challenger Sports has positively coached over two million players globally through its extensive range of soccer camps, tournaments, tours, and year-round training services.

We have since developed to become a one-stop shop in the youth soccer space. We work with thousands of organizations, soccer clubs, parks and recreation departments, church groups, and YMCA's to help grow and develop the sport.

Challenger can not only deliver your brand message to the decision makers of these organizations, but can also create an integrated campaign that targets the coaches, parents and players in this attractive consumer driven soccer demographic.

Using a combination of web, email, social, special events, and grassroots activation, Challenger can deliver a sponsor's message and promote your product or service in a seamless and efficient way across the US.



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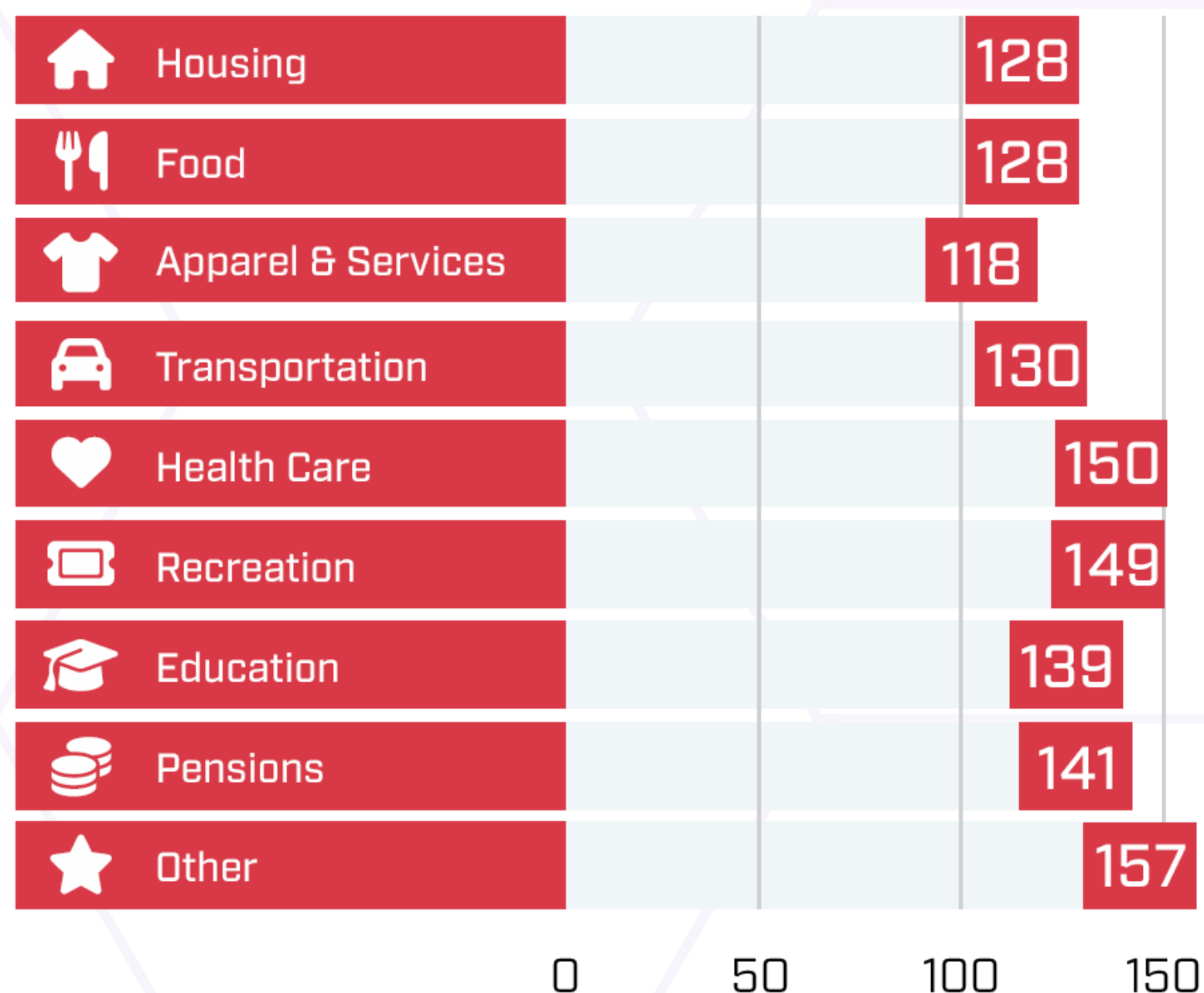
## ***YOUTH SOCCER FAMILY DEMOGRAPHICS***

