



# AMERICAN YOUTH SOCCER ORGANIZATION

# **SOCCER.COM**<sup>TM</sup>

## National Uniform Partner Education Forum

EVERYONE PLAYS® BALANCED TEAMS OPEN REGISTRATION POSITIVE COACHING GOOD SPORTSMANSHIP PLAYER DEVELOPMENT





# Today's Agenda



**1**

***Who is SOCCER.COM***

**2**

***The 2020 Uniform Program***

**3**

***User Demo***

**4**

***Q&As***

***Sign in: slides will be available after the presentation***





Founders – Mike & Brendan Moylan

***SOCCER.COM***<sup>TM</sup>

**SOCCER.COM** has been built by people who love the game and love to bring the game to people around the world. We are a retailer of everything soccer, a curator of content and the experts on the game people turn to for advice. We celebrate youth soccer culture in everything we do.

***GREATNESS GROWS HERE***



# Your SOCCER.COM Team



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# Uniform Partner of AYSO





# Program Benefits

## REDUCED UNIFORM WORKLOAD

- Truly 'Open Registration'
- Easily rebalance teams
- Digital experience for today's parent
- Two-year cycle
- Local investment



# GOAL CLUB LOYALTY PROGRAM



**AYSO parent's receive complimentary Goal Club membership with purchase.**

**Benefits:**

- 10% off every order every day.
- Earn Goal Club points on every order.
- Region organization also earns points on every club purchase.
- Points never expire and can be used to purchase any item on **SOCCKER.COM**.





# SOCCKER.COM Customer Service

## USA-Based Bi-lingual live representatives

- Committed to helping parents with uniform orders every step of the way
- Available 7 days a week based in North Carolina

Mon - Fri: 9am to 10pm EST  
Sat: 10am to 6:30pm EST  
Sun: Noon to 8:30pm EST

**1-800-950-1994**  
**custserv@sportsendeavors.com**



# CUSTOM

FAN WEAR™

SOCCER.COM



EVERYONE PLAYS®

BALANCED TEAMS

OPEN REGISTRATION

POSITIVE COACHING

GOOD SPORTSMANSHIP

PLAYER DEVELOPMENT

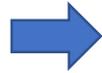




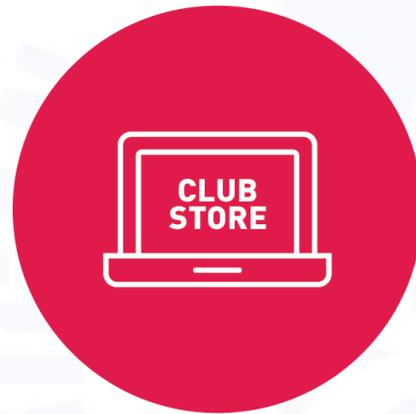
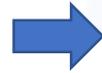
# The Parent Experience



