

**TOP DRAWER  
SOCCER**

**MEDIA KIT**



## 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 – Onfield Overview

- 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**

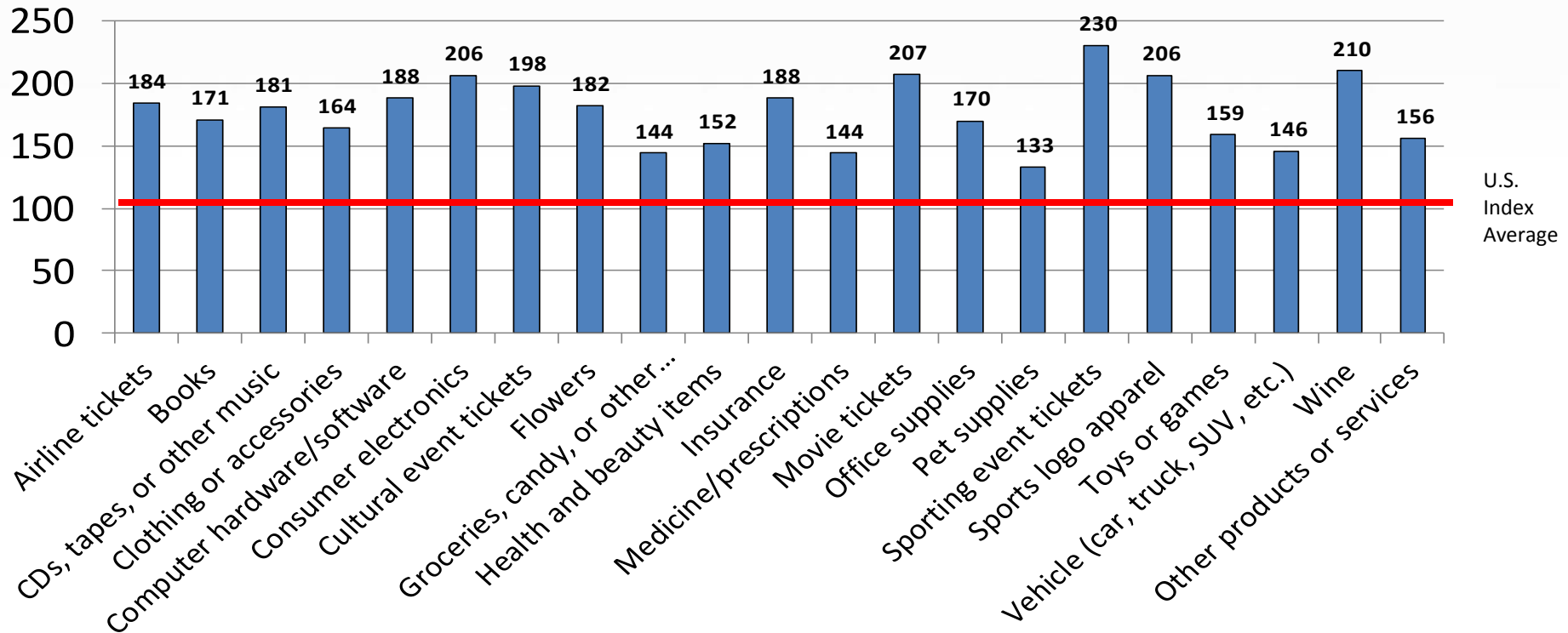


## TopDrawerSoccer.com – Online Overview

- 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

The screenshot displays the TopDrawerSoccer.com website. At the top, there is a navigation bar with links for Home, News, College (M), College (W), Club (R), Club (S), Rankings, Commitments, 91st Minutes (Blog), Resources, and Shop. A search bar and a 'Sign In or Register' link are also present. Below the navigation is a featured match for Saturday, Sept. 17, 7:30 PM, presented by LA Soccer. The main content area includes a 'Top Stories' section with a featured article titled 'Working up a Sweat' about a national camp. To the right, there are 'HEADLINES' and 'PLAYERS TO WATCH TOP 150' sections. The 'TEAMRANK TOP 50 RANKINGS' section is prominently displayed, showing a table with columns for Boys and Girls, and sub-columns for U13, U15, U18, and U19. The table lists various teams and their head coaches. Below the rankings, there are 'COMMENTS' and 'THE 91st MINUTE - FEATURED POSTS' sections, including a post about the USA WNT finishing Olympic qualifying domination and another about Dani Alves.

# 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

**Shaquell Moore** [UPDATE PROFILE](#)

**Graduation Year:** 2015  
**Position:** Defender  
**Club Name:** Southern Soccer Academy  
**Region:** South Atlantic  
**City:** Powder Springs  
**State:** Georgia

**Rating:** ★★★★★  
**IMG Academy 150:** #1  
**Regional:** #1 - South Atlantic  
**Positional:** #1 - Defender

Articles	College Choices	Videos	Soccer/Academic Honors	Events	Combine Eval.
Title	Author	Date			
U18 MNT roster for Portugal released	ESNN	May 15, 2013			
2015 Boys IMG Academy Top 150 Update	Caroline Yort, ESNN	April 22, 2013			
U17 MNT loss raises questions	Travis Clark, ESNN	April 16, 2013			
Player Ratings: U17 MNT wins group	J.R. Eskilson, ESNN	April 11, 2013			
U17 MNT qualifying: Five players to watch	Travis Clark, ESNN	April 5, 2013			
Williams names U17 MNT roster for qualifying	U.S. Soccer	April 2, 2013			
Picking the U17 MNT roster for qualifying	J.R. Eskilson & Travis Clark, ESNN	March 25, 2013			
U.S. U17 MNT roster named for trip to Panama	U.S. Soccer	February 22, 2013			
2015 Boys IMG Academy 150 Update	Caroline Yort, ESNN	February 11, 2013			
U.S. U17s falter in LA camp finale	J.R. Eskilson, ESNN	February 5, 2013			
Williams names roster for U17 MNT trip	U.S. Soccer	January 31, 2013			
Williams names 31 players to U17 Residency	U.S. Soccer	January 11, 2013			

# 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