- Most households are married couples with children
- Average household size is 2.97
- Parents Education: 40.5% college graduates, 72% with some college education
- 2 out of 3 households include 2+ workers
- Most households have 2 or 3 vehicles; long travel time to work, including a disproportionate number commuting from a different county
- Well insured and invested in a range of funds, bonds & stocks
- Carry a higher level of debt, including first and second mortgages
- Connected, with a host of wireless devices, anything that enables convenience shopping, banking, paying bills
- Predominantly single family homes in newer neighborhoods
- Owner-occupied homes have high rate of mortgages at 68%
- Median home value is \$257,400



# THE AVERAGE YOUTH SOCCER FAMILY HOUSEHOLD BUDGET

## AVERAGE HOUSEHOLD BUDGET INDEX



The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



# ***MARKETING ASSETS***

- ***PARTNERSHIP OVERVIEW***
- ***WEBSITE***
- ***EMAIL***
- ***SOCIAL MEDIA***

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## ***PARTNERSHIP OPPORTUNITIES: LET US HELP TELL YOUR STORY***

Nationwide Promotion of Partner Brand through multichannel program of promotion and integration into the Challenger Sports ecosystem.

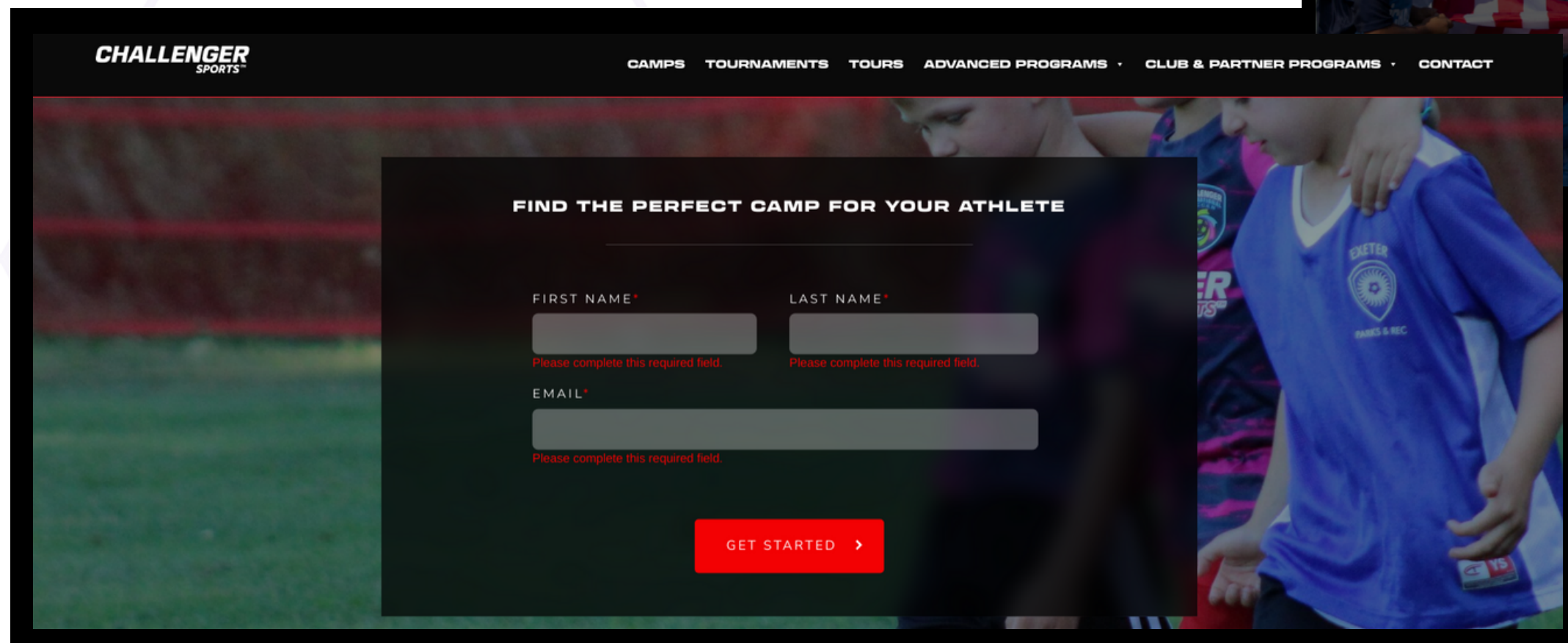
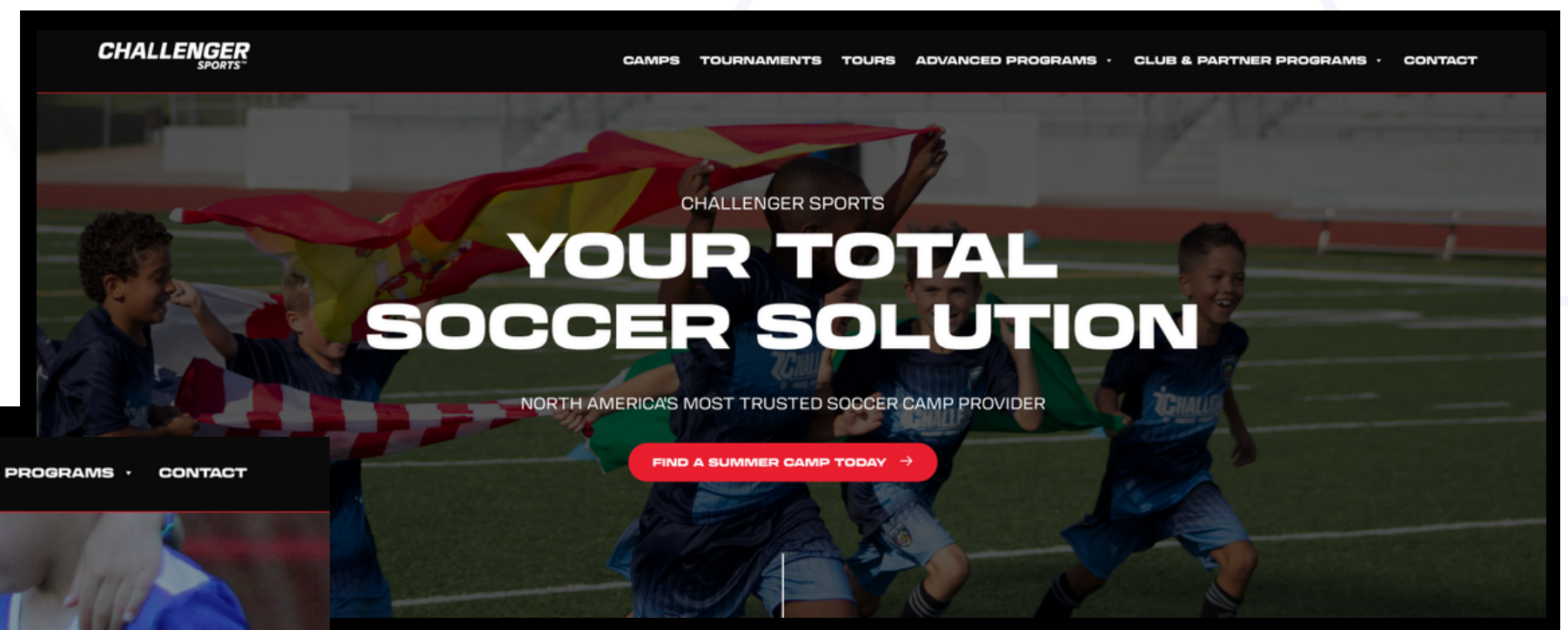
- **WEB** - Promotion of partner status on [challengersports.com](https://challengersports.com)
- **CO-BRANDING** - Add brand and message to registration portal
- **INTEGRATION** - Add message/coupon to program confirmation, reminder, and thank you emails
- **SALES** - Direct sales opportunities through [challengersports.com](https://challengersports.com) and integration into our email marketing schedule, utilizing our segmented database of 220,000 parents, coaches, and club officials
- **CRM** - Drip feed campaign to Challenger Sports and Teamwear contacts
- **SOCIAL** - Scheduled posting on Challenger Sports/Teamwear social media
- **ACTIVATION** - Use of product/services on Challenger Programs
- **EVENTS** - Digital and event-based opportunities



