Saving Soccer

Successful Ideas to Help Your Team



By: SoccerSam

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SIX EYES PRODUCTIONS

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THE PROOFERS HAVE RATED THIS BOOK	
PG-13	PARENTS STRONGLY CAUTIONED
Some material may be inappropriate for children under 13	
For suggestive language, crude humor, sexuality, adult themes, bad jokes, and extensive alcohol consumption during the writing of this book. :-)	

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I can't read or write, but I wrote this book...
Only in America! -ss

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Throughout the book, you will see my daily business quotes and jokes I've used on radio and TV since 1995. Below are my two favorite business practices.

Details = Difference • Perfection = Profits

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PREGAME TALK
BY: SOCCERSAM

My name is Salvatore "SoccerSam" Fantauzzo. I've been involved in the game of soccer since 1980. I thought this book could help existing teams and new teams.

I added some of my jokes that I've shared with my TV and radio listeners for many years. I hope I put a smile on your face while you're reading this amazing book.

A few things about me and things I believe in...

• **My 4 Favorite Sports:** In this order, indoor soccer, futsal, beach soccer and American outdoor soccer.

• **I Hate All Sports Except Soccer:** Hockey players are figure skaters with sticks. The "National Pastime" has passed it's time! Lacrosse players are butterfly catchers. Basketball, are you kidding me...what kind of sport can you score that easy? Raise that freaking basket 10ft higher!

• **Never Hire Mr. Mom:** Anyone I know that is truly successful in their business or their sport, live, eat and breathe their job and have the support and understanding of an amazing wife or partner as I do.

• **Game Time:** It's so simple! The NFL is the greatest sports league in the world. For years they played Sundays at 1pm and 4pm. Pretty easy to remember! Why in the hell don't other sports do the same thing? Play your games the same day and time! Matinees do work in a busy building!

• **Sad News:** I lost several family members and good friends in all my years of owning the Rochester Lancers. They didn't die or anything. You drink my wine and eat my shrimp, but you don't support my team? **Va fungul!**

• **American Broadcasters:** Most non-soccer fans think our game is for foreigners. Remember, these kids watch and listen to other sports in America. They can't relate to the English, Irish or Italian guy on the broadcast.

• **Hire Employees that Love the Game:** I wouldn't hire a vegetarian to manage my meat market. If they don't love the game of soccer, don't hire them! Your staff must be as addicted to the game as we are!

• I Love Pictures and the Real Easter Bunny!



This is my beautiful family that has supported my soccer career for years!

Top Row: Salvatore II, Linda, Roxanna, Silvio, Angela, SS
Bottom Row: My two monkeys Salvatore III and Santino

My amazing staff that helped me write this book in 2014!





Mug shots of my friends that helped me start the Lancers

CHAPTER ONE

Sponsorship Sales is Your Budget

I started running adult soccer leagues in the early 1980's. My hot wife and I would sell enough sponsorship to cover uniforms, field rent, referees, and more!

In the 1990's, I helped the Indoor Buffalo Blizzard of the NPSL. That's when I really fell in love with indoor pro soccer! I started a TV show that focused on the Blizzard.

In November of 1995, I helped the Rochester Rhinos of the original A-League and then the USL become the most successful outdoor team in history. That was a party!

When I created the Rochester Lancers in 2010, I followed the same formula of success I learned in the past. I kept notes, and used them for this book- they work!

Your sponsorship revenue covers all of your expenses, PERIOD. If your budget is $500,000, you MUST bring in $500,000 in sponsorship sales before your first home game.

I don't mean trade either, sweetheart! You bring in the cash to cover your budget, it's that simple!! **Cash is King**!

Season tickets, group tickets, walk ups, game day suites, and miscellaneous game day sponsors is your bonus money, honey!

Sponsorship $ = Budget

When selling, don't be a pig, you'll get slaughtered! -ss

I Only Wear the three stripes of Adidas, but I love these four letters: F-R-E-E. Trade your uniforms. Fans don't care about the brand. -ss

• Big Front of Jersey	$75,000
• Back of Jersey Top	$25,000
• Back of Jersey Bottom	$25,000
• Jersey Sleeve #1	$25,000
• Jersey Sleeve #2	$25,000
• Upper Neck Front Left	$25,000
• Upper Neck Front Right	$25,000
• Front of Shorts	$25,000
• Back of Shorts	$25,000

I'll explain the sponsorship packages later



You can sell your jersey sponsors for $275,000

Field Naming Rights Sponsor
"The Pepsi Field @ the Arena"
$75,000 or $100,000 with Title Jersey Sponsor

Lower sleeves for non-profit

Long sleeves more $$$





The Rochester Lancers sell an average of 500 replica jerseys per year.

I know, it looks like a Nascar driver, but this will help them not repossess your car!

Make sure you trade your design and screen print too!

When I played, my idea of a great game was a comfortable bench! -ss

Your track suit sponsorship is worth $100,000!





You can sell the upper front of your track suit for $50,000, the lower front for $25,000 and the upper back for $25,000 with sponsorship packages.

T-SHIRT TOSS

Front T-Shirt Toss



Back T-Shirt Toss



200 t-shirts tossed per game.

50 per quarter. Each toss is brought to you by a title sponsor.

Trade your t-shirts and print.

Roll Sponsor Coupons with T-Shirts

Any sponsor that pays $12,500 or more gets their logo on the t-shirt toss.

My middle name is crime and crime don't pay! Trade everything! -ss

I wear a track suit every day. It's a tribute to the late great Tony Soprano. -ss

5 Simple Sponsorship Packages = $500,000

1. Title Sponsor: $75,000 ($100,000 With Field Naming Rights)
   - Front of Jersey or Track Suit
   - Turf Logo
   - 2 Dasher Boards/Field Sign
   - Radio, Scoreboard & TV Commercials
   - Logo on All Promos, Website, Program, Print Ads, etc.
   - Suite or Agreed Number of Season Tickets (Whatever They Want!)

2. Golden Sponsor: $25,000 (Your Goal is **Eight** Golden Sponsors)
   - Small Front or Back, Sleeve, or Shorts (First Available).
   - 2 Dasher Boards/Field Signs
   - Radio, Scoreboard & TV Commercials
   - Logo on All Promos, Website, Program, Print Ads, etc.
   - Agreed Number of Season Tickets (I Suggest Ten)

3. Silver Sponsor: $12,500 (Your Goal is **Ten** Silver Sponsors)
   - 1 Dasher Board/Field Sign
   - Radio, Scoreboard & TV Five Second Mentions
   - Logo on All Promos, Website, Program, Print Ads, etc.
   - Agreed Number of Season Tickets (I Suggest Ten)

4. Bronze Sponsor: $7,500 (Your Goal is **Ten** Bronze Sponsors)
   - Seat Section Banner (See Upcoming Pages)
   - Segment Sponsor (Kiss Cam, Blue Card, Time Out, Quarter, etc.)
   - Logo on Website and Small Program Ad
   - Agreed Number of Season Tickets (I Suggest Four)

5. Game Day Sponsor: $1,500 (Your Goal Is **Ten** Game Day Sponsors)
   - Sponsor Provides Approved Giveaway Item (min. 2,000)
   - Logo on Scoreboard Pre Game & Media
   - Promo Booth For Handouts
   - Agreed Number of Game Day Tickets (I Suggest Ten)

Who are your sponsorship leads? Think of anyone you went to grammar school, high school, and college with. Any former job colleague. I'm sure you know hundreds of people that can help! Any company that's spending money in your market is a lead. If your sponsor loves soccer, it will help. Cold calls are tough, always use a contact!



Cut Out Stands With Sponsor Logos



Segment Sponsor Logo on Scoreboard



Sponsor Commercials During Quarter Break or Halftime. You need a video scoreboard to be considered a pro team



Total Exposure of Title Sponsor



Weekly E-Newsletter with Sponsor Logos



5,000 free programs each game with title & golden sponsor logos on front cover. You made your money on sponsorship sales, that's why the programs are free



Title Sponsor Banner For Pictures

Sports Marketing is the Best Form of Marketing Today!

