
Clinton Presidential Records Digital Records Marker

This is not a presidential record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

This marker identifies the place of a publication.

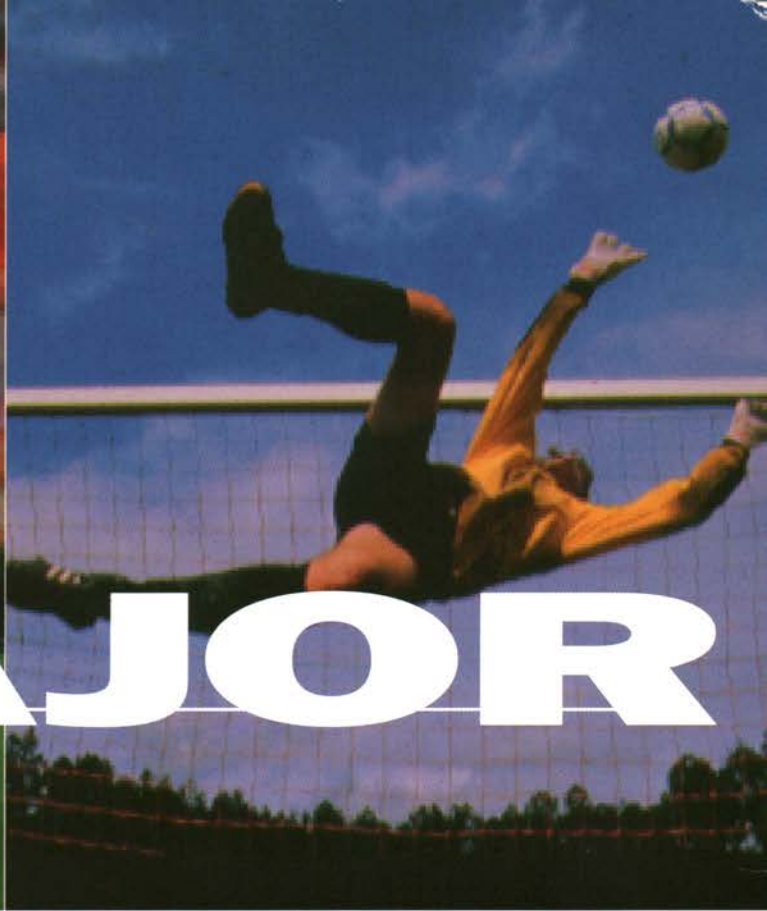
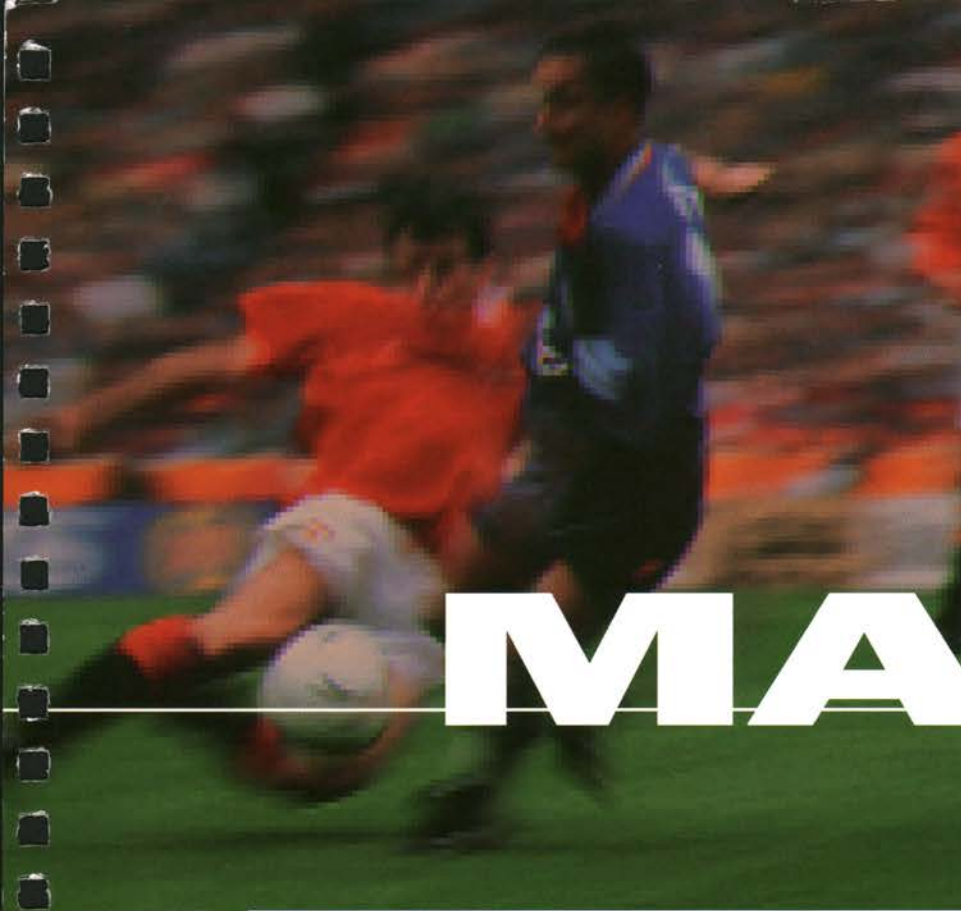
Publications have not been scanned in their entirety for the purpose of digitization. To see the full publication please search online or visit the Clinton Presidential Library's Research Room.