# WEBSITE

## 1 MILLION UNIQUE WEBSITE VISITS EACH YEAR

- Promotion of partner status on the official Challenger Sports website [challengersports.com](https://challengersports.com)
- Add brand and message to the registration portal





# EMAIL

**100,000+ TRANSACTIONAL EMAILS**

**180,000 OPT IN CUSTOMER EMAILS**

**1 MILLION CAMP MARKETING EMAILS SENT PER YEAR**

Direct sales opportunities through [challengersports.com](https://challengersports.com) and integration with our email marketing scheduled- we have a segmented database of 220,000 parents, coaches and club officials.

Email introduction to soccer organization decision makers, opportunities to connect directly with soccer families, partner banner/coupon on confirmation, reminders, and follow-up emails 35,000 x 3, receive 4 dedicated emails per year to entire database, and partner banner/coupon would be added on footer of each email.

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## SUMMER SOCCER CAMPS '23

**REGISTER NOW**

CHALLENGERSPORTS.COM

Introduce your preschooler to the game of soccer through our TinyTykes summer camp program. Perfect for ages 2 - 5, our TinyTykes summer camp introduces the basic skills needed in soccer: motor, social, and psychological, through storytelling, games, and music.

Registration is going on now. Receive **up to \$40 OFF** if you register today. You can find more information on ALL our camp offerings [here](#).