I love pictures! If you sell $500,000 in sponsorships, I'll show you pictures of my third wife! -ss





Pocket Schedule with Sponsor Logos • Size of Business Card • Glossy • Trade With Printer



Weekly Lancers Home Page Ads for Sponsor Giveaways



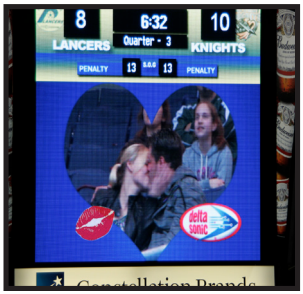
5,000 Program Inserts Each Game with Game Day Sponsor Ads



Birthday Party Picture in Front of Dasher Boards @ Player Bench



Frisbee Toss Every Home Game with Title Sponsor Logos

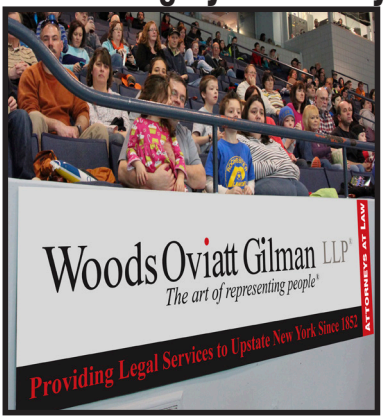


Sponsor Kiss Cam & Smile Cam



T-Shirt Toss Every Home Game with Sponsor Logos on Back

Offer Category Exclusivity



Seat Section Banners



Sponsor Giveaways - "Free Mohawks Brought to you by Blue Rock Energy"



Title Sponsor Goal Banners
Highest Exposure Signage



Lancers Home Page with Sponsors



Sponsor Giveaways Every Game!



Famous Sponsor Mascots at Every Home Game!

Sample Packages

Give Your Sponsor Extra Exposure & They'll Come Back Next Season.

Use these ideas to create a two to three minute sponsorship video on your iPad. -ss



Sample of Logo Sponsor Packages.

#1 Title & Field Name Sponsor — $100,000
FIELD NAMING RIGHTS • FRONT CENTER OF JERSEY
INCLUDES PACKAGE TO BE AGREED UPON

#2 Field Name Sponsor Only — $75,000
FIELD NAMING RIGHTS
INCLUDES PACKAGE TO BE AGREED UPON

#3 Title Sponsor on Front Jersey — $75,000
TITLE SPONSOR LOGO ON FRONT OF JERSEY
INCLUDES PACKAGE TO BE AGREED UPON

#4 Sponsor Front of Jersey (Upper Neck) — $50,000
UPPER NECK JERSEY OR TRACK SUIT
INCLUDES PACKAGE TO BE AGREED UPON

#5 Sponsor on Rear Jersey — $25,000
BACK JERSEY OR TRACK SUIT
INCLUDES PACKAGE TO BE AGREED UPON

#6 Sponsor on Sleeve — $25,000
SPONSOR LOGO ON SLEEVE OR SHORTS
INCLUDES PACKAGE TO BE AGREED UPON

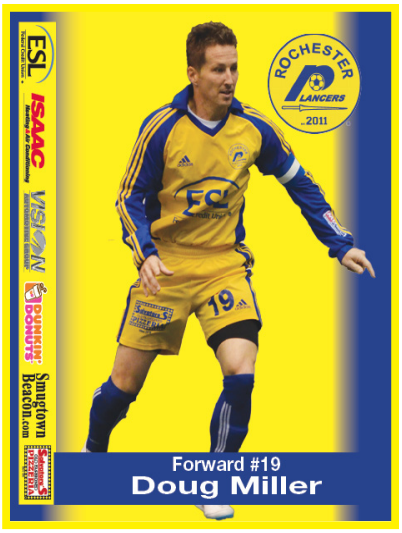
#7 Track Suit Sponsor — $25,000
ON LOWER FRONT OR BACK OF TRACK SUIT
INCLUDES PACKAGE TO BE AGREED UPON

Sponsor provides artwork & cost of production. Payment terms to be agreed upon.

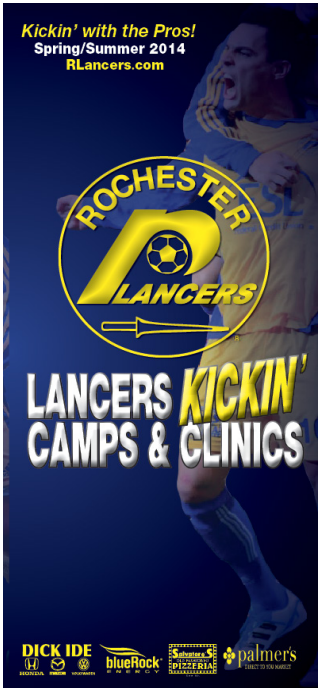
I love to read pictures. Throughout this book, use the pictures to educate your staff! -ss



Title Sponsor Banner for Pictures



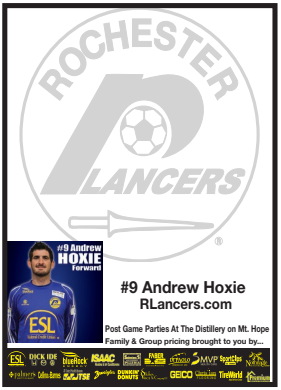
Player Autograph Cards with Sponsors



Camps & Clinics Sponsors



Player Goals Brought to You by...



Player Autograph Pads for Appearances & Postgame with Sponsor Logos



Print ads in newspapers with sponsor logos



Fans Buy 8 x 10 Photos with Sponsor Logos



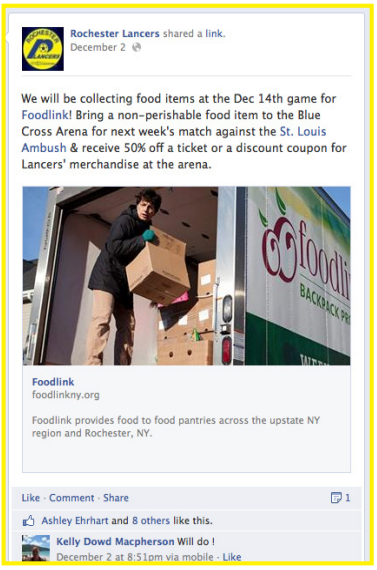
Sponsor Turf Logos Shown on Local News Articles & Social Media



Free Samples at Sponsor Tents Pre-Game



Super Bowl Commercials with Jersey Sponsors



Sponsor Driven Social Media Posts



Local Sport Facility Banners with Jersey Sponsors Shown

CHAPTER TWO

It's a Party, Not a Game!

The problem with some of you guys is that you think that you are in England, Germany or Italy. Pinch yourself, you're in the greatest country in the world!

Americans are different! They don't chant or sing. They don't set stadiums on fire, but they love music and a party! Think NFL, NBA, and NHL. That's your fan base!

Bands and music when you walk into the facility. Dancers handing out promotional items. Mascots taking pictures with fans. T-shirt tosses and more!

Never use canned anthem songs. Live anthem singers are free and you want to have groups singing "God Bless America" and the "National Anthem." It's a pro event!

The halftime show must feel like the Super Bowl, fun and entertaining. Little kids playing soccer is only entertaining to their parents. Focus on the non-soccer fan.

After the game, have your players, coaches, dancers, and mascots signing autographs and taking pictures. They can all take showers later. Sell the sport baby!

Owners and key staff members should be at exit doors thanking fans. You're running a small business. Shake hands, hug and kiss babies, but don't get arrested again!

Your Event Must Feel Like the NFL or NBA, NOT a High School Game. It's a Party, Not a Game!

Music represents a party! Your brain doesn't forget music. Always use the same song for each event during your game/party. -ss

Music Themes
- Start of Game Music
- Goal Celebration Music
- Corner Kick Music
- Fighting Music
- Bad Call Music
- Start of 1/4 or 1/2 Music

Injuries
- Same theme music
- This injury time out brought to you by...
- Urgent Care is a great sponsor for this!

Blue, Red, Yellow Cards
- Always play the same music for each card and sell this to a sponsor.
- Labatt Blue Card, Red Rose Florist, etc

Fans will hear the music and react!

Joey, don't wash your hands! They just scored!

Halftime Show should be like the Super Bowl!

Halftime Ideas
- Ball Toss
- Drumlines
- Zooperstars
- Car Giveaway
- Dance Groups
- Player Interviews
- Goal Kick Contest
- Celebrity Interviews

1/4 Break Ideas
- Check Presentations
- T-Shirt Tosses
- Sponsor Giveaway
- Your Dance Teams
- Kiss, Dance, Smile Cam
- Mascot Ball Toss
- Intro Groups & Teams

Play Music the Whole Game.