Major League Soccer Sticker

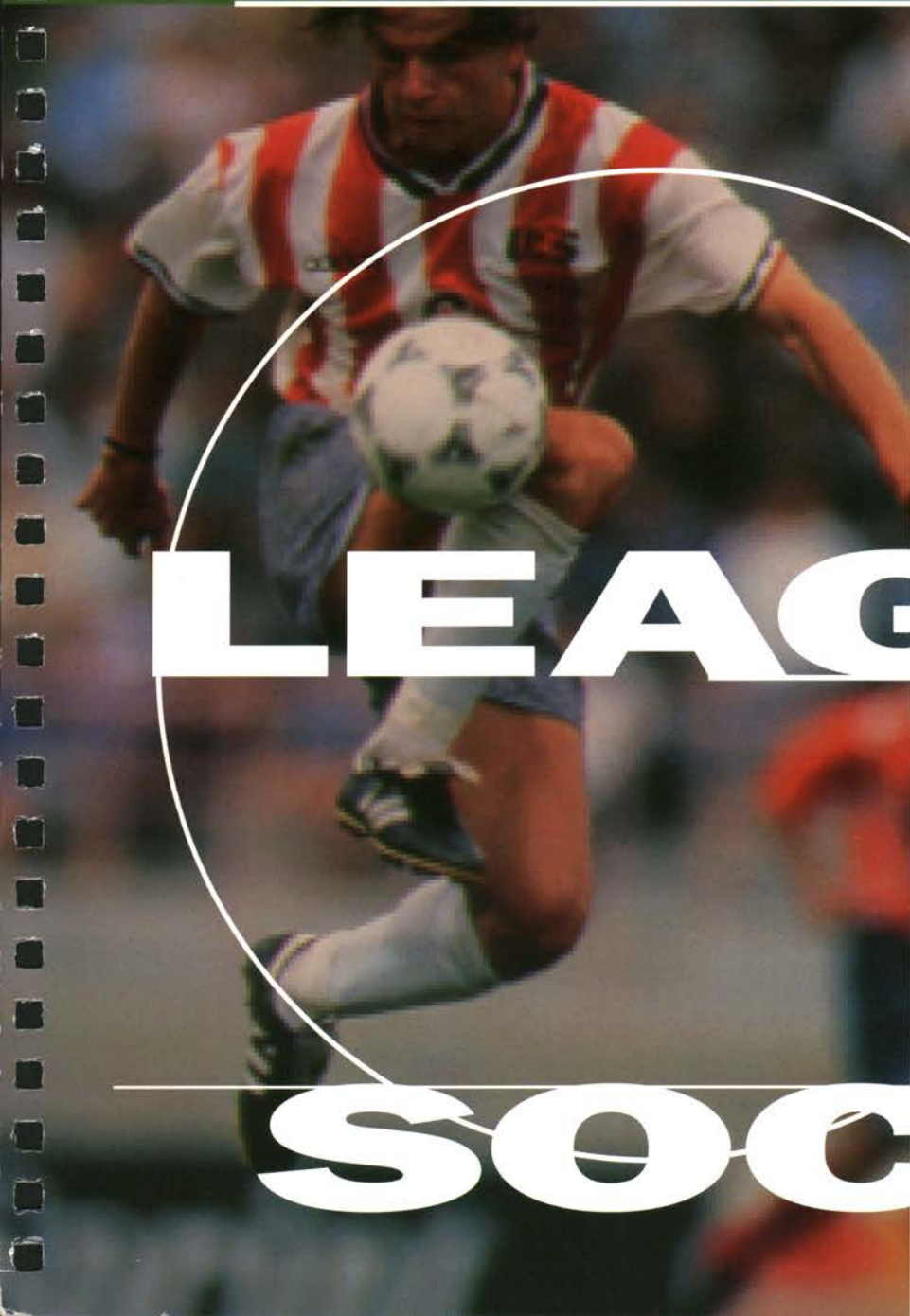


©1993 MLPS TM

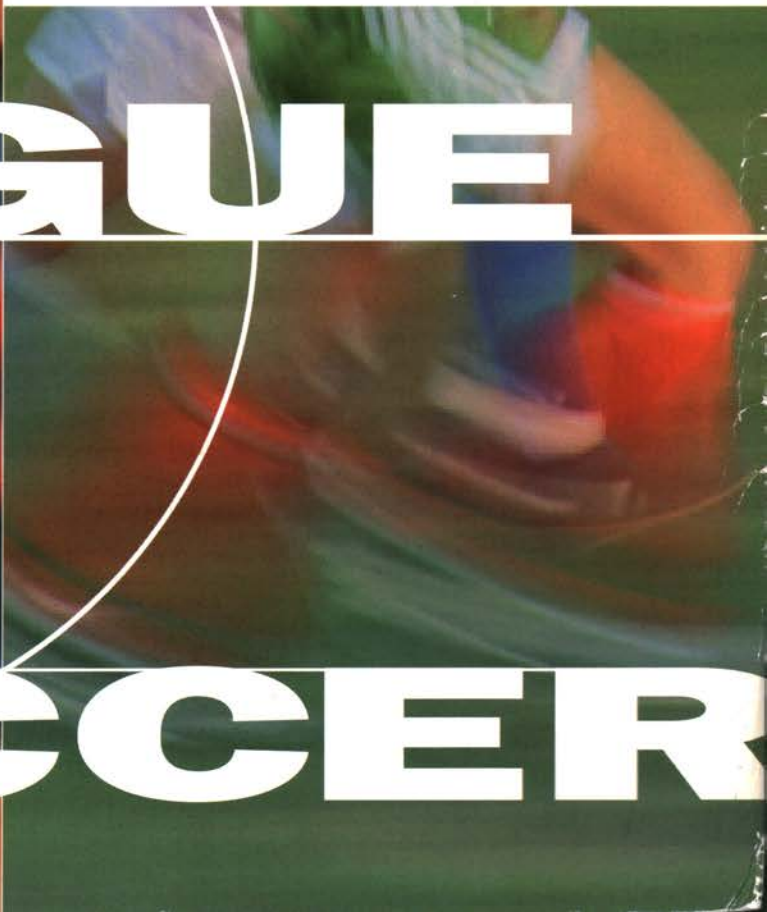
MLS
MAJOR LEAGUE SOCCER



MAJOR



LEAGUE



SOCCER

The League

Mission Statement



To create a profitable

Division I professional

outdoor soccer league

with players and teams

that are **competitive** on

an **international** level

and to provide

affordable **family**

entertainment.



Alan I. Rothenberg

Alan I. Rothenberg
Chairman / MLS



The Beginning

Major League Soccer

On July 4, 1988, FIFA (Fédération Internationale de Football Association)  granted the United States the right to host the 1994 FIFA World Cup. A condition of the grant was that a top-level **professional soccer league** be developed in the United States. To organize the tournament, U.S. Soccer  created **World Cup USA 1994** (World Cup Organizing Committee, WCOC), which has spent six years preparing for the world's largest single-sport event.

 In January 1993, the WCOC offered **1.7 million** U.S. soccer participants the opportunity to purchase tickets to the 1994 World Cup. In a very brief period, and without knowing who would be playing in which World Cup venue, soccer participants purchased **650,000 tickets**, a number far **exceeded by demand**. In June 1993, the WCOC placed **an additional 350,000 tickets** on sale to the U.S. public. These tickets were sold in record time. In less than four hours, Ticketmaster turned over more dollars than for any other event in its history. Amazingly, all of

the available tickets were **sold out** a year before the first World Cup game was played, demonstrating the substantial demand for professional level soccer in the United States. In fulfillment of U.S. Soccer's promise to FIFA, on December 17, 1993, Alan I. Rothenberg, Chairman and CEO of World Cup USA 1994 and president of U.S. Soccer, announced the establishment of **Major League Soccer (MLS)**. 

Major League Soccer will commence play in April 1996, under Rothenberg's leadership. MLS will benefit from:

- The vast publicity surrounding the World Cup.
- The dramatic growth in the number of soccer participants and foreign-born residents in the United States.
- The increased skill level of American players at the professional level.
- A unique business structure designed to maximize league stability and sponsor opportunities.
- The maturation of the soccer fan base as the children who began playing the game in the 1970s become the parents of the 1990s.

The time is right for Major League Soccer.



THE CONCEPT

Single-Entity



Major League Soccer will have a

**unique ownership and
operating structure.**

**Unlike other professional
sports leagues, which
are a confederation of**

independent franchise owners,

**MLS will have a single-entity
ownership structure.**

WHAT IS A SINGLE-ENTITY LEAGUE?

In a single-entity league, all of the teams and player contracts are owned by the league rather than individual franchise owners. While still allowing teams to operate autonomously in their market, MLS believes this single-entity structure will enable it to avoid many of the pitfalls that have plagued other professional team sports.

WHAT ARE THE ADVANTAGES?

- Limit the financial disparities between large and small markets
- Offer commercial affiliates an integrated sponsorship and licensing program
- Decrease the opportunity for sponsor ambush
- Gain economies of scale in purchasing power
- Control costs
- Make decisions in the best interest of the entire league rather than just one team



MLS Structure

- **Ten teams in major media markets**
- **Summer league running April until early October**
- **Thirty-two regular season league games per team (16 home and 16 away)**
- **All-Star Game**
- **Playoffs and Championship Game**
- **Additional exhibition games against international competition**
- **Over 250 games per season**

MLS Objectives

- To encourage aggressive, entertaining soccer through the recruitment of dynamic players and coaches.
- To improve the performance of U.S. soccer teams in international competition.
- To develop stadia specifically for soccer with capacities between 20,000 to 30,000 through new construction and/or modifications of existing stadia.



MLS

The Players

At Home...

MLS teams will be staffed with a talented pool of American players. These players will be drawn from the ranks of U.S. players playing in leagues abroad, U.S. National Team members and college stars. All player contracts will be owned by the league. Teams will draft players from a central player pool and trade players subject to a salary cap.



NAME / Tab Ramos
HOMETOWN / Hillside, New Jersey
COLLEGE / North Carolina State University
CURRENT TEAM / Real Betis (Spain)



NAME / John Harkes
HOMETOWN / Kearny, New Jersey
COLLEGE / University of Virginia
CURRENT TEAM / Derby County (England)



NAME / Jorge Campos
Mexican National Team
CLUB TEAM / Universidad Autonoma de Mexico



MLS



NAME / Alexi Lalas
HOMETOWN / Birmingham, Michigan
COLLEGE / Rutgers University
CURRENT TEAM / United States National Team



NAME / Joe-Max Moore
HOMETOWN / Irvine, California
COLLEGE / UCLA
CURRENT TEAM / United States National Team

Each MLS team may be supplemented by up to five (5) international players. This will allow for exciting international players to showcase their talent in the league while enhancing the level of play for