**Find a TinyTykes Camp Near You**

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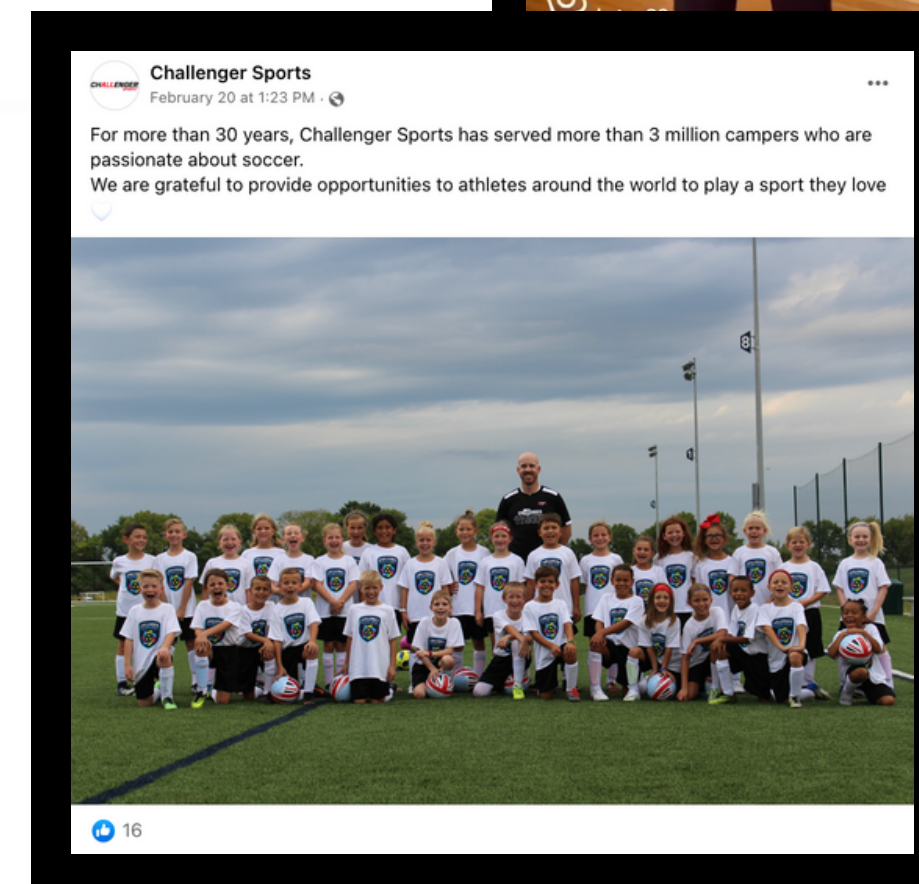
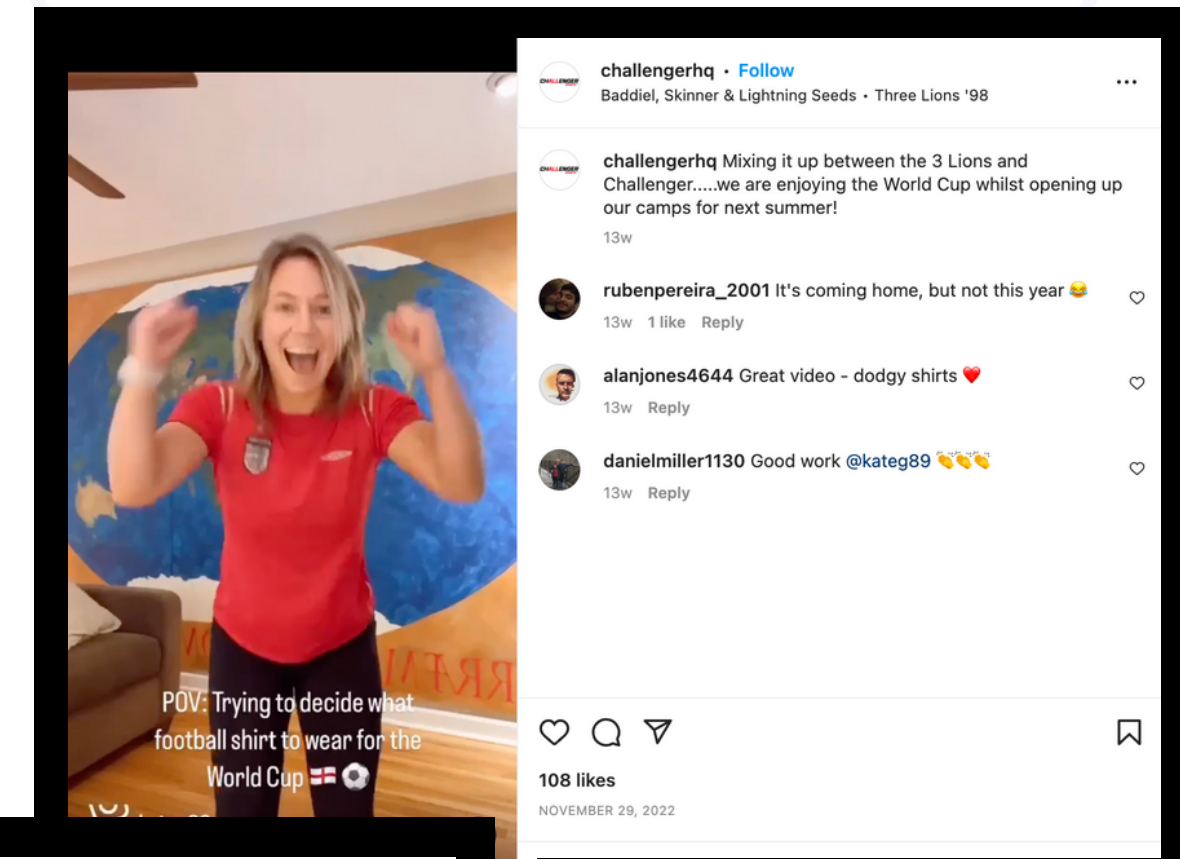
# SOCIAL MEDIA

## CHALLENGER SPORTS FACEBOOK - 32,000 FOLLOWERS

Drip feed campaign to Challenger Sports and Teamwear contacts.

Challenger would help partner create appropriate social content:

- Behind the Scenes
- Education
- Interactive - polls, quizzes etc
- Giveaway
- Special Deals to followers
- User Generated Content
- Testimonials
- Humorous content, memes, etc
- Engagement in Social Issues
- Celebration of special days/events





# ***WHAT WE OFFER***

- ***SOCCER CAMPS***
- ***YEAR ROUND COACHING***
- ***TINYTYKES***
- ***TOURNAMENTS AND EVENTS***
- ***INTERNATIONAL TOURS***
- ***STUDY AND PLAY***
- ***TEAMWEAR***

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# ***Soccer Camps***

Customized camps annually servicing over 50,000 players throughout North America.