This is NOT Your Granddaddy's Soccer! -ss

The Lancers led the league in attendance for many years! It's a party, not a game! -ss



Postgame Autograph Sessions Every Home Game

Postgame Autograph Session is a MUST!



Player and Mascot Cutouts

Get Me a SoccerSam Cutout...Honey I was Home! -ss

Always have your sponsors be part of the show. -ss



















Sponsors & Their Families Part of the Halftime Show!





Halftime Show - Dance Teams, Cheerleading Squads, Karate Presentation, Car Giveaways, Goal Kick Contest, Zooperstars, etc. Audience participation is key!

I don't take pictures when I'm alone! -ss

















It's a Party EVERY HOME GAME! Local Soccer Groups, Bounce Houses, Face Painters, Clowns, Mascots, Drumlines, Pep Bands, Chorus Groups, & Local Bands.

I have the attention span of a squirrel. -ss













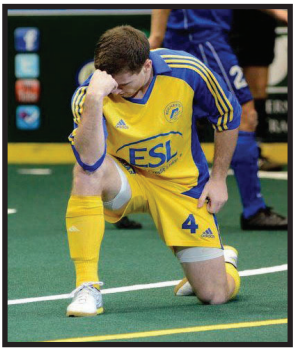








Always encourage your players to practice their goal celebrations. Fans love celebrations! - ss









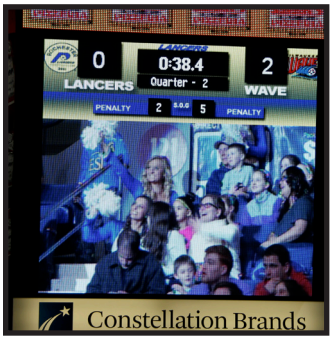








Train your camera team to show fans having fun on the scoreboard and your broadcast. -ss



















CHAPTER THREE

Trust In the Players

I originally wrote this book in my first life. I would recommend you keep the same coach for years. Fans fall in love with your coach as they do the players.

So many teams replace average players for average players. Our sport doesn't get the national media exposure like others. Keep the same players!

The most successful team in the history of American pro soccer was the Rochester Rhinos. They kept the same coach from 1996-2005. Fans loved him and his players.

I know you're thinking there are successful MLS teams and what about the original NY Cosmos? In both cases, investors spent millions and billions. That's not success!

The Rhinos were successful because they had a coach that was a local soccer figure, an ownership group that was local, and they kept their key players for years.

The Rhinos trusted in their players. Great players want to play with other great players that they know. Coaches should always use existing players as their scouts.

I'm cool with combines and tryouts. Sometimes you will find that diamond in the rough or that young kid that will be the next big thing, but I love the old pros!

A player can look good at a tryout but you really don't know anything about them. Former teammates know everything about them! The dark little secrets!

I don't like player agents or Mexican food! -ss

Yes, keep the same coach for years.
I should have read this book! -ss

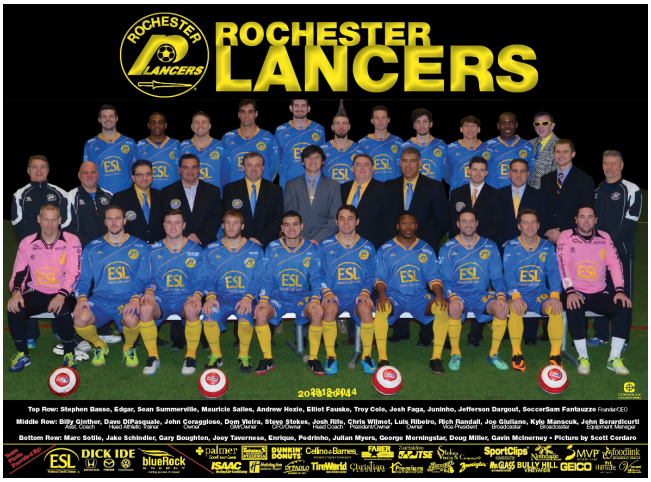


Get a sponsor to cover the cost of your team pictures and have your dance team hand them out.



Have extra team pictures at your post-game autograph session for fans

Order extra team pictures for all your events.



Put sponsor logos on your team pictures!

The Earlier You Send out Your Cards, the More Exposure You Get at Your Sponsors' Businesses!

Your dancers & mascot are part of your team!









Posters and Holiday Cards are Important for Your Fans and Sponsors. Always Make Your Players and Dancers Famous!



The inside of your card should have a picture of every player.



I always recycle my anniversary cards! -ss

CHAPTER FOUR

If it's Free, it's for Me!

The Rochester Lancers trade everything! I use every contact I have to help this team. If you don't trade with us, you're dead to me. Here are some ideas...

• **Training Facility:** Having a pro team there helps them. Give them a $12,500 Silver sponsorship package.

• **Team Medical:** Trainer, dentist, doctor, chiropractor supplies, & massage therapist. Trade for sponsorship.

• **Player Apartments:** I'm sure in your market, someone owns several apartments who loves soccer.

• **Apartment Furniture:** Find a company that supplies apartment rental furniture that will support your team!

• **Uniforms & Track Suits:** The big boys won't trade. Go after a new aggressive brand. Trade everything you need!

• **Screen Print:** Trade your uniform screen print and embroidery. Several aggressive companies in your area.

• **Liability Insurance:** There is an agent in your area that loves soccer and would love his face on a dasher board.

• **Accounting & Payroll:** There is an accountant and payroll service in your area that loves sports!

• **Fitness Facility:** Players can train on their own. Strength and conditioning, cross fit & power train.

Easier to Trade if They Love the Game!

My Dad used to say "Run your business like you're broke and you'll always have money." -ss

• **Dancer Needs:** Tanning facility, hair salon, photo studio, yoga, training facility, services for fundraising.

• **Team Photographer:** Let them sell pictures at the game in exchange for services. Must be committed.

• **Game Day Staff:** Use as many unpaid interns as possible. Off field officials, PR, field set up, etc.

• **Media:** Trade all your TV, radio and print. Offer to spend more money with them in your real business.

• **Catering:** Trade with different restaurants to bring in food each game for volunteers, staff and media.

• **Hotel:** Trade your team hotel 100%. Offer away team a menu to order food from hotel. Silver package sponsorship.

• **Limos & Bus:** Trade with limo company and bus company for close trips. Trading airfare is a challenge.

• **Bands & Entertainment:** Book hungry new bands for your pre and postgame party. Bounce houses too!

• **Printing:** Team printer for team pictures, programs, holiday cards, promotional items and autograph pads.

• **Postgame Party:** We trade for gift cards from our postgame party restaurant/bar. Very important!

CHAPTER FIVE

Mascots & Dancers

Every team must have a mascot and a dance team. This makes you a real pro team! Let me explain...

The Lancers Dancers: They make several appearances all year long from fundraising events to grand openings.

The Dancers represent the Lancers and put on an amazing show each game and help create the party atmosphere!

Lancer Louie is the most popular mascot in the Rochester, NY area. He makes hundreds of appearances!













The Dancers & Mascot are as Important as Your Players!

So many people ask me if I'm related to Lancer Louie. That's one sexy mascot! -ss







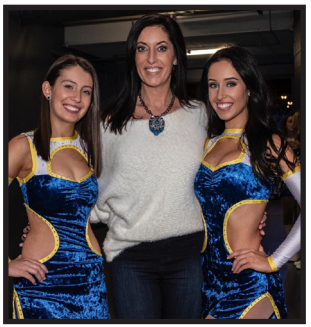



Lancer Louie & his Handlers have done hundreds of appearances




I can't dance, but I like to do somersaults! -ss

Players should never date dancers unless you're Doug Miller. Doug was the host of the SoccerSam TV show in 1996 and every week the same dancer volunteered to help on the show. Kari Palandro is now Kari Palandro-Miller. She is the Director of our Lancer Dancers and their two girls, Kayla and Kalista, are on the team.





Coach Kari with Kayla & Kallista




The Miller Girls back when they were JR Lancer Dancers!



Santa is Part of our Show



Lancer Louie Can Dance!

Young Fans Love Our Jr. Lancer Dancers & Buy Pom Poms!

I dated a dancer once. She didn't know it! -ss



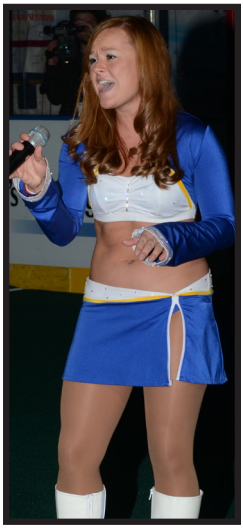












CHAPTER SIX

Game Streaming & Broadcast

Remember, we are a pro team and we must think like the NFL, NBA and NHL. All games should be on the radio.