**PLAYERS  
REGISTER FOR  
THE TEAM**



**RECEIVE  
EMAIL  
INVITATIONS**

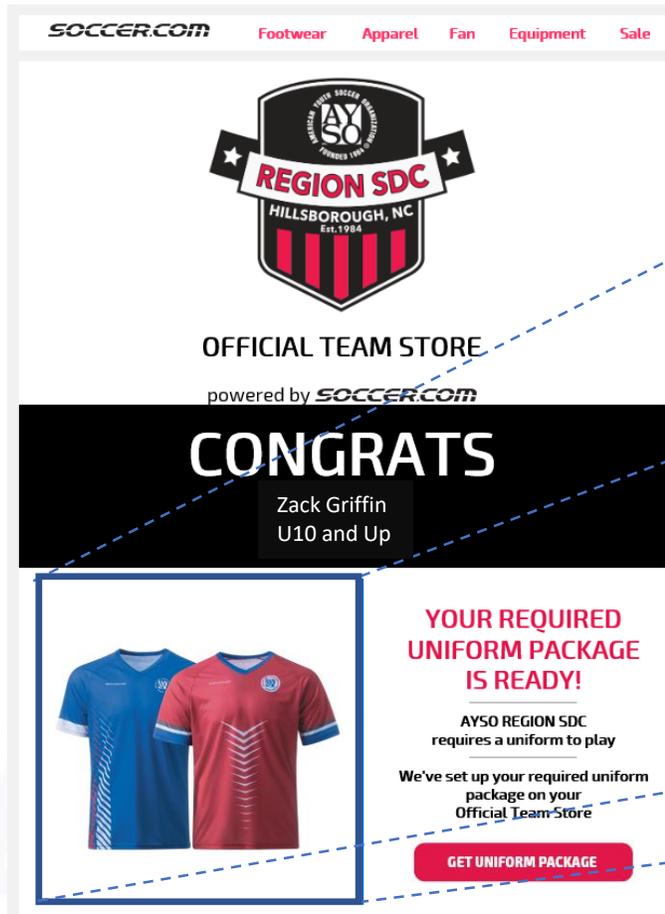


**EASILY  
ORDER  
UNIFORMS**



**GEAR  
DELIVERED  
TO DOORSTEP**

# Uniform Invitation Email Arrives



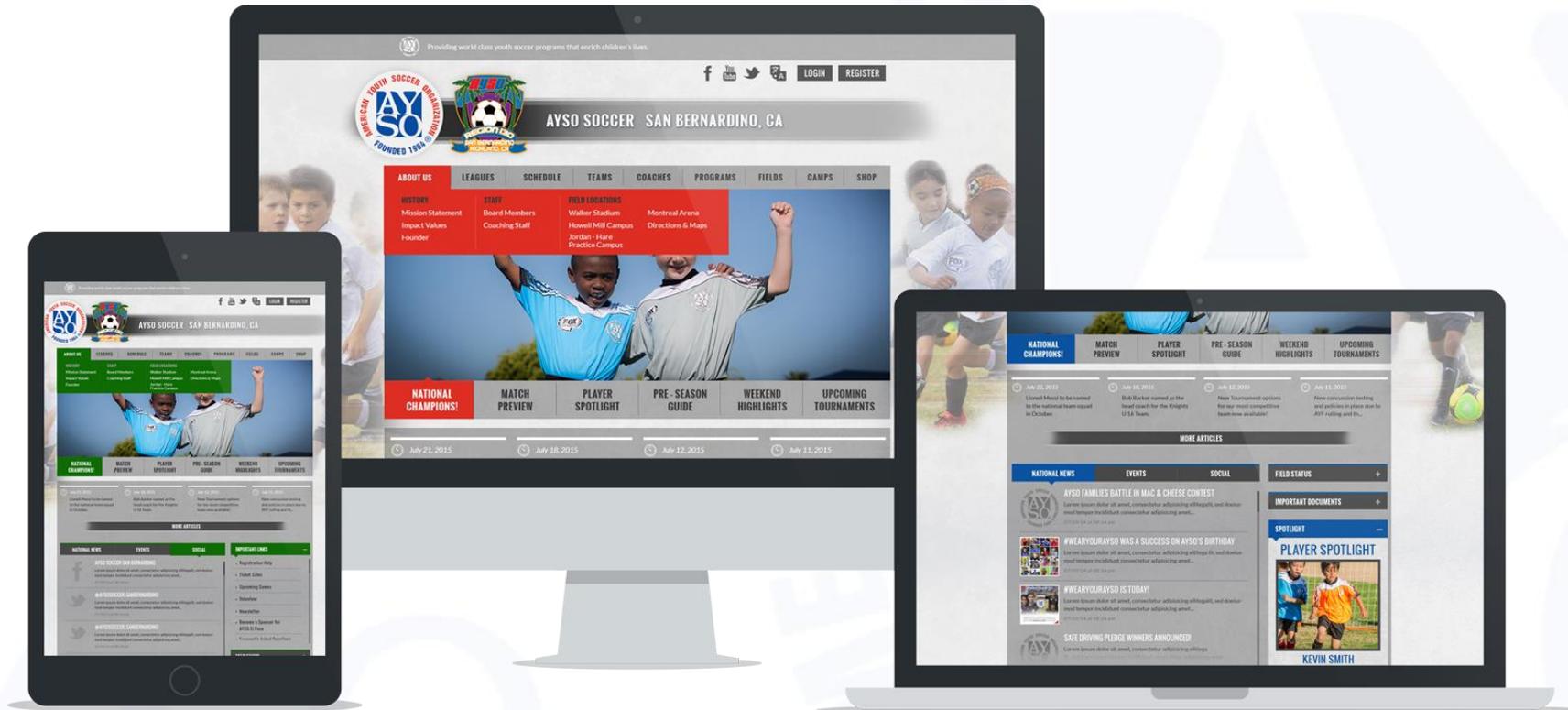
**YOUR REQUIRED UNIFORM PACKAGE IS READY!**

