Heading to the TOP

Integrated Marketing Campaign – Service

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"HEADING TO THE TOP" – INTEGRATED MARKETING CAMPAIGN

I. EXECUTIVE SUMMARY

DESCRIPTION OF THE EVENT, PRODUCT OR SERVICE

TOPSoccer (The Outreach Program for Soccer) is a community-based training program for aspiring athletes with physical and/or intellectual disabilities between the ages 4 and 19. The program is organized by youth soccer association volunteers that are committed to breaking down the barriers created in the youth athletics system. The focus of TOPSoccer is to modify the game of soccer to fit the needs of any child ensuring no child is ever turned away from the organization. TOPSoccer provides opportunities for learning, social development, and a chance to play soccer for those who normally would be unable. Our “Heading to the Top” campaign will raise awareness and increase participation, enabling TOPSoccer to reach more disabled children in need.

CAMPAIGN OBJECTIVES

- Grow TOPSoccer enrollment by 10%
- Expand volunteer community by 15%
- Increase awareness in community by 25%
- Create a lasting impact to establish unprecedented growth and awareness

CAMPAIGN TARGET MARKET

Primary: Parents, ages 30-50, of Children with Disabilities
Secondary: Potential Volunteers, ages 13-19

CAMPAIGN ACTIVITIES AND SCHEDULE

- Social Media Campaign: Sept. 14th
- 15% Friday’s: Sept. 21st
- Bettering our Buddies: Sept. 29th
- Outreach Seminar: Oct. 10th
- Sharing the Spotlight: Oct. 17th
- A Night at Gillette: Oct. 28th

September 14th – October 28th

BUDGET

<table>
<thead>
<tr>
<th>Activity</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Social Media Campaign</td>
<td>$1,000</td>
</tr>
<tr>
<td>15% Friday’s</td>
<td>$0</td>
</tr>
<tr>
<td>Bettering our Buddies</td>
<td>$2,750</td>
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<tr>
<td>Outreach Seminar</td>
<td>$2,000</td>
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<tr>
<td>Sharing the Spotlight</td>
<td>$0</td>
</tr>
<tr>
<td>A Night at Gillette</td>
<td>$1,250</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$7,000</strong></td>
</tr>
</tbody>
</table>

KEY METRICS

We have tracked the success of our campaign by analyzing...

- Athlete & Volunteer Registration
- Number of Impressions
- Number of Followers on Social Media

CONCLUSION

As an advertiser for TOPSoccer, our team highly recommends that you implement our “Heading to the Top” integrated marketing campaign across the entire nationwide program. Our team is confident that this proposal will be a sound investment as all the objectives in the model campaign were exceeded (reference page 10), and the campaign design includes a lasting impact on all TOPSoccer programs across the nation.
II. DESCRIPTION OF THE EVENT, PRODUCT OR SERVICE

Our 45-day "Heading to the Top" marketing campaign will grow enrollment, increase the volunteer base, and raise awareness for TOPSoccer. TOPSoccer (The Outreach Program for Soccer), a not-for-profit U.S. Youth Soccer program, is a community-based training program for aspiring soccer athletes with disabilities between the ages of 4 and 19. The program is organized by youth soccer association volunteers that are committed to breaking down the social barriers created in youth athletics. Athletics create a healthy environment for children to develop socially; however, there is a large population of disabled children that are overlooked. Confined to wheelchairs and benches, these children are forced to watch their friends and siblings play soccer, not sidelined by their lack of interest, but by an intellectual and/or physical disability. The focus of TOPSoccer is to modify the game of soccer to fit the needs of any disabled child while providing opportunities for learning and a chance to play for those who normally would be unable. With locations across the United States, TOPSoccer programs can be started up by any league, team, or club connected to the US Youth Soccer Association and run in conjunction with their recreational and select soccer programs. The organization caters to disabilities including autism, muscular dystrophy, cerebral palsy, vision or hearing impairment, and traumatic brain injury (TBI), ensuring that no child is ever turned away. Each disability comes with unique challenges, but TOPSoccer ensures that every child feels comfortable while building confidence and a passion for soccer that would otherwise be unattainable.

III. CAMPAIGN OBJECTIVES

Through our "Heading to the Top" marketing campaign, our team has successfully helped TOPSoccer reach unprecedented awareness and growth in participation. Our 45-day campaign, launched in TOPSoccer’s Massachusetts programs, serves as a model for the other TOPSoccer organizations across the nation to promote immense success and development even after the campaign concludes. Our team held a meeting with the TOPSoccer National Director, Marketing Director, and Massachusetts State Director to discuss the goals of the