...and International



NAME / Lothar Matthäus
German National Team
CLUB TEAM / Bayern Munich



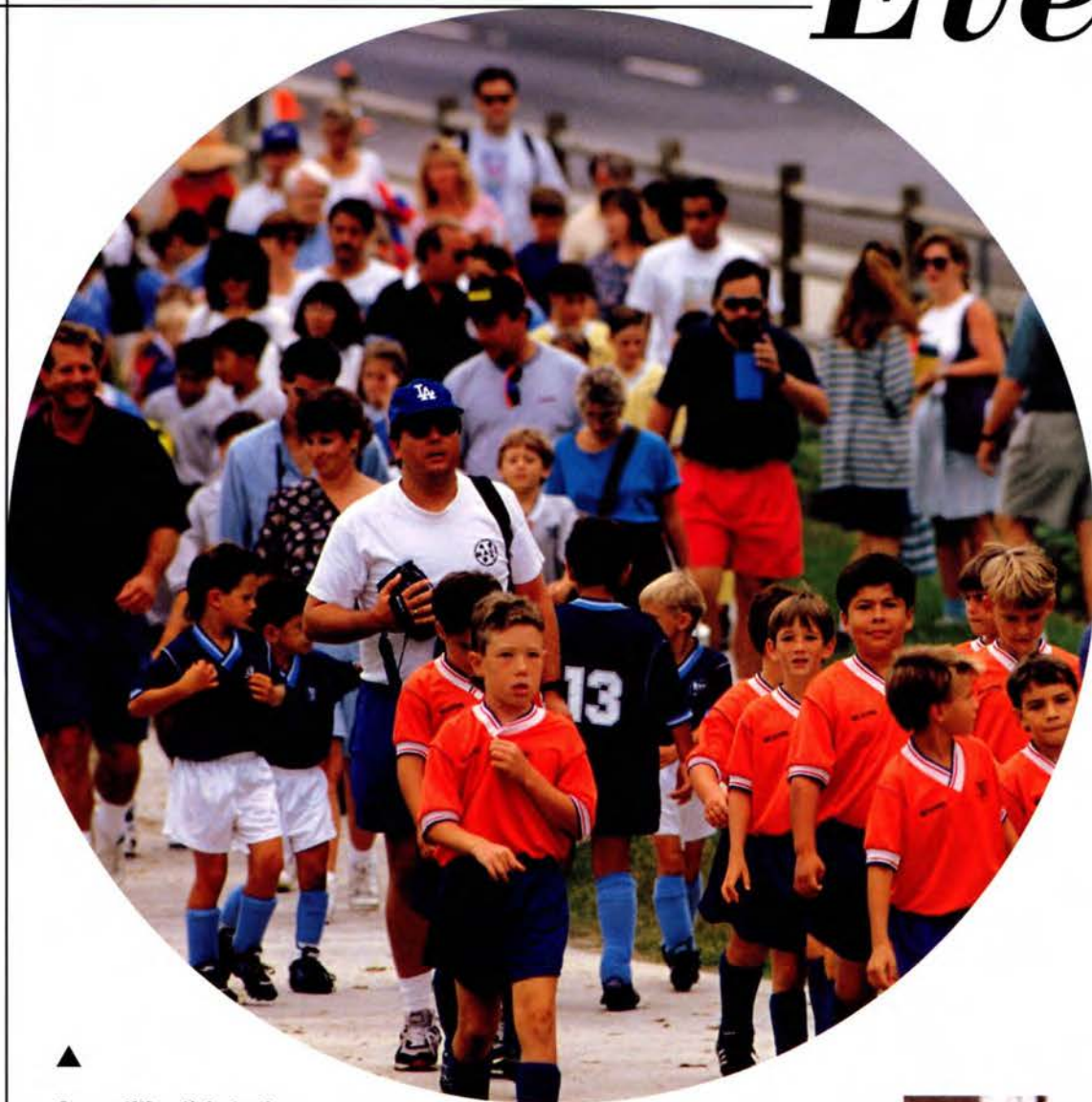
NAME / Carlos Valderrama
Colombian National Team
CLUB TEAM / Atletico Junior

their American counterparts. Each MLS team, however, will be primarily made up of "home-grown" talent.



MLS

The FAMILY Event



Competitive ticket prices
aimed at attracting families

Family-oriented **promotional days**
at the stadium



MLS



MLS **players** will be involved with a variety of community events



MLS will stage **interactive events** for the whole family prior to weekend games



Major League Soccer will **appeal** to the **children who play** and the **families which support** soccer



◀ **Summer game schedule** will coincide with school's summer vacation

MLS

TELEVISION EXPOSURE



(L to R) David Zucker, Vice President/Programming of ESPN; Steve Bornstein, President/CEO of ESPN; Alan I. Rothenberg, WCOC Chairman/CEO and Head of Major League Soccer (MLS); and Dennis Swanson, President of ABC Sports, announcing television agreement between ESPN, ABC and MLS.

March 15, 1994

MLS, **ABC SPORTS** and **ESPN** announced a three-year broadcast agreement calling each year for 10 games to be televised on **ESPN**, 25 games on **ESPN2** and the championship game on **ABC SPORTS**. Games will be shown on weekday primetime and weekend afternoons.

Additional television broadcasts of international exhibition games are expected through **ESPN INTERNATIONAL** and syndication to other worldwide networks.



ESPN

ESPN 2

ESPN
INTERNATIONAL



ESPN

- America's **largest cable network**
- Reaches **63 million** households
- The **most frequently watched** basic cable network
- Seen in **61 countries**

Source: Roper Research: Connected to Cable, 7/93

ESPN 2

- National sports programming service which emphasizes the **entertainment appeal of sports**
- Designed to reach **younger audiences**, focusing on the sports interests of men and women 18 to 34 years old

ESPN INTERNATIONAL

- Awarded the **international** rights to air and distribute certain MLS league games
- Operates the **only global sports network**

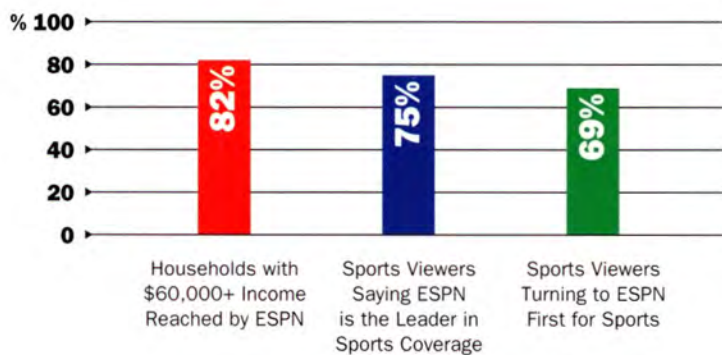
ABC SPORTS

- Produced a series of **soccer specific Wide World of Sports** programs
- **Live Broadcast of 11 World Cup '94 games** including the Final on July 17, 1994
- Coverage of major sporting events including the **NFL Super Bowl** and the **MLB World Series**.
- Will broadcast **MLS championship game**



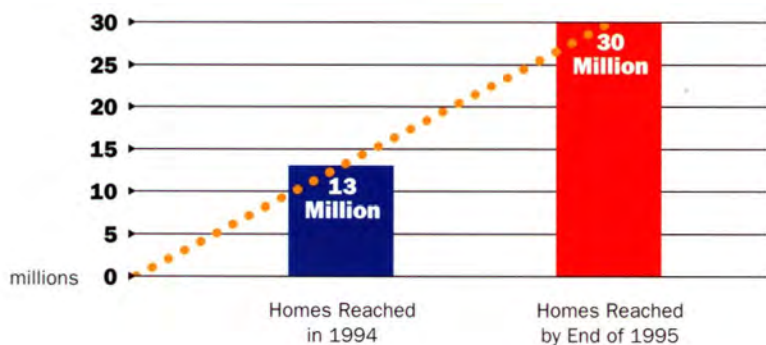
MLS

ESPN



Sources: Kelema Tracking 1993, Roper Research: Connected to Cable, 7/93

ESPN 2



TELEVISION ADVERTISING

- **Advertisements will not interrupt games**, a format used by ESPN and ABC Sports in their World Cup '94 telecast.
- **Commercials** will be aired during **pre-game/halftime/post-game** segments of MLS games.
- Games will be presented with **non-traditional advertising** techniques (e.g., clock wraps and screen crawls).
- **Unique corporate identification** for top-level sponsors.

ESPN INTERNATIONAL





The **Cities**



The **Cities**



MILS



MILS

The Cities

Representatives from 29 communities gathered in Los Angeles on January 22, 1994, at the Major League Soccer (MLS) Bidders Conference. The 29 cities were vying to become the home of one of the initial 10 MLS teams which open the inaugural season in April 1996. During the ensuing four months following the Bidders Conference, the competing communities developed their bid applications. On May 17, 1994, 22 of those cities submitted detailed formal bids to MLS.

Several factors were weighed by MLS in evaluating the bid applications:

- Deposits for season tickets
- A site for a new soccer stadium and training facility
- Commitments for public assistance to construct a soccer stadium
- Community support for soccer by businesses and residents
- Media market size
- Geographical proximity to other large media markets
- The historical support for soccer in the community
- The level of competition from other professional sports
- Favorable lease terms for an interim stadium, pending construction of a new stadium

Within five months, Columbus, Ohio, had announced plans to build a soccer-specific stadium, which assisted them in securing an MLS team.



MLS





Boston, MA

ADI Population ► **5,688,851**
(1993, Demosphere International, Inc.)

FOXBORO STADIUM

QUICK HITS

- In 1991 Foxboro Stadium played host to over **50,000 spectators** as the **United States national team** took on the Republic of Ireland.
- Boston is the **sixth largest media market** in the country.
- Massachusetts is **ranked third** in the United States in **youth soccer** (behind Southern and Northern California).