Your games should be streamed on the internet through your website, or a video streaming platform. You could also partner with radio and stream your broadcast.

Sell all commercials and mentions in your video broadcast through sponsorship packages.

Have your American broadcaster promote upcoming games, events, sponsors and make your players stars!

Former players can help with broadcasts to continue to be part of the team. Autograph sessions and more!

Open each broadcast with a celebrity co-host. Usually a non soccer person to attract the casual fan.

Social Media: Link your video broadcast stream to your social media.

Website: All past games and highlights should be on your website. Upload broadcasts after each game.

Use your broadcast to make your players, coaches, dancers, mascot and staff famous! The media won't help.

Use Hungry, Free College & High School Interns to Help with Radio, TV, Web Casts and More!

I have been told that the divorce rate goes up 5% when I'm on TV. -ss


Gary Boughton


The Snake


Bills Coach Marv Levy


McCall Zerboni

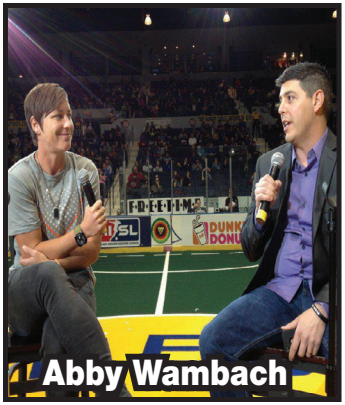


The Legend


The Warrior


The Team


The Superfly!


Abby Wambach


Mauricio Salles

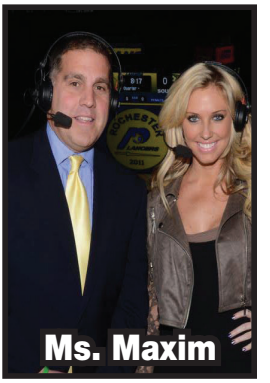
Make sure your hairpiece is on straight before the broadcast. -ss

I've been working with the same group of people since 1995. Joe Giuliano, has helped make soccer huge in the Rochester, NY area. Our former players are part of our broadcast.


Flyin' Patrick Hannigan


Stephon Gilmore




Ms. Maxim

Send out releases to get your sponsors in the news! Remember, have a title sponsor for everything you do!

2012 Rochester Lancers

RochesterLancers.com

"Honoring The Past, Building Our Future"

FOR IMMEDIATE RELEASE

October 17, 2012

ROCHESTER LANCERS ANNOUNCE BROADCAST PARTNERSHIPS PRESENTED BY DICK IDE

Time Warner Cable SportsChannel and Fickle 93.3 FM to Air Games

I was 375lbs a few years ago. When I'd sweat, I smelled like bacon. I invented button fly jeans. When I sit down the buttons go flying. -ss

My favorite soccer teams, are the US Men's & Women's National Teams. I love my country! -ss

I've had some great people on my radio show since 1995. Rich Jones, our Producer, has been with us since day one. Jeff DiVeronica, has been my co-host for years.

We have interviewed all the top Women's National Team stars including...Abby Wambach, Mia Hamm, Kristine Lilly, Michelle Akers, Tiffeny Milbrett, Cindy Parlow, Shannon MacMillan, Julie Foudy, Hope Solo, Alex Morgan and more. Former coaches Tony DiCicco and Pia Sundhage have contributed to the show for years.

The week before the Women's World Cup in 1999, against China, we had Brandi Chastain on our radio show. I asked her to do something crazy if she scored a goal. She probably didn't remember the interview, but man... did she do something crazy!

My buddy Mark Spacone was the co-founder of Sam's Army. In 1995, we started covering the Men's National Team on our shows. My family and I went to every game in the US and I had locker room access and interviewed all the greats including...Cobi Jones, Landon Donovan, Jeff Agoos, Marcelo Balboa, DaMarcus Beasley, Claudio Reyna, Paul Caligiuri, Eric Wynalda, Clint Dempsey, Kasey Keller, Tim Howard, Alexi Lalas, Preki and more. Coaches Steve Sampson, Bruce Arena, Dave Sarachan, and Bob Bradley have been regulars on the show.

My restaurant, SoccerSam's, was open 24 hours during the 2002 World Cup. Thousands came to watch. They showed us watching the games all over the world on TV!

I continue to wear the same sports bra Brandi Chastain wore in the 1999 World Cup. -ss

HALFTIME REPORT
BY: SOCCERSAM

This halftime report is brought to you by the Meatball Society of America. Everything you do must have a sponsor attached to it. First quarter/half brought to you by...Player Injury brought to you by...Dance team, etc.

I hope you're not too bored with the stuff I've shared with you so far. In my first life, I took notes at every professional soccer game I attended. I filled three yellow legal pads and used my notes to help the Rhinos in 1995, the relaunch in 2008, and my Rochester Lancers in 2010.

So many professional indoor and outdoor soccer teams have folded since 1970. I wish I could have shared these ideas with them. Remember it's not soccer, it's a party!

Let me tell you how lucky I am. When I was with the Rhinos I had the best interns, staff and assistants in the business. When I decided to relaunch the Rochester Lancers, I won the lottery! Let me introduce my peeps that helped me launch the Lancers and write this book in 2014.

Rich Randall, Vice President, worked with me when we saved the Rhinos and this guy can do it all! He was responsible for 50% of our sponsorship sales and handled all the player contracts, Visas, green cards, press releases, and stuff most teams pay lawyers to do.

Kayla Klark Kent, she was our one and only Group and Sponsorship ticket person. She has a passion for the business and our fans love her and wanted to support us.

That's it! We have two people on the Lancers office payroll. Yes, I help sell the other 50% of the sponsorship.

You plant corn, you get corn! Train your staff! -ss

There are 16 hours in a work day, seven days a week and your only hobby should be me. -ss

My dream team: I've been extremely fortunate with Salvatore's Pizza and my other business ventures. I have some amazing people around me! These were my staff members in 2014 when I wrote this book:

Patty Powers: She handled the Salvatore's and Lancers marketing. She was with me for over 18 years and made sure that the media covered us or they ended up on the side of a milk carton.

Michael Moran: "Webmaster Sexy" was with me for over 10 years. He handled all of our electronic media and on game day he handled our live streaming games and social media updating.

Lyndsay Houghton: I met her years ago as she freelanced for a local direct mail company. She handled all the graphic design work for all of our brands.

Donna Waasdorp: She interned with Rich at the Rhinos. We sent her away to learn Ticketmaster and she oversaw our box office game day and handled all ticket transactions.

Ashley King: She now handled our merchandise and her goal was to put Macy's out of business.

For the past three years, my staff has been even slimmer. I currently have a Dream Team of two, **Ashley King** & **Kayla Klark Kent.** These two girls run 100% of my Pizza Business, Soccer Business, and Personal Life. Ashley handles all marketing, creative, legal, misc. Kayla handles all team operations, ticketing, sponsorship and all money.... Mama Monies! Without them, none of this would be possible, and I would be on the side of the road waving a white surrender flag. Send Help.

All proceeds of this free book go to my amazing staff! -ss

CHAPTER SEVEN

Ticket Sales • Part 1 • Golden Season Tickets

A Golden Season Ticket is a non-transferable season ticket for the life of your team. The Rochester Lancers sold them for $500 and in some markets you could probably get $1,000 per member. We guaranteed our fans a three year minimum or we would offer a pro-rated refund.

If you hire a recognizable Head Coach, like a former soccer legend in your area, then sign a local big name soccer player with a cool nickname that fans remember and associate with, then you can sell Golden Season Tickets.

Your team nickname is important. Lose the FC. It means nothing in America. That's my nickname for Fried Chicken! I hate SC, swiss cheese! I hate CF, Chicken Fingers! Think about the NFL, NBA, or a former popular team in your area when selecting your nickname. Now, the fans are excited and they want to buy a Golden Season Ticket!

If you can sell 200 Golden Season Tickets that will cover the cost of your new turf, boards, franchise fees, office setup and more. Cap it off at only 200 members.

These Golden Season Ticket holders will continue to spend money each and every year on jerseys, balls, fundraising initiatives and more. Treat them like family and they will support your team for life! Give them exclusive invites to team events.