AYSO REGION SDC requires a uniform to play

We've set up your required uniform package on your Official Team Store

**GET UNIFORM PACKAGE**

# Exporting from Blue Sombrero



# Exporting from Blue Sombrero

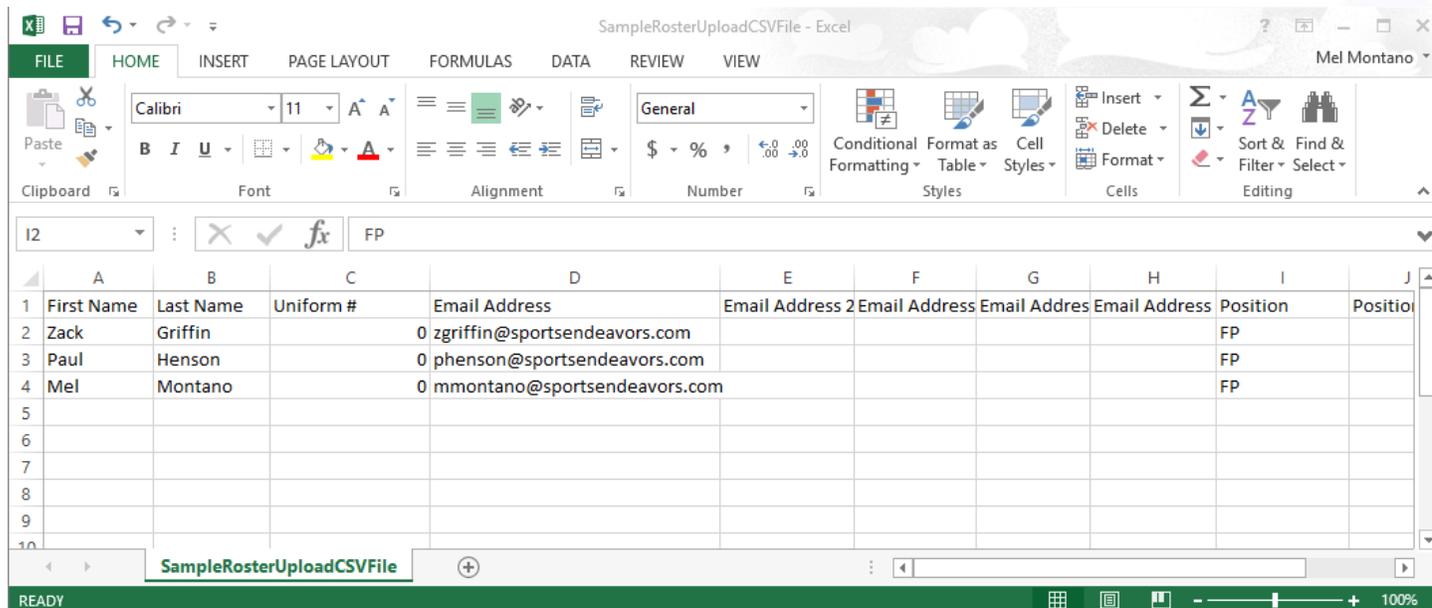
	A	B	C	D	E	F	G	H	I	J	K	L
	Program Name	Division Name	Account First Name	Account Last Name	Player First Name	Player Last Name	Street Address	Unit	City	State	Postal Code	Users Email Tel
1	Fall 2020	8U Boys	Zack	Griffin	Zack	Griffin	431 US Hwa 70A		Hillsborough	North Carolina	27278	<a href="mailto:zgriffin@sportsendeavors.com">zgriffin@sportsendeavors.com</a>
2	Fall 2020	8U Boys	Paul	Henson	Paul	Henson	431 US Hwa 70A		Hillsborough	North Carolina	27278	<a href="mailto:phenson@sportsendeavors.com">phenson@sportsendeavors.com</a>
3	Fall 2020	8U Boys	Mel	Montano	Mel	Montano	431 US Hwa 70A		Hillsborough	North Carolina	27278	<a href="mailto:mmontano@sportsendeavors.com">mmontano@sportsendeavors.com</a>