THE MARKET

The top ten largest metropolitan areas within a 100 mile radius of Boston and Foxboro are as follows: Boston, Worcester, Springfield, Brockton, New Bedford, Lowell, Cambridge, Fall River, Quincy, and Newton.

Based on the 1990 Census of Population and Housing of the City of Boston, the five largest ethnic groups reported are:

Irish	128,682
Italian	60,178
English	38,385
German	34,054
West Indian	26,546

METROPOLITAN SOCCER PARTICIPATION

Registered youth soccer players	121,000
Coaches and administrators	17,000
Non registered youth players	30,000
Boys high school players	20,160
Girls participating	14,820
Registered adults	5,500
Rhode Island youth	12,000
Rhode Island adult	1,500
New Hampshire youth	9,000
New Hampshire adult	1,000
Maine youth	5,000
Maine adult	500
Vermont youth	5,000
Vermont adult	500
Total	242,980



Columbus, OH

ADI Population ► **1,897,818**
(1993, Demosphere International, Inc.)

OHIO STADIUM (OHIO STATE UNIVERSITY)

QUICK HITS

- Organized soccer has been **established** in Columbus for nearly **50 years**.
- Columbus is the **state capitol**.
- Over one fourth of the **households** in the Columbus market have an effective buying income **over \$50,000**.
(Source: Sales and Marketing Management, 1992 Survey of Buying Power)
- Columbus is the **16th largest city** in the United States.
- Columbus is the **35th largest media market** in the country.
- The city of Columbus and Major League Soccer are working together to build a **soccer-specific stadium** for the Columbus team.

METROPOLITAN SOCCER PARTICIPATION

Over 621,000 people play soccer in the state of Ohio and 105,000 play soccer in the Columbus metropolitan area.

Youth soccer associations include:

- Ohio North — 1,000 teams in 34 leagues
- Ohio South — 2,600 teams in 22 leagues

Columbus Recreation and Parks Department supports 58 adult teams.



THE MARKET

The Columbus Metropolitan Statistical Area (MSA) consists of the following seven counties:

Franklin
 Delaware
 Licking
 Fairfield
 Madison
 Pickaway
 Union

.....

The 1990 Census indicates a 10% growth increase in the Columbus market over the previous census.



Dallas, TX

ADI Population ► **4,865,023**
(1993, Demosphere International, Inc.)

COTTON BOWL

QUICK HITS

- Current U.S. soccer stars who hail from the Dallas area include U.S. National Team members **Jeff Agoos** and **Chad Deering**.
- Dallas was home to the **Dallas Tornado** of the NASL in 1967 and 1969-1981. The successful Tornado were crowned **champions** of the **NASL** in 1971 and star **Kyle Rote, Jr.**, made his mark as one of the top American-born players in the league.
- Dallas and the **Cotton Bowl** served as the host for six matches during **World Cup USA** as well as the 1993 CONCACAF Gold Cup tournament. Dallas was the home of the **International Broadcast Center**, the World Cup USA Press Office and the FIFA headquarters during the 1994 World Cup.



THE MARKET

Dallas is heralded as one of the most easily accessible destinations on earth, due in part to the Dallas/Ft. Worth International Airport. According to the U.S. Department of Transportation, nearly 30 million people live within a 10-hour auto transit time of Dallas.

Dallas is the eighth largest city in the United States.

Dallas holds the second largest concentration of the telecommunications industry in the U.S. and is third in the number of industrial company headquarters.

Dallas has more restaurants per capita than New York City, and more shopping centers per capita than any city in the U.S.

Dallas is the number two convention city in the U.S. and the largest wholesale merchandise mart in the world.

The median household income for Dallas is \$34,938.

METROPOLITAN SOCCER PARTICIPATION

The North American Texas Soccer Association has been among the nation's fastest growing associations over the past 20 years.

North Texas Soccer Association (1991)

Players	84,000
Adult Players	10,000
Indoor Players	12,000
Referees	2,100

Dallas boasts the second largest soccer population in the U.S. and plays host to the nation's most prestigious youth soccer tournament—the Dallas Cup, which features approximately 140 teams competing from 18 countries.



Denver, CO

ADI Population ► **2,741,687**
(1993, Demosphere International, Inc.)

MILE HIGH STADIUM

QUICK HITS

- Current U.S. Soccer stars who hail from the Denver area include MLS signees midfielder **Chad Ashton** and defender **Tom Soehn**. Former U.S. National Team members goal-keeper **Mark Dodd** and defender **Robin Fraser** are also from Denver.
- Denver's Mile High Stadium hosted more than **30,000 spectators** for the **USA vs. Uruguay** game May 5, 1991, and repeated the crowd for the **USA vs. Scotland** game on May 17, 1992.
- Denver plays host to the annual **International Friendship Cup**, Colorado's premier international soccer event. The tournament allows the **state's top youth teams** to experience the international flavor of soccer.

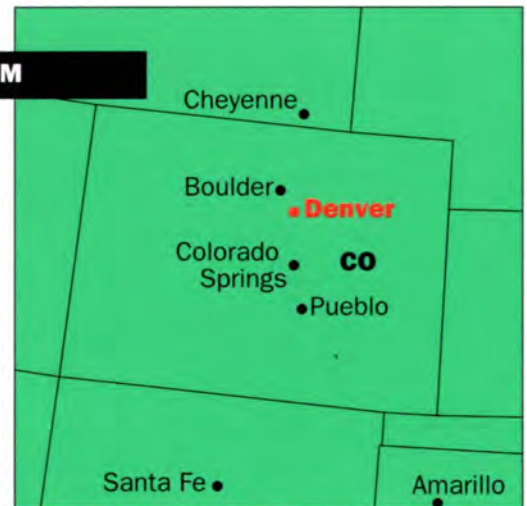
METROPOLITAN SOCCER PARTICIPATION

The Colorado State Youth Association reported 50,025 registered participants for the 1993 season, ranking 12th in the country.

An estimated 5,000 youth play on teams which are not part of the Colorado State Youth Soccer Association.

More than 6,000 adults are registered with the Colorado State Soccer Association.

The Colorado State Soccer Association supports/sponsors/hosts more than 25 major youth tournaments. In addition, there are a number of annual adult tournaments in Colorado throughout the year.



THE MARKET

The median household income for Denver is \$34,779.

The Denver metropolitan area includes:

Colorado Springs
Boulder/Longmont
Ft. Collins/Greeley/Loveland
Pueblo
Dillon/Silverthorne/Breckenridge
Cheyenne, Wyoming

The median age of Denver residents is 33 years old.



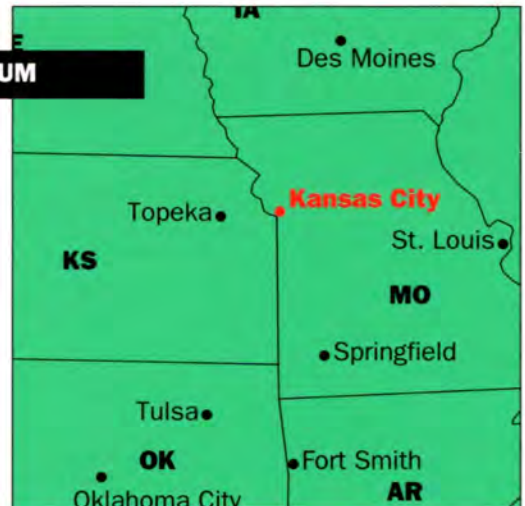
Kansas City, MO

ADI Population ► **2,025,887**
(1993, Demosphere International, Inc.)

ARROWHEAD STADIUM

QUICK HITS

- Current U.S. soccer stars **Mike Sorber, Mark Santel** and **Brian McBride** hail from Kansas City's four-state market area.
- Kansas City has a **soccer history** dating back to the **1880s**; and during the 1904 Olympic Games, the United States was represented by two teams of players who developed as youngsters on the sandlots of nearby St. Louis, Missouri.
- The **June 1993 USA-Germany game**, televised live on ABC, was well received in Kansas City. Of the nation's top 30 markets, **Kansas City ranked second** with a 4.8 rating and a 17 share.



THE MARKET

Kansas City is located in the center of America's Heartland. Located within 250 miles of both the geographic and population centers of the United States, it is the most centrally located major city in America and draws from a four-state market covering Missouri, Kansas, Iowa and Nebraska. This unique central location makes Kansas City a natural transportation and communications hub.

The median household income for Kansas City is \$32,564.