Your sponsorship sales department can use a Golden Season Ticket to close a big deal. Offer a three year contract with four Golden Season Tickets for their $50,000

Sell Golden Season Tickets to fans over 80! -ss

I love tickets, especially speeding tickets. -ss

Ticket Sales • Part 2 • Season Tickets

When I was with the Blizzard and the Rhinos, we had several season ticket sellers and usually one or two did all the work. With the Lancers, we have one, Kayla Klark Kent. We think she's kind of related to Superman.

Here is your goal: 2,000 season ticket holders. Sounds like a lot, right? Remember, there are 365 days in a year, and you're only open 10-12 game days. Sell baby, sell!

When deciding on your price, you want to make sure that they are cheaper than the date you had last night! Only joking... Offer better prices than other pro teams in your area.

A season ticket holder is committing to the entire season, so offer your season tickets slightly cheaper than buying game by game the whole season. The sales pitch is the exact same seat every game and not necessarily the discount.

Both Golden and regular season ticket holders should receive incentives like...

- 2 Friend Passes
- Playoff Tickets
- Merchandise (10% off)
- Payment Plans
- Season Ticket Holder Party
- Meet The Players/Dancers
- Away Game Tickets!
- Special Group Rates
- Insider E-Newsletter
- Parking Pass (If you can)
- Postgame Parties

Selling flex or mini season ticket packages is also a great way to get people to commit to at least more than one game who can't reap the benefits of a full season ticket. Example...six pack to any game for $60 or similar.

I'm not allowed to talk to most groups because of my restraining order. -ss

Ticket Sales • Part 3 • Group Tickets

Groups fill the house! I would suggest 2,000 groups per sales person. It's easy math. 20 groups of 100 = 2,000. Don't think just soccer. Think dance teams, scouts, teachers, first responders, youth groups, unions, cheer squads, martial arts academies, drumlines, etc.

Every game should include "National Anthem," "God Bless America," and halftime performance groups.

Reach out to all of your local schools to have their chorus and band perform. 25 singers = Groups of 100 moms, dads, brothers, sisters, grandmas, grandpas, cousins, aunts and that crazy Uncle Jack, he's off!

Your halftime performance should be exciting and entertaining. Reach out to all groups above and yes, you can have those little brats playing soccer if they sell 100 tickets or more. Lots of music at halftime!

All performers should attend for free. They are doing YOU a favor and you will get direct ticket sales from all family and friends. 100 group minimum should be your goal.

Themed nights are great for group ticket sales. A couple ideas are First Responders, Scouts, Fitness, Sponsor, High School Sports Nights, Summer in January and more.

Help your groups make money! They get a percentage of each ticket sold for their non-profit group. Let me explain...The group sells 100 - $10 tickets for $1,000 and you refund them $500. Make that a donation from your club.

Recognize and Thank Each Group During the Game.

Remember, your office is open 360 plus days per year to sell out for 10-12 games. -ss

• **Network:** Network all year long to bring in business groups for your home games. Offer local chambers, business alliances and young professionals to have their networking events at your game. Offer them your party deck area, or larger suite where they can mingle with each other. Always offer friends/family members to come with them at a discounted rate.

• **Social Media:** Use your social media or email marketing as a way to market to previous fans. Offer a family and friends discount to them to come to another game at the same group rate they came before.

• **School Programs:** Create a "Kicks for Creativity" program. This program focuses on encouraging creativity amongst youth in our community through various art mediums. This artwork is then displayed at your game. Offer a free ticket to each student who participates and then discounted tickets for rest of school, families, and friends.

• **Birthdays:** Promote birthdays! Everyone is looking to celebrate birthdays year round! Offer special incentives to the birthday boy or girl that will make them feel special and their parents won't be able to say no. All birthday parties also promote to the rest of the kids in the party. Give them information to celebrate their birthdays. Remember, birthdays are the same date next year: book em' Dano!

• **Field Time:** Utilize your field before all home games. Events such as soccer tournaments, clinics, 3v3, club games, kickball, dodgeball & volleyball tournaments, scout activities will all bring groups for the next game.

You wanna break? I gave you a break when I hired you! -ss











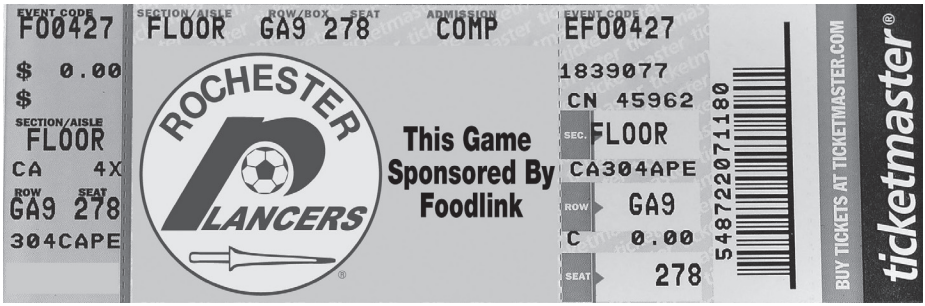




School & local music groups can perform the National Anthem and God Bless America



Injured Players Should Take Pictures With All Birthday Parties



You Should Be Able to Put Sponsor Name on Ticketmaster Tickets



Have Sponsors Put Your Logo on Gift Cards



Offer Sponsor Gift Cards with Season Ticket & Ticket Promotions



Free Tickets If You Wear Our Gear at a Big Event



Back of Season Ticket

My Family Grew Up with the Fans in Our Section! -ss

CHAPTER EIGHT

Marketing • Part 1 • Marketing

I've been a part of a marketing team since I started Salvatore's Pizza in 1978, and my dream was to have the same type of exposure that local car dealers had. I did some homework and realized that I can trade TV, radio and print for pizza!

Trade all your media! TV and radio stations will trade for signage, tickets and more. Offer to have your players and dance team at all live remotes and live in-studio.

The Rochester Lancers trade billboards, newspapers, direct mail, TV and radio commercials. Remember, if it's FREE, it's for ME!

Start advertising your Home Opener two months ahead in all media outlets. Start with season ticket sales, then concentrate on walk-ups for each game highlighting guest appearances, giveaways and ticket specials. Encourage TV and radio stations to use tickets for promotional incentives with other clients. Have players, dancers and mascot everywhere!

Create community programs that are newsworthy and stories that the media will cover. Anything that is non-soccer related that your players, mascot or dancers do, can get you media attention.

Weekly in-studio player/dancer appearances with top morning shows help create household names.

Be timely and make it easy for the media! Do all the work and get them the info sooner than later...it will go a long way. Call them, text them, and remind them about this new cool story!

Create a Local Radio Show to Promote Your Team and Sponsors Cover the Cost of the Show.

Facebook is the 2nd chance at the popularity contest you lost in high school. -ss

I don't understand this MyFace or Tweeter thing but my staff says it works. As soon as I get rid of my 8-track player, and learn how to use my power windows, I'm getting a computer!

Marketing • Part 2 • Social Media

There are new social media platforms coming out daily. The main platforms you should keep updated are Facebook, Instagram, Twitter, TikTok and a video streaming site, such as Youtube. These sites must all be linked on your website home page.

Some Social Media tips below...

FACEBOOK, INSTAGRAM, TWITTER

- Check your personal statistics on when your engagement rates are highest
- Weekly campaigns (i.e. Soccer Mom Monday, Tuesday Tips)
- Engagements are key. Likes, Comments & Shares trigger Facebook to show your message to larger audiences.
- Hold contests for prize packages. People love FREE things!
- Use page insights, track patterns, trends & view the demographics of your Facebook.
- Create a budget for boosted Ads
- Social Media pages can be linked, so posts are automatic on all, but pay attention to specific page requirements, ex: character counts, correct image sizing for platform, etc. You can pay for subsciptions to services that will post on multiple platforms.
- Tag locations, people, organizations, & sponsors.
- Be consistent with times and types of posts.
- Keep up with holidays & special event days.
- Stay on top of new social media platform trends.

YOUTUBE OR VIDEO STREAMING SITE

- Upload past games for fans and players to rewatch

Don't let stupid people make you stupid. -ss

The best part about e-mail marketing is that you don't have to use stamps. I do miss licking them.-ss

Marketing • Part 3 • Email & Text Campaign

Collect emails everywhere! At events, promos (give your email to be entered to win prize), ticket sales, merchandise sales, website sign ups.