## Blue Sombrero Export CSV

In the .csv you have your team information. The relevant columns for your Club Management Tool import are:

- E – Player First Name
- F – Player Last Name
- L – Users Email

# Importing to Club Management Tool



The screenshot shows an Excel spreadsheet titled "SampleRosterUploadCSVFile - Excel". The spreadsheet has the following columns: A (First Name), B (Last Name), C (Uniform #), D (Email Address), E (Email Address 2), F (Email Address), G (Email Address), H (Email Address), I (Position), and J (Position). The data is as follows:

	A	B	C	D	E	F	G	H	I	J
1	First Name	Last Name	Uniform #	Email Address	Email Address 2	Email Address	Email Address	Email Address	Position	Position
2	Zack	Griffin		zgriffin@sportsendeavors.com					FP	
3	Paul	Henson		phenson@sportsendeavors.com					FP	
4	Mel	Montano		mmontano@sportsendeavors.com					FP	
5										
6										
7										
8										
9										
10										

## SOCCER.COM Import CSV

Copy and Paste your E, F, and L columns into the SOCCER.COM Roster Template CSV:

- A – Player First Name
- B – Player Last Name
- D – Users Email
- I – Position – Use FP (Field Player)

# AYSO Uniform Reveal



# Many Teams. One AYSO.

***Soccer.com***

PLAYGROUND



CORE



EVERYONE PLAYS®

BALANCED TEAMS

OPEN REGISTRATION

POSITIVE COACHING

GOOD SPORTSMANSHIP

PLAYER DEVELOPMENT



# UNIFORM DETAILS

PLAYGROUND



Playground: 1 Jersey + Short + Sock

- Sublimation Design
- Turnaround Time

CORE



U8 Programs: 2 Core Jerseys + Short + Sock

- Sublimation Design
- Turnaround Time

# GOALIE UNIFORM DETAILS



## GOALIE

1 Jersey + Short + Sock

- Sublimation Design
- Turnaround Time

# Importance of Forecasting

What we need from your region:



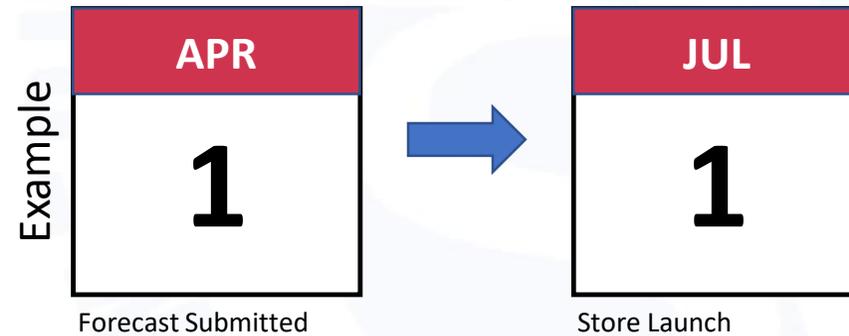
**Uniform**



**Roster Count**



**First Game Date**





# Next Steps

- **Talk to your rep**
- **Sign up to get more information**
- **Set up a Fan Wear store**
- **Review uniform product**
  - No minimum orders