Age-specific programs, from beginners, all the way through to Elite players and college identification programs.

Through strategic partnerships with more than 1,000 soccer organizations in North America, we deliver affordable camps for aspiring players.

## ***Sweepstakes & Giveaways***

Get your brand & products straight into players hands with our giveaway opportunities.

We can help your brand reach a variety of different age groups, organizations and interests.

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# ***YEAR ROUND COACHING***

International and US based coaches delivering team training, player development, and individual coaching throughout North America.

Our experienced Staff Recruitment and Training Division ensures that the best and most age-appropriate coaches are working in your community, whilst our tried and tested curriculum creates a consistent and development approach across your whole organization.

Through coaching education, we can also help you and your staff enhance your own qualifications and education via residential and day courses, enabling you to retain and support YOUR own coaches.



# ***TINYTYKES***

TinyTykes is an exciting child development program delivered through soccer for ages 2-5 years old.

Created by childcare specialists to introduce children the basic skills of soccer through a series of fun games, stories, songs and skill building activities.







# ***TOURNAMENTS AND EVENTS***

The Challenger Tournament Series hosts more than 25 tournaments featuring more than 2,500 teams, 37,000 players, and 55,000 spectators nationwide each year.

**Challenger would help promote your brand to over 4,000 coaches & managers, 30,000+ players and 50,000 parents.**

- Partner logo and message on tournament 500,000 **marketing emails**
- Partner logo and message on **tournament websites**
- Inclusion in the Challenger Sports Tournament App + **In Event App Push Messaging**
- Partner logo & message in 80,000 **emails to coaches/managers**
- Dedicated partner email to 2,500 participating tournament teams twice a year
- Partner information with team **check in packets**
- **Complimentary booth space** at each tournament venue
- **Partner banners** displayed at each tournament venue

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# ***INTERNATIONAL TOURS***

## ***TRAVEL THE WORLD WITH US***

Specialized itineraries available for teams and groups to travel throughout Europe, North or South America.

Take in games, training sessions, professional matches, stadium tours, and sightseeing galore.

Where we go: 10 day tours to one of the following locations - England, Spain, Brazil, Portugal, Argentina, and Italy







**SPIRE ACADEMY**

*Ohio, USA*



# ***STUDY AND PLAY***

## ***ADVANCING YOUR ELITE ASPIRATIONS***

Challenger's Elite Player Pathway is a true player development pathway for student-athletes aspiring to play at the collegiate or professional level.

Via Challenger's links with SPIRE Academy and Steven Gerrard Academy in the UK, we can provide a domestic 10 month season for elite players at the High School or Post-Graduate stage.

Soccer development is supported by educational studies.



**STEVEN GERRARD ACADEMY**

*Liverpool, UK*



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# TEAMWEAR

**2,000,000 KITS CREATED AND DELIVERED**

Over 3,500 sports organizations are wearing our kits!

## UNIFORMS

Through Challenger Teamwear, we can help gear up your organization by providing high-quality soccer uniforms.

With a large number of different options to choose from, you will love what Challenger has to offer!

[www.gearupwithchallenger.com](http://www.gearupwithchallenger.com)