Bi-weekly E-newsletters (Long): Keep fans informed. They want to read. Last game recaps, away game recaps, upcoming game report, player spotlights, schedule, caption contest, social scene with community involvement, sponsor promo/coupons, and injury report. Get fans involved by having contests.

Off Week Promotion Email (Short): Ticket promotion, merchandise promo, important news, etc. Catchy subject line, make them want to open it!

Tips: Most people open emails after noon. Lunch breaks are from 12 - 2pm. That is when fans are on their emails. Also, 5 - 7pm are best for promo emails. Fans are home from work online shopping/browsing.

Track emails with your email blast server. Track opens, click counts and links visited to determine best exposure and campaigns that work.

Texting Campaign: Promote a contest during game ("text 'contest' to 55555 to be entered to win a free autographed jersey!"). This collects phone #'s to text future promos, deals, reminders about games.
Example: 3 days before game, text numbers collected, only 3 days until the next game! Call 555-5555 for tickets!

Your Team is Always in Season...The Selling Season!

It's difficult to market average players.
Push the unique characters on your team.-ss



















Use Facebook & Twitter to Make Your Players, Dancers & Mascot Famous!

Your entire city should be talking about your upcoming game! -ss



At News Stations Promoting Game



Local Bus Shelters



Airport Sign

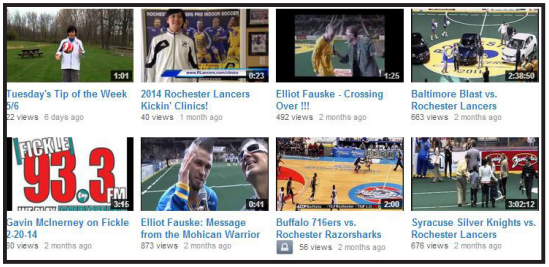


Weekly E-mail Blasts



5 Second TV Commercial Slates

I was on a poster once... -ss







YouTube







Print Ads in Local Newspapers & Magazines



CHAPTER NINE

MERCHANDISING IS MARKETING

If you think you're going to make big money selling merchandise, you're wrong.

Merchandise at your games and on your website should create enough income to break even and market your team.

The Rochester Lancers try to bring in $2,000 per game in merchandise sales. The $1,000 profit covers our game day budget. What's a game day budget? Announcer, mascot, production staff, food for media and staff, and anything else we can't trade that game.

If you can get 500 people wearing your team jersey around town each year, that's how you make your money! Your sponsors ($100,000-$250,000) paid to be on your team jerseys and now you're promoting them all over town!

Your merchandise booth, less is more! You will sell more of select key items such as soccer balls, jerseys, t-shirts, sweatshirts, hats, and scarves. Remember, fans have minutes to decide at a game and less equals more!

Pricing: The price of your soccer balls, jerseys, t-shirts, etc., should be in the Target and Walmart price range and not that specialty soccer store that no one shops at.

You can also try to get your jerseys, balls and t-shirts at Target, Walmart and that big super market in your area. Again, it's not how many you sell, it's how many people see your brand! It's merchandise marketing!

Make Sure Your Staff is Always Wearing Your Merchandise

When I'm out and about, I offer free dinners to anyone wearing Lancers gear. I make sure I leave the restaurant before they get their check.-ss

Remember, think Macy's! Beautiful, organized displays, prices printed clearly, staff with name tags, hangers, mannequin displays, heads for hats, etc.

You need to maintain your merchandise department with a strict inventory. Keep lists of turnaround times so when you are low, project when to order. Don't sell out of merchandise, it's lost opportunities. Keep a binder of all costs, turnaround times, different quantity breakdowns. Your binder is your bible.

Have a budget? Stick to it. If you treat your business like you don't have money, then you will always have money.

Price shop during off-season. Local places will be more reliable, but more costly. Create relationships with these local vendors. Treat them well and they will treat you like their biggest client. If something is wrong, they are right there to fix it. They will get you things overnight, do you favors, print/embroider on trade!

Make sure to price negotiate and price match. Example: "I can get it for .50 cheaper a unit online, but I'd rather support a local company. Can you match it?"



Updating Your Merchandise Every Year Will Help You Sell More to Your Loyal Fan Base.

Accept charge cards at all games and events, but not mine! -ss

I suggest buying two iPads for your booth and signing up for a F-R-E-E Square Account. This makes your team look professional and organized. You can bring it anywhere.

All items and pictures should be listed on iPads, everything sold gets registered through this. The Square account can take cash and cards. You can program in discounts. We highly recommend the Square account.

Get creative with merch promos. Create bundle packs. Upsell! They want a hoodie, they can get sweatpants too for a discounted price!

Put coupons in programs and program inserts. Make offers on Social Media, emails, websites, & direct mail.

Your online store is crucial. Fill orders within 2 days. Personalized thank you note in each order.

Drive traffic to merch booth. In game promotions, sponsor giveaways, and raffle drawings picked up at merch booth.

Promote holiday merch specials for presents. Example: 2 tickets, t-shirt, and sponsor gift card. Push holiday feel at merch booth. Decorate, and put bows on items (make them think of it as a present!). Offer gift bags.

Start discounting the last three games of season to lower off-season inventory. You should be able to mark something 50% off and still make a 10% margin on it.

My Wife Hates When I Wear My Lancers Shorts & T-shirt to Church! -ss

Be careful when a large supermarket chain orders thousands of t-shirts with your logo on it and then decides to give them back to you. -ss



















Encourage fans to wear team gear around the community for sponsor prizes.

I always wear something with my team or company logo on it. It's free advertising! -ss



Have the same staff and placement of product at each game.



I could drive a Ferrari, but I drive a VW Bug with my Lancers logo all over it. It's free advertising! -ss



Putting your logo on a car helps create exposure in the community. Bring the car to parades & events all over town.



Your team tent or booth should be all over town at every event with your players, dancers and mascot signing autographs.



Bring your car to all appearances during the summer and display it in front of arena on game days. Always park in the most visible spot!

CHAPTER TEN

CAMPS & CLINICS

This is a very delicate area of your business. Some teams think that they make money by running youth programs and competing with their fan base.

When the Rochester Rhinos allowed a friend of mine to start the Junior Rhinos, several clubs boycotted Rhino games. There are huge egos in the game. Unless you're the first team in this town to start programs, I would gently juggle around this. Stay neutral and support all clubs!

I would suggest you offer free clinics to expose your players and coaches. In the offseason, offer camps and clinics for beginners or high school programs needing professional assistance. Help parents learn the game.

Always allow your players to help teams get better. This will help with your payroll and fan base. How does this help your payroll? Clubs will pay your players directly and more fans will come to your games because they fell in love with your players and coaches.

If you are going to do paid camps and clinics, make sure you're not competing the same time with established clubs that are your fan base. Always work with them.

Kids always receive a t-shirt, soccer ball, water bottle, sunglasses, backpack, etc. with your logo. Offer discounts to upcoming week-long camps and season tickets.

Make sure your players and coaches are running the camps and clinics and not high school or college kids.

The Lancers Offered Free Camps and Clinics at a Local Supermarket Chain and Sold Several New Season Tickets.

I was the best player on my 12 and under team when I was 16. -ss



I Majored in Summer School. -ss

I went to a Pele camp when I was a kid and several original Rochester Lancers camps. -ss



Posters Around Town and at All Your Sponsors Will Help.
Send Invites of All Your Camps & Clinics to All Your Sponsors.
Get Their Children Hooked on the Game!



Your Mascot, Dance Team and Staff Should be with the Players & Coaches at Each Camp & Clinic

The fourth grade was my favorite grade.
The best three years of my life! -ss



You Can Set Up a Clinic Anywhere!



Local Super Market Offered Free Camps as Part of Our Sponsorship



Make Sure Your Players are Always Wearing Your Sponsor Covered Jerseys & Signing Autographs Pads Covered with Sponsor Logos

CHAPTER ELEVEN

COMMUNITY RELATIONS

Send your players, coaches, dancers, mascot and staff into the community. They will sell your brand!

Community programs can expand your marketing reach while growing the positive perception of your brand. Your players should be sent into the community ten times per week during the season. Players only practice a couple hours each day. It's your job to keep them occupied and selling your product. You can reach thousands of kids per season through your youth and school initiatives alone!

Some programs the Lancers created are...

Eat Right, Treat Right Challenge: A healthy living/ anti-bullying school assembly program. This is our flagship youth program. Utilizing our players, these school assemblies reach 30,000 local children per season!