# PROUD PARTNER OF AYSO

HIGH FIVE

| *SOCCKER.COM*™

EVERYONE PLAYS®

BALANCED TEAMS

OPEN REGISTRATION

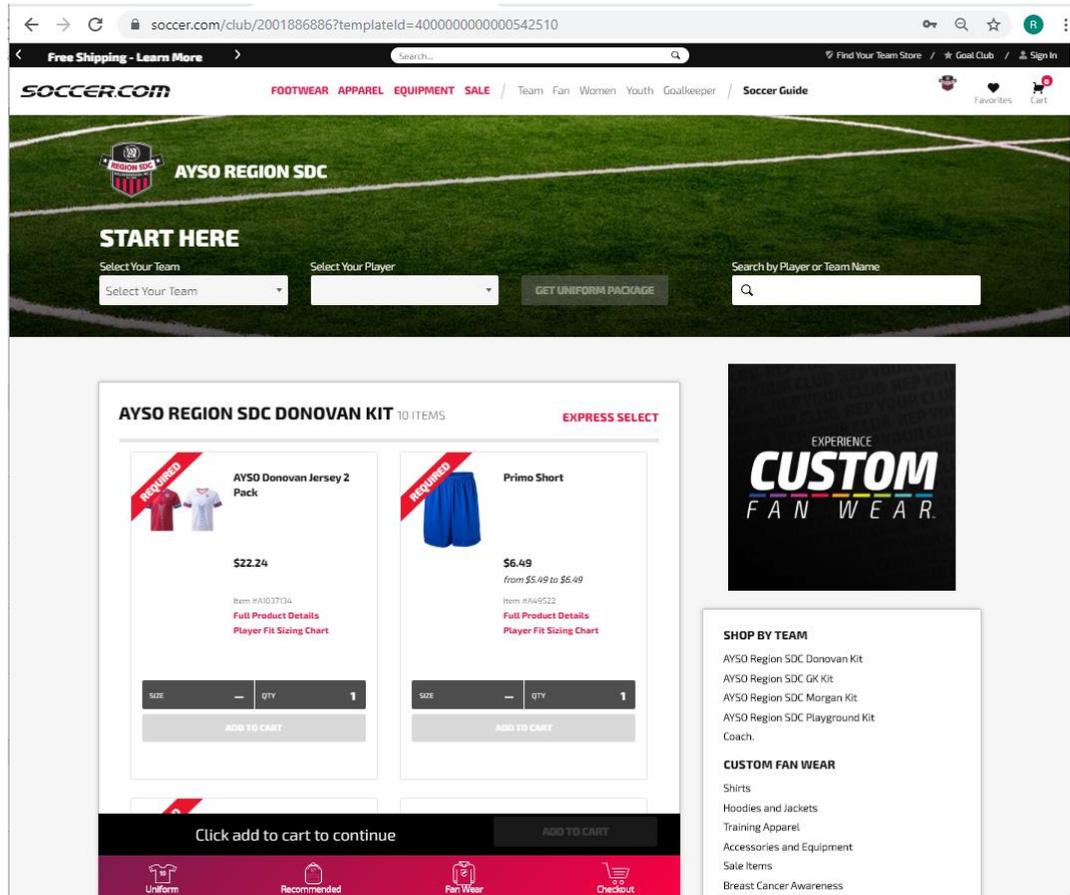
POSITIVE COACHING

GOOD SPORTSMANSHIP

PLAYER DEVELOPMENT



# Uniform Ordering on SOCCER.COM



**One Stop Shop**

**Easy to Use Process**

**Desktop or Mobile**

**Custom Fan Wear**



# Selecting the Uniform

## CLUB REQUIREMENTS



**AYSO REGION SDC requires players purchase the full uniform package to be eligible to play.**

Select quick player sizes and we'll populate all the items needed to check out for your player.

**SELECT QUICK SIZES**

Returning customer? [Reorder uniform items](#) or [browse recommended items](#)

## SELECT QUICK PLAYER SIZES

- We'll apply the player size to the required uniform package to get you started.
- You'll be able to adjust specific sizing for each item on the next screen.
- Each uniform item includes a link to a detailed Player Fit Sizing Chart to help you determine the best size.

