



Team Website Solution

Your website can be a powerful tool to help you build your team and local sports community. At Civic Sports, we believe your team's online success will be the result of mastering the fundamentals of our **3C Strategy**:

Communicate

Easily share information and media with your players, parents, boosters and community.

- ✓ **Content:** User-Friendly content management system to add unlimited pages. Your website will be built using a Content Management System (CMS) in use by more than 30 million websites around the world. It is very stable, secure and you will never outgrow it.
- ✓ **Teams:** Rosters, Schedules, Calendars, Coach Profiles & Player Profiles.
- ✓ **Maps:** Venue Maps & Point-to-Point Directions.
- ✓ **Photo Galleries:** Integrate Facebook photo albums into your website.
- ✓ **Video Galleries:** Display videos from Youtube, Vimeo and other video sharing sites.

Connect

Once you have a platform through which to Communicate, you need to connect with your core audience. Your sports community is much larger group than your active student body and players. It is represented by volunteers, local & displaced alumni, school administrators, media and more. Civic Sports provides all the tools you need to build and reach your fan base.

- ✓ **Players/Coaches:** Critical schedule updates, practice changes, team meetings, reminders.
- ✓ **Parents/Volunteers:** Upload important documents, accept volunteer applications.
- ✓ **Student Body/Alumni:** Provide a place for your student body and alumni to stay informed.
- ✓ **Fans:** Create an exclusive fan club and root on your team.
- ✓ **Social Media:** We can help you use Facebook and Twitter to connect with your community.
- ✓ **Local Media:** Syndicate content from your program by sharing player, team and alumni news with local media.

Capitalize

Once you have mastered the fundamentals of communicating and connecting with your team and community, the next step is to capitalize on opportunities to support your team financially.

- ✓ **Apparel Sales:** Sell first-class customizable apparel from name-brand manufacturers.
- ✓ **Photo Sales:** We have a first-class photo sales solution that will enable your team to offer downloadable images, high quality prints and photo merchandise to your community.
- ✓ **Advertising:** Showcase community advertising and team sponsors.
- ✓ **Shopping Cart:** Customers may check out with any credit card via Paypal.
- ✓ **Maximize Offline Fundraising:** Promote your other fundraising to increase effectiveness.

Capitalizing on your new online fundraising opportunities can dramatically increase fundraising revenue without the hard work and logistical hassles of a typical fundraisers. Your community will enjoy quality products, and your team will reap the benefits of a 24/7/365 fundraising solution.

NOTE: This is **not** a forced site banner system like is common with other website providers. We also do not put our advertisements on your site by default then extort money from you to get it removed. Our fundraising programs are optional. If you feel they will benefit your team, we'll set them up for you.

CivicSports.com Team Website Professional Websites for Amateur Sports



How do we get started?

- ✓ **Sign-up:** Go to CivicSports.com and complete the sign-up form.
- ✓ **Prepare Content:** Collect content including rosters, schedules, team info, links to existing sites with info, links to press coverage, coach bios, photos, videos, and send to Civic Sports.
- ✓ **Site Setup:** Your Civic Sports website coach will work with you to import, upload and enter your data and media files.
- ✓ **GO LIVE!** We you and your Civic Sports site coach feel like your site is ready to go, we'll point your domain name to the site so you can GO LIVE!
- ✓ **Ongoing Support:** Your Civic Sports website coaches are committed to helping you achieve your goals. When you have questions, you can send an email, submit a support ticket or call them on the phone.
- ✓ **Don't want to do it?** If you have a lot of existing content in another system, we offer content migration and ongoing data entry services.

How much does it cost?

Civic Sports website pricing consists of a one-time setup fee and monthly hosting and support subscription fee that will be paid on an annual basis. Subscription fees include:

- ✓ Website hosting on our state-of-the-art high capacity servers provided by Rackspace, one of the top hosting providers in the world.
- ✓ Nightly incremental backups of all changes every day and weekly full backups of your entire site. Our servers include redundant hard drives and power supplies for maximum reliability.
- ✓ All system updates and security patches are included to keep your site running smoothly.
- ✓ Unlimited email and telephone customer support, support tickets and knowledge base.

Site Design, Setup & Service Integration

- ❖ \$195 Prep Site Design (CoffmanFootball.com)
- ❖ \$395 Semi-Pro Site Design (MIFootball.org)
- ❖ \$595 Pro Site Design (HeathHawksFootball.com)

Annual Hosting & Support Subscription

- ❖ Single Sport Sites (\$240/year)
All sports except for football teams, clubs or multi-age group teams specified below.
- ❖ Football, Clubs and Multi-Age (\$300/year)
Subscription for football teams, club sports and other multi-age group teams sites.
- ❖ Additional Sports or Age Groups may be added for just \$5/month.
- ❖ If you're just starting your club, ask about our Ground Floor discounts.

Who is Civic Sports?

Civic Sports, LLC is composed of former athletes and coaches committed to helping amateur sports teams use technology to support their teams and build their communities. We are based north of Seattle, Washington and our staff has been developing websites since 1999. We now work with tournaments and teams from across the country.

Many businesses forget the lessons we learned in the gym or on the field....that success is the result of mastering the fundamentals. We believe the fundamentals of our success are to provide an excellent value and great service. We are the first to admit that our solution is not perfect, but you may find it a challenge to find a better long-term solution for your team's website. Your community and team are unique. We don't believe a cookie-cutter website will do it justice, so we provide custom solutions for a near cookie-cutter price. Please contact us to see if our technology team is a good fit for your community.

We look forward to helping you take your team to the next level.

Civic Sports, LLC • 360-474-7455 • info@CivicSports.com • PO Box 3598, Arlington, WA 98223