Kicks for Creativity: A campaign encouraging creativity through art in schools. The kicker… it also drives ticket sales! The children's artwork is displayed at home games throughout the season.

Learn with the Lancers: A school assembly program focusing on the importance of education. We expanded our community reach and developed new school contacts with this program.

SALES MENTALITY! The great thing about these programs, is that you can also find sponsors for each one. It also gives your group sales rep an opportunity to sell group tickets. Sponsor logos on autograph pads, too.

They wouldn't let me speak at the "Eat Right, Treat Right" program when I was 375lbs. -ss

Bring Gifts for the Students with Your Team Logo.

















I have so many community relationships, that my mailman works overtime on Father's Day! -ss

CENTERFOLD
Not in the Center!



The "original" SoccerSam days before his life changing surgery.

This is a very important picture of me. It represents my past and the stadium I helped save in the background.

In 2008, I was rehired by the new owners of the Rochester Rhinos. Within days I negotiated a new lease with the City of Rochester saving thousands per month. I hired a new concession company that understood Rochester fans.

I brought back the party with bands, music throughout the game, gazebos, new fireplace pit, better parking, convenient entrance and an amazing staff, we rocked it!

I stole my mom's drapes and made that jacket! -ss

I loved high school. I met my first wife there. I was her teacher...Whoops! -ss



The "new" SoccerSam wearing his retro Lancers shirt.

The original Lancers were the pioneers of soccer in Monroe County. So many people grew up watching these legends. I'm honored to bring back their name and logo.

We now have a Lancers Wall of Fame honoring these legends. We unveiled the 1970 NASL Lancers Championship banner at one of our games.

The Blizzard, Rhinos, and the original Lancers were a huge part of my first life. My new Lancers helped me connect.

Certain body parts looked smaller when I was bigger. -ss

CHAPTER TWELVE

MEDIA HATES YOU

Most of the guys covering soccer in America, hate the game. They were never good enough to play. Anybody can catch a football or basketball. Just try juggling a soccer ball. That takes a special person like me and you!

Most of the guys deciding what to cover in the media aren't usually soccer people. You need to educate them, meet them for lunch, take them to dinner and sell them on the passion of this great sport.

Make sure that your Press Conferences are really news worthy and have free food and drinks there for your media. The better the food, the better chance they return to your next Press Conference.

Compliment them and thank them when they do cover your team and gently remind them when they don't. I would recommend two press releases per week with updates of your team. You never know what they will think is newsworthy. Human interest stories usually work.

If you're in a NFL, NBA or NHL town, make sure your releases do not go out on media day for any of those teams.

Make every event your team and dancers participate in exciting and newsworthy! I recommend that you become friends with all the local media. Facebook them, get their cell numbers and personally invite them to your games and events. They will get hooked on this great game!

I had a dream that the media showed up for your Press Conference. My wife says I have a rare form of ESPN. -ss

Use cool pictures on your press release. -ss

Sample Press Release



IMMEDIATE RELEASE October 15, 2013

ROCHESTER BOYS: LOCAL SUCCESS STORY OF THE LANCERS

Section V Stars Look to Make Big Impact for 2013/14 Lancers Season

(Rochester, NY) – The Rochester Lancers are proud to announce four young, local players on this season's roster. Rochester natives, Kyle Manscuk and Jake Schindler are back for their third season with the team. Sean Summerville joins the Lancers with a year of MISL experience under his belt, after spending last season with the Chicago Soul. Brighton native, George Morningstar signed his first professional contract this summer after leading the Lancers2 to an undefeated season last year, winning back to back championships.

Manscuk played 42 games in the past two Lancers seasons. The 24 year old Aquinas standout and former All-Greater Rochester Player of the Year, had a total of 18 points, 45 shots and 43 blocked shots. **Schindler**, a former West Irondequoit High School star, has played in 46 games in the past two seasons for the Lancers. Schindler, 25, was named the 2012/13 *Lancers Defensive Player of the Year*, and led all his teammates with 33 blocks.

Former Victor High School standout, **Summerville** played in 19 games for the Soul last season and finished near the top of his team in blocked shots with 10. Summerville will look to bring that tenacious style of defense to the Lancers for the 2013/14 season. A rising star from Brighton High School, **Morningstar** will look to make a major impact on the team in his rookie season and bring his winning experience from Lancers2 into the upcoming season with the Lancers first team.

Each of these players are former Section V Stars. They were all members of the *Democrat and Chronicle's* All-Greater Rochester Team when playing for their respective high schools.

"These guys are true hometown heroes," said Rich Randall, Vice President of the Lancers. "They started playing soccer right here in Rochester and are now playing for their local professional team. It's a dream come true and great success story for local kids to follow."

The Rochester Lancers home opener is Saturday, November 16 at 7pm as they host defending MISL champions, the Baltimore Blast. The first 1,000 kids 12 and under will receive a free Mohawk wig! To order tickets, or for more information, visit www.rlancers.com.

Contact:
Rich Randall
Vice President
Rochester Lancers
(585) 281-5493
rich@rochesterlancers.com

####

Make your players bigger than life! -ss

Sample Press Release Pictures



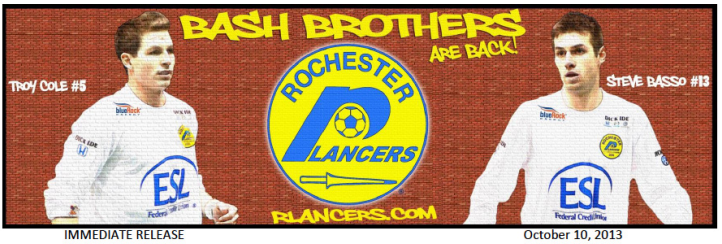
IMMEDIATE RELEASE October 24, 2013

HAITI NATIVE RETURNS FOR 2013/2014 SEASON

Jefferson Dargout Returns for Third Season with The Lancers



SALLES AND MILLER RETURN!



IMMEDIATE RELEASE October 10, 2013

BASH BROTHERS: BACK FOR 2013/14 SEASON

Key Defensive Unit Returns for Upcoming Season

Fans May Forget the Player's Name, but They'll Always Remember Their Nicknames.



IMMEDIATE RELEASE October 31, 2013

BUFFALO NATIVE RETURNS FOR THIRD PRO SEASON

Star Midfielder Back in Blue and Yellow following Strong Second Year

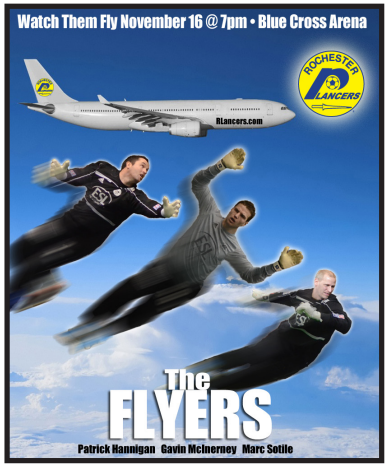


IMMEDIATE RELEASE October 17, 2013

THE ITALIANS ARE COMING!

Italian Duo to Suit up for Rochester Lancers





Always Send a Media Advisory Before the Press Release

POSTGAME REPORT
BY: SOCCERSAM

Don't forget, your postgame interview is brought to you by....and your postgame player of the game is brought to you by....Mention a sponsor for every element of your game!

WHO IS THAT GOOFY LOOKING GUY ON THE COVER?

Salvatore "SoccerSam" Fantauzzo was born and raised in Rochester, NY and fell in love with the great game of soccer in 1970 at the age of 10. Sam began playing that year with the Rochester Juniors and his Uncle Al Oliveri took him to his first Lancers game. Sam has been an avid fan of Indoor and Outdoor American Soccer ever since and continues to play.

IFSL 1985-2000: SoccerSam took over as commissioner of the Irondequoit Fall Soccer League (IFSL) in 1985. This 20 team league offered Fall soccer to some of the best former Pro players, college coaches and this areas best local players. In 1994, an all-star team traveled to Agropoli, Italy and won an adult tournament. Sam and his board organized several international trips.