### PLAYER SIZE

SIZE <b>YXS</b>	SIZE <b>YS</b>	SIZE <b>YM</b>	SIZE <b>YL</b>	SIZE <b>YXL</b>		
SIZE <b>XXS</b>	SIZE <b>XS</b>	SIZE <b>S</b>	SIZE <b>M</b>	SIZE <b>L</b>	SIZE <b>XL</b>	SIZE <b>XXL</b>

### SHOE SIZE

- Player shoe size will determine the best sock size

YOUTH			WOMEN			MEN						
1	1.5	2	2.5	3	3.5	4	4.5	5	5.5	6	6.5	7
7.5	8	8.5	9	9.5	10	10.5	11	11.5	12	12.5	13	
13.5	14	14.5	15	15.5	16							

APPLY



# Required Uniform Package

## CLUB REQUIRED UNIFORM PACKAGE

**REQUIRED**



**AYSO Donovan Jersey 2 Pack**

**\$22.24**

Item #A1037134

[Full Product Details](#)  
[Player Fit Sizing Chart](#)

**IN STOCK**

YM	QTY	1
----	-----	---

**REQUIRED**



**Primo Short**

**\$5.49**  
*from \$5.49 to \$6.49*

Item #A49522

[Full Product Details](#)  
[Player Fit Sizing Chart](#)

**IN STOCK**

YM	QTY	1
----	-----	---

# Recommended Gear

## RECOMMENDED GEAR

Additional items your teammates are purchasing



**High Five Heavy Duty Backpack For AYSO REGION SDC**

**\$15.49**

Item #PV4130127

[Full Product Details](#)

**ADD ITEM**



**High Five Stamford Short**

**\$9.49**

*from \$8.49 to \$9.49*

Item #A1036790

[Full Product Details](#)

[Player Fit Sizing Chart](#)

**ADD ITEM**

# Reminders When Ordering

**Select All Required Items To Continue**

## What's Missing?

Your club requires the following items to play.



Primo Short

**UPDATE MY SELECTION**

[Continue Anyway](#)

✔ **2 required, 1 recommended items added to cart**

**PROCEED TO CHECKOUT**

# Player Fit Sizing Chart

## YOUTH AYSO DONOVAN JERSEY 2-PACK



**YXS**

Height: 3'9"

Weight: 48

**YS**

Height: 3'10"

Weight: 59

**YM**

Height: 4'2"

Weight: 69

**YL**

Height: 4'6"

Weight: 75

# CUSTOM FAN WEAR™

Your online store will have fan wear for coaches, parents, players and those special supporters of your region, with apparel proudly displaying your region's logo.

Custom Fan Wear > Shirts > AYSO REGION SDC Supersoft T-Shirt





FRONT



BACK  
★ CUSTOMIZE

Choose a location:

UPPER FRONT ✓

Reset UPPER FRONT



COLOR: DK GREY

SIZE Sizing Chart QTY

-

1

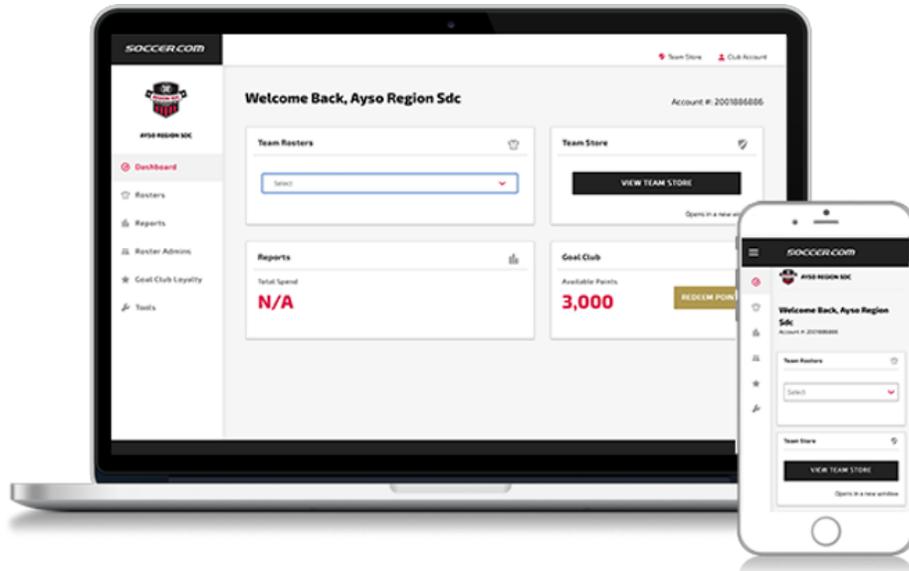
**\$25.99** \$23.89 with Goal Club

ADD TO CART

CANCEL

★ Goal Club Benefits Apply!  
18 Goal Club Points

# Region Experience

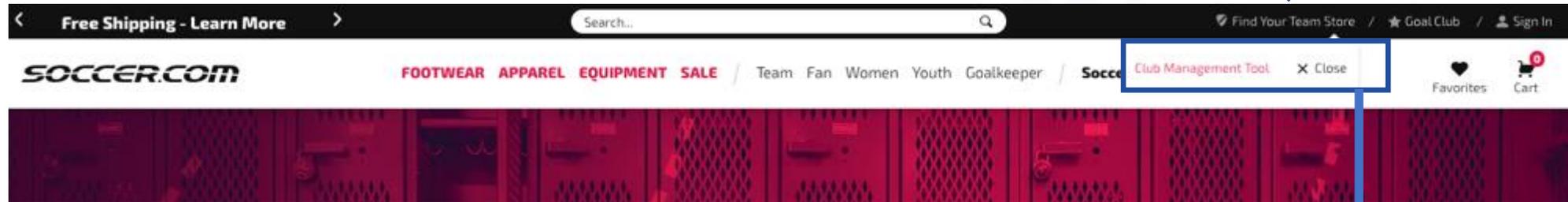


**CLUB***MANAGEMENT* **TOOL™**

- Easy to use
- Live tracking and reporting
- Dedicated Account Manager

# How to Log In

Find Your Team Store



1. Mouse over “Find Your Team Store” in the upper right of SOCCER.COM

2. Choose “Club Management Tool”

3. Search Organization

4. Enter Username & Password

You're In!

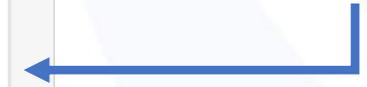
A screenshot of a login modal window titled 'Welcome to Soccer.com'. It contains the text 'Please choose from the following:' followed by three options: 'Login to your Individual Account' with a button labeled 'INDIVIDUAL ACCOUNT', 'Login to your Club Management Account' with a note 'By using an organization account, I acknowledge that I have received and agree to the Terms of Use, Privacy Policy and Team Customer Terms & Conditions' and a button labeled 'AYSO REGION SDC', and a third option which is partially obscured. A blue arrow points from the 'Club Management Tool' dropdown in the previous image to this modal.

# Dashboard Overview

Team Rosters



Team Store



Reports



Goal Club  
& Redeem Points



# Roster Administrators

## Roster Administrators

Two levels of Roster Administrators – Organizational Manager and Roster Administrator.




# Roster Administrator Tools

**Roster Administrators**

Search admin name...

<input type="checkbox"/>	First Name	Last Name	Email Address
<input type="checkbox"/>	Paul	Henson	phenson@sportsendeavors.com

[+ Add Administrator](#)
[Resend Email to Selected](#)
[Delete Selected](#)

**Add Administrator(s)**

**Resend Email to Selected**

**Delete Selected**



# Rosters

## Rosters

A Roster is a set of players, designated by you.



### Example:

League - Region SDC

Division - Region SDC – BU10

Team - Region SDC – BU10 – Jaguars



# Rosters – Add A New Team

## Add New Team

Click to show the options for Team Name, Gender, Birth Year, and Contract.



# What is a "Contract"?

**Rosters**

**Select a Team**

Team Name:

U10 and Up

[Edit Team Name](#) [Roster Details](#) [Add New Team](#) [More Options](#)

**Team Information**

Contract: [AYSO Region SDC Donovan Kit](#)

[Select Different Contract](#)

**Admin Message** [Add Message](#)

Add/Edit a message to this team on their store page

## Team Information - Contract

The "Contract" is a designated set of products.

