

Roll-out/Vision

Phase #3 - current Community Start-up Local Format

Achieve widespread ICE SOCCER play (casual and/or competitive league) in local municipalities by a variety of groups/organizations/corporations and in colleges & secondary schools at the club and intramural levels. In so doing, get enough media attention to bring this sport mainstream.

- A.** Obtain local buy-in/approval-to-play from municipalities, colleges/universities and secondary schools with progressive physical fitness programs and organized team-sport programs and begin play
- show the social, health and the “bottom line” benefits to communities and to owners of ice rinks
 - gain municipal government approval to proceed - required for play on publically owned rinks/parks
 - secure college/secondary inclusion of ICE SOCCER into intramural and/or club sport schedules
 - encourage municipalities with multiple rinks (and schools with nearby competitors) to arrange challenge matches and possibly city playoff games. Local rinks of adjacent communities may want to challenge each other too.
 - arrange ice time which will support start-up play and, later, league competition
 - introduce ICE SOCCER to ethnic groups and warm-climate geographic areas where ice sports are not part of the cultural heritage but where soccer/futbol is known and played
 - introduce it for play by underprivileged teens in arenas that have bussing programs and cost offsets for players
 - identify communities with willingness to start-up but which require grant/other funding
- B.** Help get outside funding and support where needed (for local organizational start-up efforts, ice time, player hi-traction-on-ice footwear and protective gear) until the sport is better known and accepted when, by then, it should be self-funded by player demand, local sponsors and rink owners
- secure endorsement from 501 (C) 3 organizations that promote physical fitness through sports and can serve both as a receiving organization for grants and contributions and as a promoter of ICE SOCCER as a fun, new activity for its membership organizations to offer in their communities
 - currently have Michigan Recreation and Parks Association (MRPA) as one such 501(C) 3 with an objective of having league play in five communities within two years of first city league start-up
 - obesity-fighting and health/fitness organizations have a natural fit for/with ICE SOCCER
 - provide start-up template for communities to follow – MRPA now developing with one Michigan community
- C.** Get media attention and coverage for and about this new sport.
- invite sports magazine/newspaper articles tracking the history and progression of the sport
 - submit articles about ICE SOCCER happenings as they become newsworthy
 - encourage TV broadcast of game clips and/or sports show discussion of the sport
- D.** Win formal recognition from sports federations/associations such as the Amateur Athletic Union (AAU) and organizations such as the Boy & Girls Scouts, PAL, 4-H, YM/YWCA, Boys & Girls Clubs, the Military, etc.
- help them attain funding to support organizational efforts and to offset equipment and ice-time costs
 - put ICE SOCCER on the radar/agenda of the myriad of organizations promoting physical fitness and secure endorsement/funding from Federal/State health, physical fitness and anti-obesity initiatives
- E.** Introduce ICE SOCCER to additional overseas locations for play in local ice arenas.
- target and secure play at high-profile rinks, i.e. Dubai Ice Rink
 - try to get the Royal Caribbean Line on their Freedom and Voyager class ships (ice skating rinks aboard) to have various crew teams play each other for their pleasure and as a passenger entertainment event
 - arrange play in Britain and thus get BBC Sports to televise a game or portions thereof (as promised)
 - arrange challenge match between a Stefan Raab German team and a Mike Bushell British team
- F.** Other
- secure funding for and revise/improve www.icesoccer.com
 - with increased play, secure insurance riders or separate policy coverage for the sport – two companies already indicating willingness
 - begin conversation about more formal and extensive **W.I.S.A.** competitive play (see Phase #4 - next)
 - initiate efforts to obtain corporate sponsors