SoccerSam TV Show 1994-2006: In 1994, Sam started America's first weekly soccer TV show called "The SoccerSam Show" on Irondequoit cable access. This weekly show featured the IFSL all stars, trips to Italy and the first Rochester Lancers reunion game and award banquet. The show covered local youth and adult soccer, including section V soccer and local teams competing in the US Open Cup. The show went weekly on the WB network. Sam interviewed some of the greatest names in the history of soccer on this show including Pelé and Mia Hamm. 1995: The Rochester Rhinos were introduced and the focus of the show became making the Rhinos a success. The Rhinos became the most successful team in the history of American Soccer and many attribute the success of the team to the show. The show will return soon!

Kick This! The SoccerSam Radio Show 1995-Present: This weekly radio show started in 1995 and several local soccer celebrities helped host the show. The show's focus is local soccer and covers only American Soccer! Jeff DiVeronica of the Democrat & Chronicle has hosted this show with Sam for years, James Weise is the News Director, Rich Jones is the Producer and Mike Moran is the Webmaster. Kick This! can be heard nationally on iHeartRadio Saturdays from 11am-Noon EST. Replays are available at soccersam.com. Kick This! took a break in 2020 & 2021 due to COVID-19.

Buffalo Blizzard: SoccerSam helped the Buffalo Blizzard of the NPSL for many years. The Buffalo Blizzard was an indoor soccer team based in Buffalo, New York. The team was a member of the now defunct NPSL from 1992 to 2001. From 1992-1996, the team played at Buffalo Memorial Auditorium, and they moved to HSBC Arena in 1996 where they played until 2001. SoccerSam was part of the radio team, game day production and helped organize the Buffalo Stallions reunion game. The team averaged over 8,400 fans per season during its existence. SoccerSam covered the Blizzard and the NPSL on his weekly television show for years.

The Rochester Rhinos 1996-2009: SoccerSam was the assistant to the GM Chris Economides since day one of the Rochester Rhinos. SoccerSam took care of selling tickets, sponsorship, trades and most of the game day ideas for the early days of the Rhinos. SoccerSam was part of the Rhinos radio team for years and introduced the Postgame Call-In Show. In 2008, under new owner Rob Clark, SoccerSam became the Team President and helped rebuild attendance, sponsorship sales and new concessions. SoccerSam brought back the party to each game! Pre-game bands, music throughout the game, and postgame autographs on the field with the players. The Rhinos soon became a success at the new venue.

Time Out: A few times in this book you heard about his first life. After surgery in July, 2009, SoccerSam suffered a stroke effecting his entire memory. In his new life, he used videos and tapes of the SoccerSam Show and notes from this book he was working on to reconnect with his past.

The Rochester Lancers 2011-Present:
The Rochester Lancers is an indoor soccer team that started in the Major Indoor Soccer League. The team is named in honor of the Rochester Lancers (1967-80) of the North American Soccer League. SoccerSam is the CEO/Founder of the Lancers.

Following a merger of the I-League and the Major Indoor Soccer League, the Lancers played their first game in Syracuse on November 4, 2011 against their "Thruway Rivals" the Syracuse Silver Knights. The team is led by former Rochester Rhino and Rochester soccer legend forward Doug Miller. The Lancers finished 2nd in the Eastern Division in 2011, qualifying for the playoffs. 2012-13 Doug Miller was the League MVP. After the 2013-2014 season, the USL announced that they were no longer focusing on indoor soccer. The Lancers and other MISL teams joined the MASL for the 2014-2015 season. The Lancers advanced in the playoffs under Head Coach, Doug Miller. The Indoor Lancers did not play in the 2015-2018 seasons in the MASL, but the team won the RDSL indoor championships.

In 2017, The Lancers retuned to outdoor soccer with the Lady Lancers of the UWS and the Men's team in the NPSL. The Rochester Lancers celebrated their 50th year anniversary of their start in 1967.

In 2018/2019, the indoor Lancers returned to the MASL2 at the new Dome Arena in Rochester, NY. Doug Miller returned as Head Coach. The team lead the league in attendance, and won the Eastern Division title. The Lancers lost in the Semi Finals in California. The team joined the MASL 1st division for the 2019/2020 season, and had another sell-out season.

The 2020 NPSL & UWS seasons were cancelled due to COVID-19. The Lancers opted out of the 2020/2021 MASL indoor season, along with the rest of the Eastern Division teams due to COVID-19.

In 2021, the Outdoor Lancers and Lady Lancers returned for their 5th season. The Lady Lancers ended their season as the Penn-NY Division Co-Champs in the UWS in 2022.

The indoor Lancers returned for the 2023 season in the MASL2 league at TSE, being led by Lancers Legend Jake Schindler as Head Coach. They ended the season with an 8-4 record and missed the playoffs because of a league rule change. Jake brought the team back to TSE for the 2024 season, and had an undefeated season and were crowned the Eastern Division Champions, clinching a playoff spot. The Lancers traveled to Wichita and lost in the championship game. Jake Schindler won Head Coach of the Year.

Today, the Lancers Legacy remains in the memories of many!

WNY Flash:
SoccerSam returned to the WNY Flash of the NWSL in 2016. In past years, Sam hosted pregame, postgame and game day radio for the Team and featured stars like Abby Wambach, Alex Morgan, Marta, and more. In 2016 , the Flash named SoccerSam Rochester's Soccer Ambassador. The Flash moved to North Carolina in 2017, and became the Courage.

SoccerSam's Soccer Awards:



1996: Section V Committee "Media Award"
2000: Town of Irondequoit "15 Years of Leadership"
2002: Press Radio Club "Charlie Wagner Award"
2005: County of Monroe "Outstanding Asset Builder"
2005: Section V Committee "Media Award"
2008: Eastridge High School "Hall of Fame"
2010: Frontier Field "Walk of Fame"
2011: Camp Good Days "Ring of Honor"
2013: Italian Civic League "Outstanding Citizen Award"
2016: Hickok Brain Injury Center "Community Hero Award"
2016: Western NY Flash: "Soccer Ambassador" Award
2019: Rochester's "Business Leader of the Year Award"
2020: Breast Cancer Coalition "Honorary Chair"
2020: Rochester Women Online Magazine's "Cover Man"
2021: Camp Good Days & Special Times Courage Bowl "Honorary Captain"
2022: Breast Cancer Coalition ACTober "Honorary Chair"
2022: Rochester Business Journal "Icon Honors Award"
2026: National Philanthropy Day Award

Salvatore's: Salvatore "SoccerSam" Fantauzzo is the Founder and CEO of Salvatore's Old Fashioned Pizzeria. In 1978, Sam took a High School project and opened the first Salvatore's location. Today there are over 30 locations throughout Monroe County. The Salvatore's Pizza Family employs over 1,500 Rochesterians. In 2010 he brought back Donuts Delite, a Rochester landmark. SoccerSam brought Arthur Treacher's Fish & Chips back to Rochester in 2014. In 2018, Salvatore's was introduced at the new Taste of Rochester outlet in the renovated Rochester International Airport. Salvatore's Pizzeria is named in the Top 100 Pizzerias in America, year after year. In 2024, Salvatore's started their out-of-state expansion with locations to come in Florida & the Carolinas.

Personal: SoccerSam is also a local philanthropist, generously contributing annually to charities such as Camp Good Days and Special Times, Golisano Children's Hospital, Rochester Breast Cancer Coalition and the Alzheimer's Association. He is married to his high-school sweetheart Linda Fantauzzo and resides in Webster, NY. Sam enjoys spending time with his three children Salvatore II, Roxanna (Marc), Silvio (Angela) and 10 grandchildren Santino, Salvatore III, Noella, Jovany, Massimo, Frankie, Camila, Gino, Capri, & Carmine, and 6 bonus grandchildren (Ashley & Kayla's kids) Jilliana, Thiago, Malina, Gabriella, Aleksy and Julian. Hobbies: SoccerSam plays pickup soccer twice a week with the same friends he's played with for over 50 years! His favorite MLS Team is Inter Miami with Messi; Sam & Linda are at each home game with family & friends.



SoccerSam with his wife Linda: the original camera person for the SoccerSam Show & his first co-hosts his 3 children



SoccerSam with Ashley Maria & Kayla Klark Kent: The Dream Team that runs soccer operations

Make Every Game A Party... -ss



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Live Jersey Auctions



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So many professional indoor and
outdoor soccer teams have folded since 1970.
I wish I could have shared these ideas with them...

Keep the Lights on Baby! -ss

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Successful Ideas to Help Your Team - By: SoccerSam

Contact SoccerSam: 585-259-5425 • lovepizza@salvatores.com

This is the back cover. Turn the book over, Sparky.

This is free to professional soccer clubs who want to *Feel the Kick*™.