Example "AYSO Region SDC Playground Kit" already has all the jersey, short, and socks, and any options chosen by the Region.

**Team Information**

Contract: [AYSO Region SDC Donovan Kit](#)

[Select Different Contract](#)

# Adding Rosters Manually

U10 And Up

[+ Add a Player](#) [✉ Email Selected](#) [↓ Download Roster](#) [⋮ More Options](#)

## Player Details

First Name

Last Name

Email Address

[+ Add Another](#)

Position

[+ Add Another](#)

Number

Display Name

Allow Editable Display Name?

 No  Yes

## Current Roster

Name	Number
Paul Henson	10
Zack Griffin	12
Mel Montano	13

## Adding Players Individually

Click the Add a Player link, required info:

- First Name
- Last Name
- Email Address
- Number – Enter 0
- Position – Field Player

# Sending the Invite

## Select All Players

Use the black box at the top of the player list to select all players. Check Marks will appear next to all names.

## Email Selected

Click on "Email Selected", a pop up will confirm you want to email all players on the team. They will receive the uniform invitation email.

**SOCCER.COM** Team Store Club Account

**AYSO REGION SDC**

AYSO REGION SDC

Dashboard

**Rosters**

Reports

Roster Admins

Goal Club Loyalty

Tools

**Roster Details** Team Purchased: **0%** Search player name...

**U10 And Up** + Add a Player Email Selected Download Roster More Options

Expand	First Name	Last Name	Display Name	Number	Position	% Purchased	Status
+	Zack	Griffin	GRIFFIN	12	FP	0%	Viewed Items
+	Paul	Henson	HENSON	10	FP	0%	Viewed Items
+	Mel	Montano	MONTANO	13	FP	0%	Viewed Items

# Did They Order?

## Status

The status will give you information on each player's ordering status

## Did I forget to email them?

The first time you add a player to a team, a pop up will remind you if you want to send the email invitation.

Position	% Purchased	Status
FP	0%	 Viewed Items
FP	0%	 Viewed Items
FP	0%	 Viewed Items

# Reporting

Live Reporting

Yearly Reporting

**SOCCER.COM** Team Store Club Account

**AYSO REGION SDC**

Dashboard Rosters Reports Roster Admins Goal Club Loyalty Tools

**Reports** 2019

<b>Yearly Total Spend</b> <b>\$3,084.93</b>	<b>Total Number of Teams</b> <b>10</b> vs. Forecast: 14	<b>Total Products Purchased</b> <b>354</b> <a href="#">View Full Report</a>
<b>Total Buyers</b> <b>106</b>	<b>Total Rostered Players</b> <b>113</b> vs. Forecast: 200	

# Reporting Example

**Product Report**  
Organized by contract



SOCCER.COM
Team Store Club Account



AYSO REGION SDC

- Dashboard
- Rosters
- Reports
- Roster Admins
- Goal Club Loyalty
- Tools

< Back to Reports

## Product Report

AYSO Region SDC
v

Download Report

Items on Contract	Item Number	Total Purchased	In Process	Backordered	Shipped
SOCCER SOCK	A101803	133	0	0	133
HIGH FIVE HAWK JERSEY	PV4137497	118	0	0	118
HF Stamford Short	A1036790	107	0	0	107
Octane Short	A1005853	7	0	0	7
SOCCER.COM BALL	A67386	1	0	0	1



# Goal Club for the Region

## Goal Club

View current Goal Club Reward Points, Points History, available Reward Coupons, and create new Reward Coupons with your available points.



**SOCCER.COM**

Team Store Club Account

**GOAL CLUB LOYALTY**

**Earned Reward Points**

**3,000**

**Points History**

Select Time Period

**Reward Coupons Available**

No reward coupons available

**Redeem Points**

Points: 300 for a \$ Reward Coupon: 10.00

Disclaimer: Actual redeemed \$ amount may vary by a few cents.

**Redeem**

AYSO REGION SDC

- Dashboard
- Rosters
- Reports
- Roster Admins
- ★ Goal Club Loyalty**
- Tools

# Tools

## Tools

Here you will find instruction manuals and videos available.