METROPOLITAN SOCCER PARTICIPATION

Four-State Metropolitan Soccer Participation

Youth Soccer (1993)

USYSA	68,326
AYSO	13,800
Unaffiliated	34,550

College Soccer Varsity Programs (1993)

Men	55
Women	26

High School Soccer Programs (1993)

Boys' Varsity	351
Girls' Varsity	208

Adult Amateur Soccer (1993)

USASA Teams (approx.)	1,600
-----------------------	-------

Registered Referee Development

1993	13,212
------	--------



Los Angeles, CA

ADI Population ► **15,129,009**

(1993, Demosphere International, Inc.)

LOS ANGELES COLISEUM

QUICK HITS

- The **Los Angeles** metropolitan area is the **second largest media market** in the country.
- Median household income is **\$41,482**.
- Due to its climate, natural and tourist attractions, and **ethnic diversity**, the Los Angeles area is considered the "**soccer capital of America**."
- The **Southern California** area is host to over **56 million** visitors annually.

METROPOLITAN SOCCER PARTICIPATION

California ranks #1 in the Top 20 soccer states with a total participation of 1,630,000. (1993 SICA)

Los Angeles is the second-largest soccer market with a participation of 405,000. (1993 SICA)



THE MARKET

The Los Angeles area alone is home to more persons of Hispanic origin than any other city in the Western Hemisphere with sole exception of Mexico City.

Demographic profiles of the Greater Los Angeles area break down as follows:

<u>Race</u>	<u>% of Population</u>
White	41%
Hispanic	38%
Black/Afro-Americans	18.4%
Asians	14.6%



New Jersey

ADI Population ► **18,682,867**
(1993, Demosphere International, Inc.)

GIANTS STADIUM



QUICK HITS

- The New York/northern New Jersey region is **ranked #1** in population of **metropolitan** areas (19,342,013).
- Median household income for the NY/northern NJ region is **\$44,974**.
- Current U.S. **soccer stars** that hail **from northern New Jersey** include: John Harkes, Tab Ramos, Tony Meola and Claudio Reyna.
- The New York metropolitan area (which includes northern New Jersey) is the **largest media market** in the country.

METROPOLITAN SOCCER PARTICIPATION

New Jersey State Youth Soccer Association	120,000
New Jersey State Senior Soccer Association	4,500
Eastern New York State Youth Soccer Association	95,000
Eastern New York State Senior Soccer Association	8,100
	227,600

THE MARKET

Within a 35 mile radius of Giants Stadium seven different New Jersey counties are represented in addition to New York City: Bergen, Essex, Hudson, Middlesex, Morris, Passaic, and Union.

Statistical data from these seven counties and New York City provide the following breakdown:

New Jersey		
Race	Total Population	% of Population
White	3,126,176	65.5%
Black	661,067	13.8%
Hispanic	576,497	12.1%
Asian	200,065	4.2%
Amer. Ind.	7,695	.16%
Other	201,694	4.2%

New York City		
Race	Total Population	% of Population
White	3,827,088	42%
Black	2,102,512	23%
Hispanic	1,783,509	19%
Asian	512,719	5%
Amer. Ind.	27,521	.3%
Other	852,714	8%



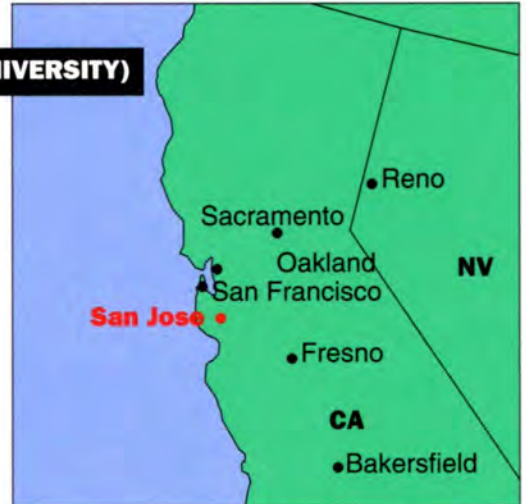
San Jose, CA

ADI Population ► **6,132,898**
(1993, Demosphere International, Inc.)

SPARTAN STADIUM (SAN JOSE STATE UNIVERSITY)

QUICK HITS

- San Jose is the largest city in Northern California and the **"Capital of Silicon Valley"**.
- San Jose is equidistant from **San Francisco** and the **Monterey Bay** Area.
- San Jose ranks as the **safest big city** in the U.S., scoring the **lowest crime rate** among the 36 largest U.S. cities for the last two consecutive years.
- San Jose's residents, whose median age is **30.8**, rate among the country's **highest** metropolitan areas in household effective buying income.
- The San Francisco metropolitan area is the **fifth largest media market** in the country.



THE MARKET

Santa Clara County encompasses 15 incorporated cities, with a population exceeding 1.5 million. More than 822,000 people reside in San Jose. In addition, the San Jose metropolitan area includes three neighboring cities in Alameda County, an extension of Silicon Valley. This blend of 18 cities includes:

Santa Clara County

Campbell	Morgan Hill
Cupertino	Mountain View
Gilroy	Palo Alto
Los Altos	San Jose
Los Altos Hills	Santa Clara
Los Gatos	Saratoga
Milpitas	Sunnyvale
Monte Sereno	

Alameda County

Fremont
Newark
Pleasanton

BAY AREA SOCCER PARTICIPATION

California Youth Soccer Association	160,000
American Youth Soccer Association (AYSO)	30,000
Total	190,000



Tampa Bay, FL

ADI Population ► **3,017,044**
(1993, Demosphere International, Inc.)

TAMPA STADIUM

QUICK HITS

- During the 1970s, the **Tampa Bay Rowdies**, who once drew over **56,000 fans**, were ranked as one of the premier soccer franchises in America.
- Tampa Stadium was the site of the **1991 Super Bowl** and has been the site of the **U.S. Men's National Team** games during the last three years.
- Current U.S. soccer star **Roy Wegerle** hails from the Tampa area. Wegerle was a member of the **1994 U.S. World Cup Team** and the 1984 NASL Tampa Bay Rowdies.

METROPOLITAN SOCCER PARTICIPATION

Florida ranks 6th on the Soccer Industry Council of America's "Top 20 Soccer States," with 708,000 total participants in 1994.

Florida ranks third in the Southern region with more than 67,000 registered youth players.

Florida is home to approximately 3,707 registered coaches.

Florida high schools support approximately 325 boys teams and 225 girls teams.



THE MARKET

Tampa, located at the midpoint of Florida's Gulf coast, bordered on the south and west by Tampa Bay, draws from a four-county market area consisting of Hernando, Hillsborough, Pasco and Pinellas Counties.

USA Today dubbed Tampa the "Sports Capital of the USA" and the city is a mecca for sports enthusiasts and athletes alike. The many business travelers and convention delegates who frequent the Tampa area will no doubt enjoy spending their free time taking in some of this sports action.

Median household income is \$29,096.

Tampa is the 12th largest market in the United States.



Washington, D.C.

ADI Population ▶ **4,911,402**
(1993, Demosphere International, Inc.)

ROBERT F. KENNEDY (RFK) STADIUM

QUICK HITS

- ▶ On February 3, 1994, **mayor Sharon Pratt Kelly** established by administrative order the "**District of Columbia Soccer Commission.**" One of the Commission's responsibilities is to "ensure the **continuation and growth** of a healthy environment for **professional soccer activities** in the District of Columbia."
- ▶ Washington D.C. is **#1** in the United States for **per capita income** with a median household income of \$50,424.
- ▶ **27%** of Washingtonians 25 years or older have **college degrees.**
- ▶ The Washington, D.C. metropolitan area is the **seventh largest media market** in the country.



