



# **MORE THAN SOCCER**

**TONI EDINGER**  
VP, CLIENT ENGAGEMENT,  
CANNONBALL

**MATT COLLINS**  
CHIEF CREATIVE OFFICER,  
CANNONBALL



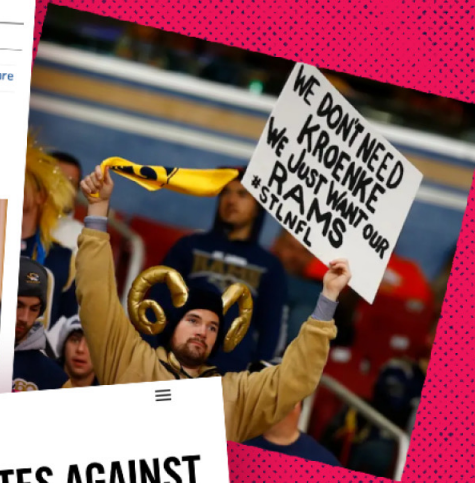
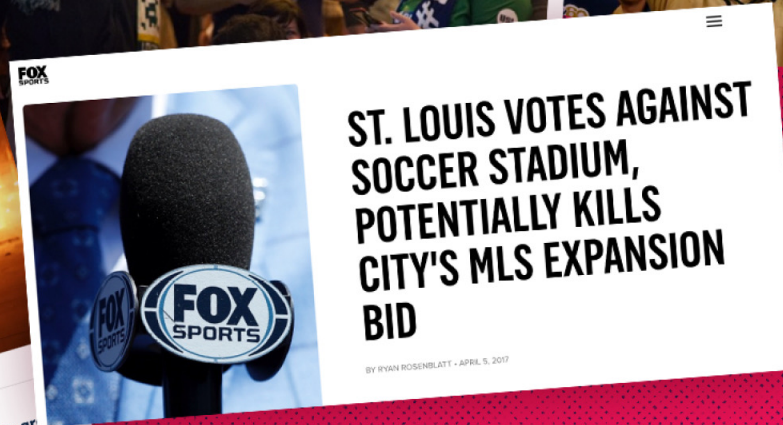
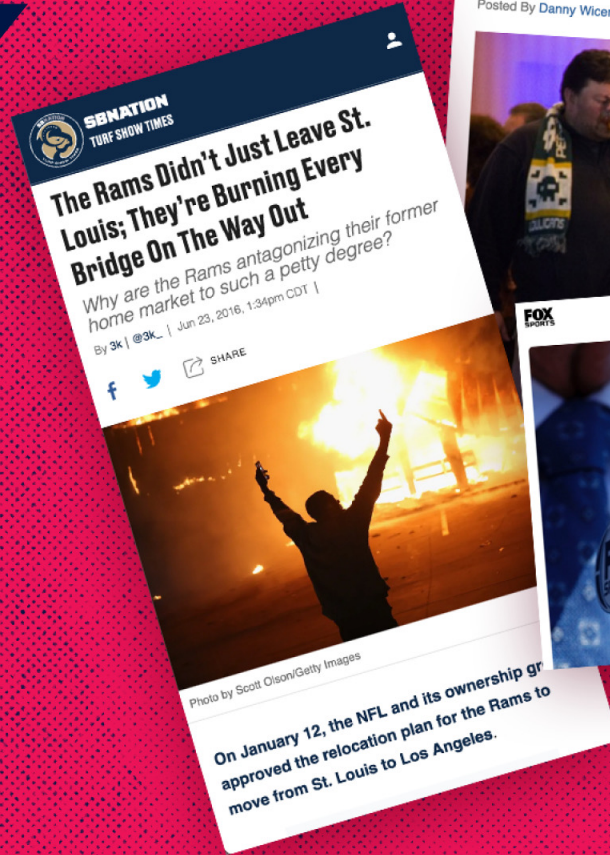
**cannonball**



**CREATE A NARRATIVE**  
**THAT BRINGS AN MLS**  
**TEAM TO ST. LOUIS AND**  
**UNITES THE REGION**



# A GREAT SPORTS CITY



# IN AN ALL TIME SLUMP



TO WIN OVER OUR OWN CITY AND MLS,  
**THIS NEEDED  
TO BE ABOUT  
MORE THAN  
SOCCER**

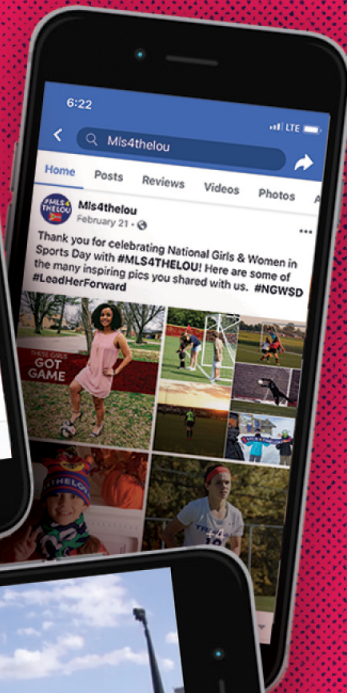




OUR PURPOSE & PROMISE:

**TO BE AN  
EXCELLENT  
CLUB &  
NEIGHBOR**













**WE GOT  
A TEAM! | NOW  
WHAT?**



# BUILDING COMMUNITY

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TASTEMAKERS,  
CULTURE CREATORS,  
AND OF COURSE  
SOCCER FANS







**A DIFFERENT  
KIND OF PLAN  
A DIFFERENT  
KIND OF TEAM**



OUR CITY OUR SPIRIT OUR CITY OUR SPIRIT OUR CITY OUR SPIRIT OUR CITY

OUR CITY OUR SPIRIT OUR CITY OUR SPIRIT OUR CITY OUR SPIRIT OUR CITY



# REVEAL DAY RESULTS AND BEYOND

**88%**

Positive sentiment across  
all social media

**15,000**

Ticket deposits in 10 minutes

**NEW MLS RECORD**

**SALES**

The most merchandise sold in  
a single 24-hour period

**NEW MLS RECORD**

**50,000**

Ticket deposits in 24 hours

**NEW MLS RECORD**



**SEE YOU  
AT CITY PARK**



**cannonball**