**CHALLENGER**  
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**SOCCER**  
**GAME READY PACKS**

**PREMIER**  
JERSEY

LAGUNA SHORT

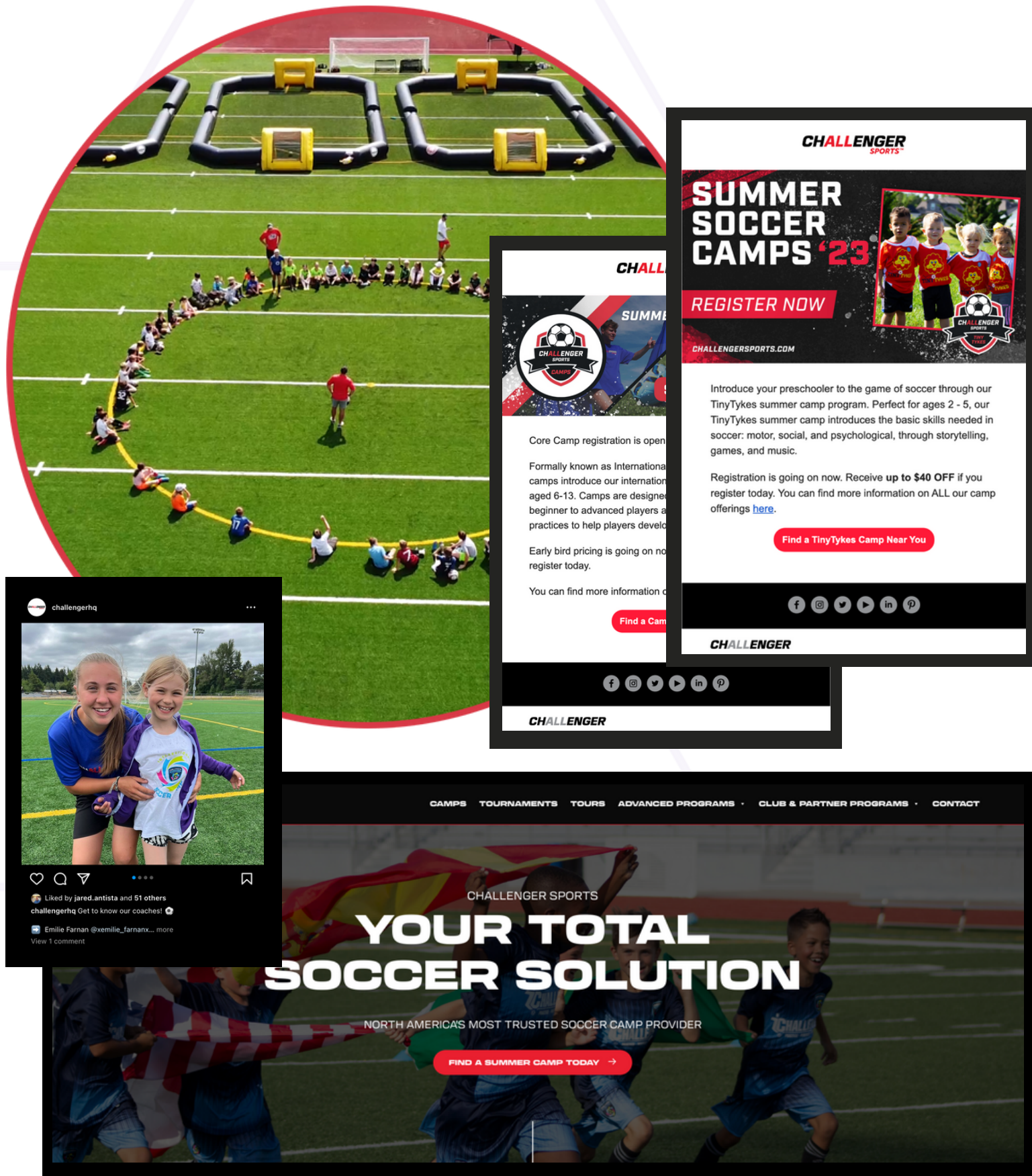
EXTREME SOCK

PACK INCLUDES:  
1 Jersey, 1 Short,  
1 Sock

16 COLOR OPTIONS  
YS-A2X WOMEN WS-WXL

CHALLENGER SPORTS





# BESPOKE PARTNERSHIP OPPORTUNITIES

Challenger Sports can create a bespoke solution to connect your brand with the attractive youth soccer demographic.

Our incredible team is ready to create an integrated campaign exclusively for your brand messaging and product activation.

**CONTACT US NOW TO FIND OUT MORE**





# ***TEAM UP WITH CHALLENGER***

Get in touch to find out more about becoming  
a Challenger Sports Partner:

## ***ANDY BENNETT***

T: 678-571-5828

E: [abennett@challengersports.com](mailto:abennett@challengersports.com)

## ***PETER ARCH***

T: 913-709-9914

E: [peter@challengersports.com](mailto:peter@challengersports.com)

[www.challengersports.com](http://www.challengersports.com)

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