THE MARKET

The Washington Metropolitan Statistical Area (MSA) includes the District of Columbia and the following 15 surrounding jurisdictions:

Maryland

Prince George's County Calvert County
Charles County Fredrick County
Montgomery County

Virginia

Arlington County Stafford County
City of Alexandria Fairfax City
Fairfax County Falls Church City
Loudon County Manassas City
Prince William County Manassas Park

METROPOLITAN SOCCER PARTICIPATION

est'd 1976 Virginia Youth Soccer Association
est'd 1977 Maryland Youth Soccer Association
est'd 1990 Washington Youth Soccer Association

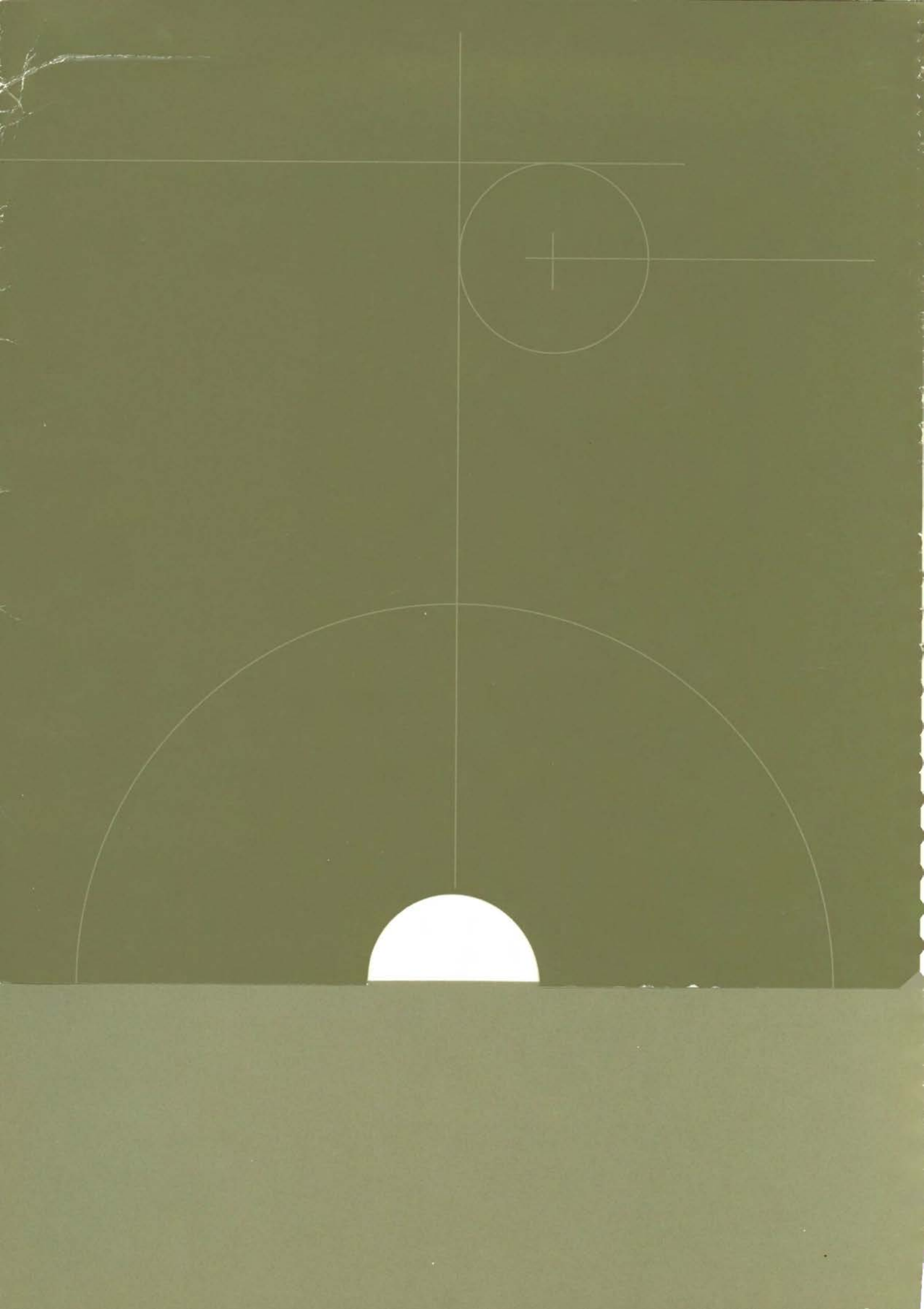
The Players

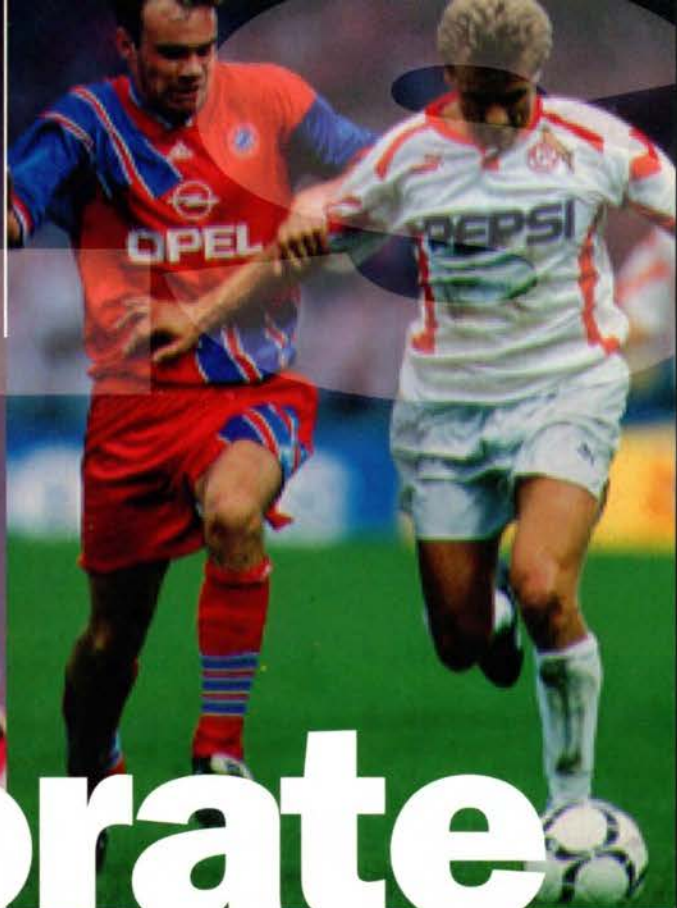
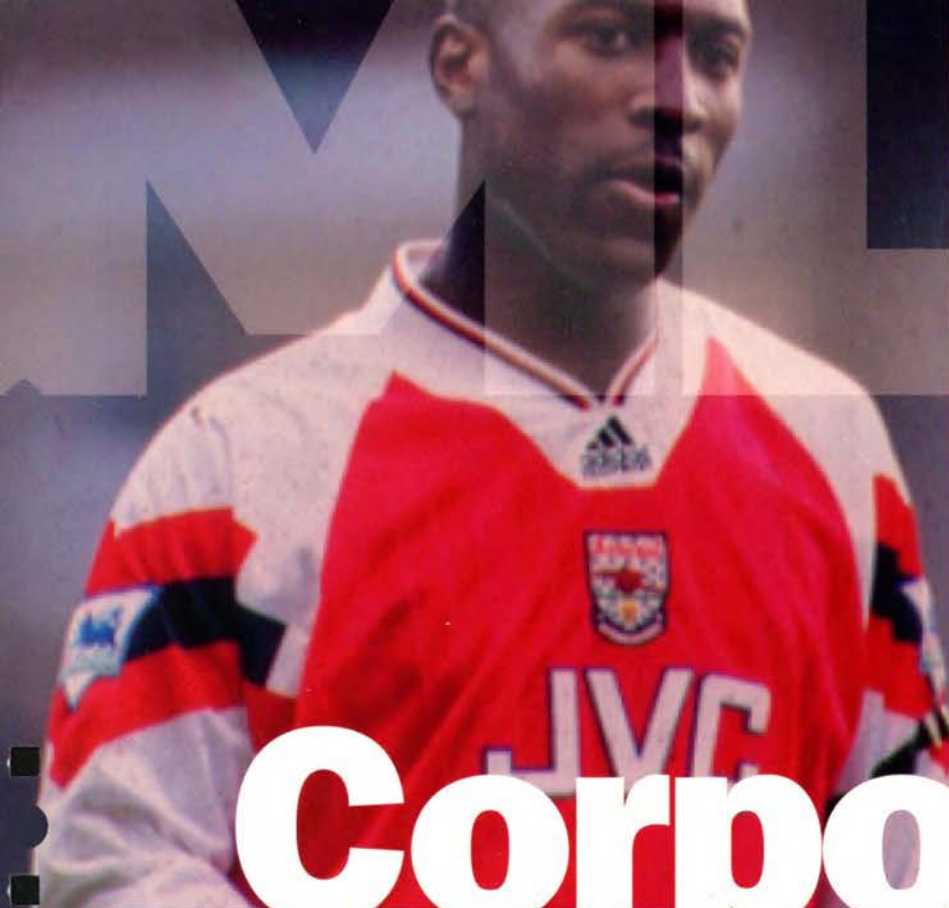
Youth	76,000
Non-Registered	4,160
Adult	20,000
Total	100,160

Within 100 miles is the **Baltimore Metropolitan Statistical Area** which includes:

Baltimore
Annapolis
Columbia
Ellicott City

Total Population **2,382,172**
(1990 Census)





Corporate *Involvement*



Corporate



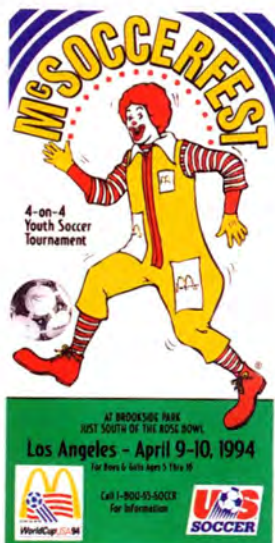
MILS

Soccer-Related Programs and Promotions

Over the years, companies ranging from Fortune 500 corporations to neighborhood businesses have chosen to support the sport of soccer. The soccer programs these companies have backed and/or developed vary from grass-roots programs to sophisticated marketing promotions on a global level. The following pages illustrate some of the companies involved in soccer, their programs and most importantly their existing support for soccer and its profitable promotional programs.



