College, Club & High School Soccer - Overview

• The second most played sport between the ages of 13 – 22, and is **the most played sport** between 6 - 22

• The only major sport with a **positive growth rate** the past 5 years

• The only major sport with participant percentages **equal between males and females.**

• Soccer has grown 200% among NCAA college players and is **the most played collegiate sport**.

Sources: SGMA Research 2014, USYSA, NSGA, NFHS, & Archive Marketing Group 2011
College, Club & High School Soccer Market

Club & High School Soccer: 1,000,000 Players
Club & High School Soccer: 2,000,000 Fans

College Soccer: 60,000 Players
College Soccer: 1,200,000 Fans

Sources: Advanced Sports Media Group Research 2014
TopDrawerSoccer.com operates the largest network of youth & high school aged on-field soccer opportunities:

- The TDS Nationwide Combine Series are the only one-day, player-centric events focused on soccer recruiting in the U.S.

- The TDS Nationwide Tournament Series is the largest tournament series in the U.S. and hosts events in every major market for 250,000+ unique visitors annually.
TDS Combines Series - Overview

- 12 nationwide combines (one-day per event)
- Avg. 200 players (boys and girls 14-18 y/o)
- 20+ colleges (DI, DII, DIII) at each combine
- Individual evaluations and video highlights for players
- Educational seminars include recruiting, nutrition, and mental conditioning
- Sponsors can host intimate/focused product seminars
TDS Tournament Series - Overview

- Approx. 100 nationwide tournaments that host 1+ million unique people/year
  - 5,000 – 10,000 players per event
    - Boys and Girls ages 8-18 y/o
    - 10,000 – 20,000 fans per event
- 2-4 days per event
- Avg. 4-6 hours on-site each day
- 25+ colleges (DI, DII, DIII) at each event
- Events take place year-round in all major markets
TopDrawerSoccer.com – Online Overview

• With the largest soccer player and team databases in the U.S., TopDrawerSoccer.com is the leading authority in the college & high school aged soccer

• From player and team rankings, to scores and standings, to breaking news and cutting-edge stories, TopDrawerSoccer.com is nationally recognized and syndicated on media outlets such as Fox Sports, Sports Illustrated, ESPN, Rivals, LA Times, New York Times, and Bleacher Report

• TopDrawerSoccer.com is also home to the Official National College, Club and High School Scoreboards, the Players To Watch Top 150s, the TeamRank Top 50s, and the Player of the Year Awards
TopDrawerSoccer.com – Visitors’ Online Interests

Sources: Scarborough Data 2014
TopDrawerSoccer.com – Key Online Statistics

- Approx. 500,000 visitors per month
- 5 Pageviews per visitor
- Databases:
  - 15,000+ Club Players
  - 25,000+ College Players
  - 2,500+ College Teams
  - 7,000+ Club Teams
  - 13,000+ High School Teams
- 65,000+ opt-in email addresses
- **GROWING:** 50% traffic increase year-over-year

Sources: Google Projected Analytics 2014
TopDrawerSoccer.com – Social Media

• The #1 most engaged soccer media Facebook page (per capita)
  • Media and content focused
  • Thousands of shares/comments per post
• Twitter – the #1 destination for college, youth national team, club and HS soccer news
  • Heavily retweeted
  • Breaking news and content focused
• Other new media
  • Heavily engaged blog & Instagram presence
• GROWING: 200% increase year-over-year