Upper Deck, the premier sports trading card company, has created special edition card sets featuring the U.S. National Team, Honorary Captains as well as a full international collection.



A weekend-long, festival-style youth soccer event. This eight-stop nationwide event features 4-on-4 tournaments, skills competitions, and appearances by Ronald McDonald and soccer celebrities.



An interactive theme park, the Coca-Cola SoccerFest consists of nearly 20 themed pavilions, cultural entertainment, food courts, soccer clinics, and "hands-on" exhibits all highlighting the magic of soccer.



A traveling, small-sided soccer tournament for players under the age of 19. Portions of all event proceeds go back to support local youth soccer organizations.

MLS

Supporting Soccer Programs

adidas®

amc
THEATRES

AmericanAirlines®

ARCO 

The  Athlete's Foot®

Budget®

 California Lottery®

CASIO®

Chicago Tribune


COOPER
CooperTools

Enjoy
Coca-Cola®

Friskies

 FUJIFILM

 General Motors



Corporate Commitment to Soccer



JVC

Kellogg's

M McDonald's



Procter & Gamble



StarKist



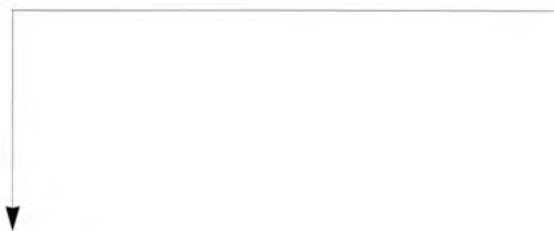
TROY-BILT

**TUMS
ULTRA**



The companies highlighted here represent a sample of those companies involved with national and/or regional level soccer-related programs.

Testimonials



"The Coca-Cola Company recognized nearly 20 years ago the immense, global popularity of the opportunity to reach billions of consumers who share a passion for the sport in nearly every country in the world. In the U.S., soccer already has a strong following of some 14 million registered players—plus their families and friends—and the World Cup certainly can be expected to raise the level of awareness of and interest in the sport among the 'uninitiated'."

**Drew Sheinman / Director, Sports Marketing
The Coca-Cola Company**



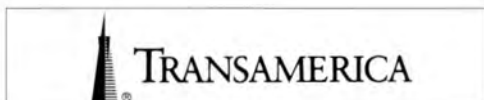
"Anheuser-Busch has sponsored soccer teams, leagues and events since the days of the North American Soccer League. Our commitment to the sport on the professional and amateur level has continually provided Budweiser exposure in key ethnic and geographic markets. Because of this success, we look forward to continuing an association with soccer on a domestic and international level following completion of the 1994 World Cup."

**Bruce Hudson / Senior Manager, Sports Marketing
Anheuser-Busch**



"Sunkist became involved with World Cup '94 and AYSO (American Youth Soccer Organization) because they provide ideal environments to showcase the healthful attributes of our products to our largest target audience—active children and their parents. Besides, oranges are the traditional halftime energy builder for soccer players."

Russell Hanlin / President, Sunkist Growers, Inc.



"The World Cup programs such as Legacy Tour '94, SoccerFest and the GOALS educational program have provided Transamerica with vehicles through which we can provide contributions to the community. Soccer is the kind of sport that unites cultures, fosters self-motivated achievement, wellness and teamwork, which are all elements of our business philosophy. The World Cup is an exciting world-class event which, through our sponsorship, has offered promotional opportunities for enhancing our name recognition."

**Donald Shellgren / Senior Vice President, Transamerica
Occidental Life**



Quotes

"We, adidas, feel young players need dreams and goals. A league that can put today's heroes in front of young players will expand the market, and more importantly, the game."

Tom Kain / Business Unit Manager, adidas



"We believe the base for the soccer retail business is just being built and that the World Cup will function as a major catalyst for sustained growth. Apex will commit whatever resources are necessary to develop and market soccer product lines. We believe the World Cup and the start of Major League Soccer will have a major impact and over the next 5-10 years soccer has a real chance to become a major sport in the U.S."

Joseph Kirchner / President/CEO, Apex



"Because of the success we've seen in the retail market for the World Cup licensed products, we plan on committing as much as 50-80% of our company's resources to developing and marketing soccer product lines in the next 3-5 years."

George Kazantzis / President, Team Gear USA



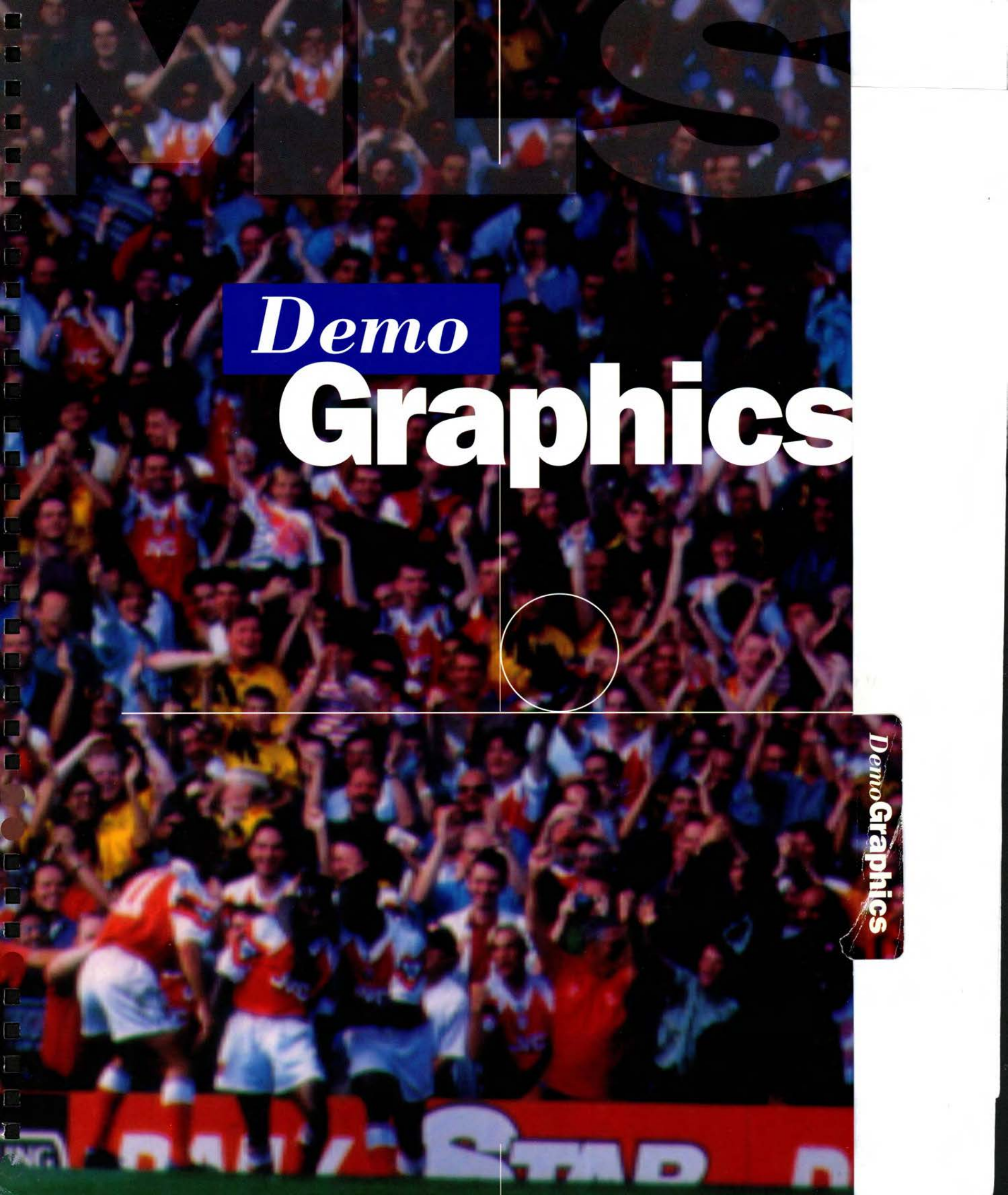
"It is my opinion that both general retail stores and soccer retail shops will continue to do well with licensed soccer products beyond the 1994 World Cup."

Richard Pope / President, Wincraft, Inc.




MLS





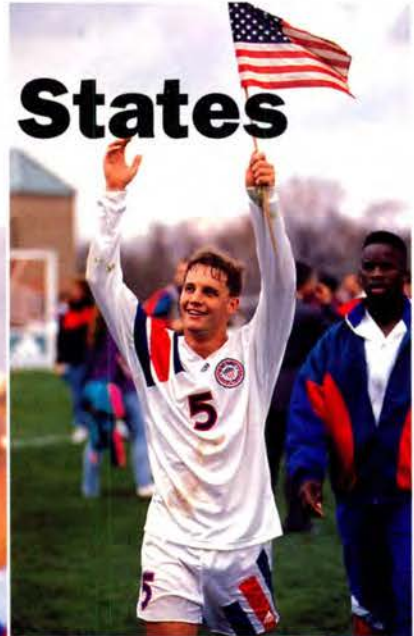
Demo

Graphics

Demo Graphics



The Market Soccer in the United States



Soccer in the United States has been one of the primary youth sports for over ten years. The growth in the number of soccer participants and in the number of foreign-born individuals in the United States provides substantial support for the launching of MLS. Another important component in soccer's fan base is the maturation of a generation of individuals who were part of the growth in soccer participation in the 1970s.

Additional indications of support for professional soccer were given by the average attendances for both U.S. Cup '92 and U.S. Cup '93, which registered 31,300 and 47,000 spectators, respectively.



The following

pages contain

specific statistics

which relate to the

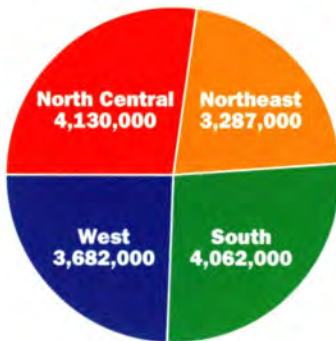
United States

soccer population



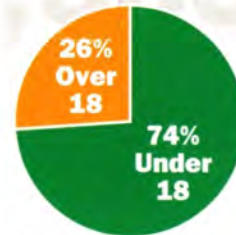
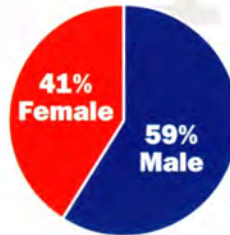
► Soccer Participation

1992 U.S. Geographic Participation



(1992 SICA)

► Soccer remains the most popular sport worldwide, with FIFA overseeing more than **117 million** registered participants and sanctioning **over 16 million** games a year.



16,365,000

Soccer Participants in the United States in 1993

(1993 SICA)

Frequent Participants
(play soccer approximately 25 times a year)

7,171,000

3,038,000 Core Participants
(play soccer at least 52 times a year)

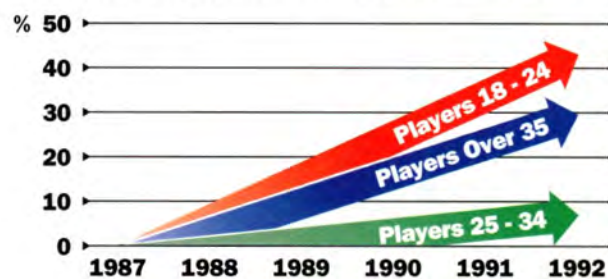
3,038,000

3,281,000 Aficionados
(soccer is their favorite sport)

3,281,000

(1993 SICA)

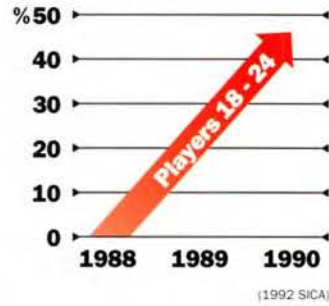
Increased Participation Levels of Players from 1987 to 1992



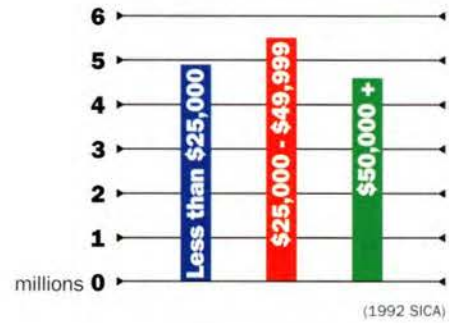
(1992 SICA)

MLS

Number of **College Age Players** increased by 46% between 1988 and 1990. Varsity soccer is played at more universities than either varsity football or baseball.



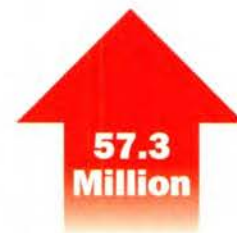
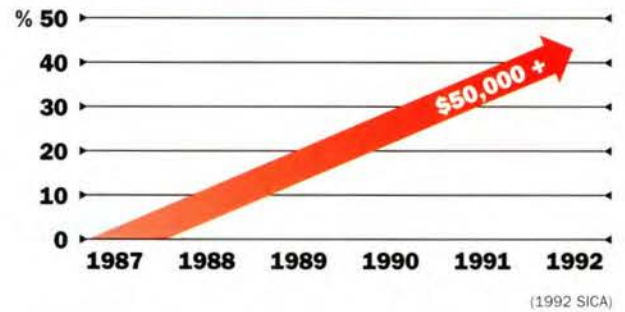
Soccer Participation by Household Income



High School Athletic Participants (between 1981 and 1991)



Increase in Soccer Participants with Household Income Over \$50,000 from 1987 to 1992



Soccer Americans

includes soccer participants and their families

(The Upper Deck Company, 1991)

Spectator Profile

Of those
soccer
spectators
surveyed

95%

indicated
they wanted
to see a
major outdoor
professional
league

SOCCER SPECTATORS ARE YOUNG, WELL-EDUCATED AND PROFESSIONAL

- 79% are under the age of 44
- 58% are between age 25–44
- 63% have achieved a 4-year college degree
- 28% have achieved a graduate/professional degree
- 70% consider themselves managerial/professional/white collar
- 35% consider themselves professional

SOCCER SPECTATORS BELONG TO CLOSE SOCCER FAMILIES

- 60% are married
- 54% attend the game with other family members
- 85% of their children play soccer
- 62% of their children are heavily involved in soccer
- 62% are members of an organized soccer team

SOCCER SPECTATORS ARE HARDCORE FOLLOWERS OF THE SPORT

- 71% attended the game because they wanted to see top level soccer
- 86% watch soccer on television
- 91% would like to see more soccer on television
- 95% would like to see a major outdoor professional league
- 71% have regularly participated in soccer

SOCCER SPECTATORS VALUE SOCCER SPONSORS

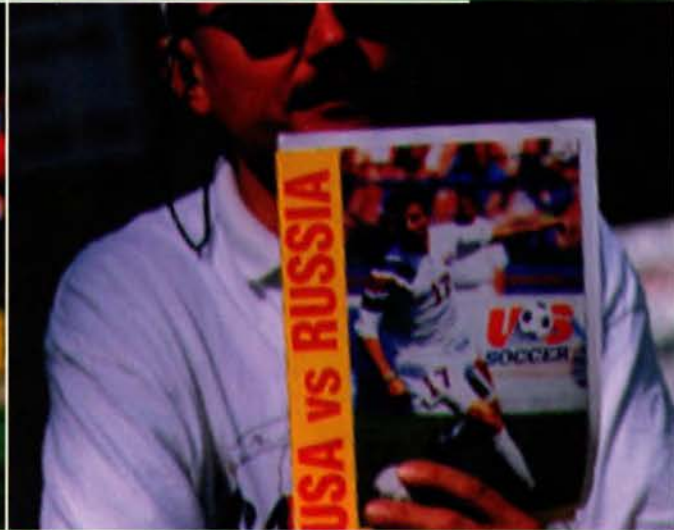
- 60% indicated they would look favorably on soccer sponsors when making purchase decisions
- 29% indicated they would be strongly influenced in favor of soccer sponsors

The demographic profile of soccer supporters above was developed through a market research survey of spectators at the following World Series of Soccer games:

USA vs. Ireland / Washington, D.C.; RFK Stadium / May 30, 1992

USA vs. Italy / Chicago, IL; Soldier Field / June 6, 1992

USA vs. Australia / Orlando, FL; Citrus Bowl / June 13, 1992





MLS

