



# LIVE STREAM MEDIA GUIDE

**THE ONLY PLACE TO WATCH SOCCER IN MICHIGAN**





## ABOUT MSN

The MICHIGAN SOCCER NETWORK was founded in May of 2022 to fulfill a need to cover soccer of all levels across the State of Michigan. Since its inception the Michigan Soccer Network has broadcast over 300 games ranging for youth, high school, college, amateur and professional level games. Live streamed hundreds of live shows, podcasts and pre-recorded interviews and shows. Partnering with the governing bodies for coaches, referees, clubs and leagues across the state has positioned the Michigan Soccer Network as the premier watching platform for all things soccer in Michigan.

Since its inception Jonathan Turner Director of Broadcasting has focused on ways to improve coverage of soccer in Michigan and beyond. The Michigan Soccer Network has built a reputation of a new refreshing professional broadcast that doesn't lose touch with its amateur roots.

## ALL GAMES BROADCAST ON



# THE ONLY PLACE TO WATCH SOCCER IN MICHIGAN

# WHAT IS



The MICHIGAN SOCCER NETWORK covers all levels of soccer from Youth, High School, College and Amateur soccer throughout the state of Michigan.

Founded in May of 2022 The Michigan Soccer Network was created because of the lack of attention to soccer at ALL Levels from the media across the State.

Since May of 2022 the Michigan Soccer Network has covered over 140 live soccer matches and produced over 100 pre-recorded videos on our YouTube channel.



## YOUTUBE CHANNEL

2,837

SUBSCRIBERS

113,000

VIEWS

20,000

WATCH  
HOURS

## MSN WEBSITE

86,455

VISITORS

75,400

UNIQUE  
VISITORS

11 MIN

AVG  
DURATION

THE ONLY PLACE TO WATCH SOCCER IN MICHIGAN



CALL OR TEXT 248-617-7715



## ***NEW PROFESSIONAL SOCCER TEAM COMING TO LIVONIA***

National Independent Soccer Association (NISA), the US's third tier professional league, has added an eleventh team for the 2023 season, Detroit-based Gold Star FC.

Gold Star FC is a division of Gold Star Sports Management, which recently acquired FC Santa Coloma in Andorra, not one of Europe's giant clubs but a frequent Champions League representative for Andorra in the early knockout rounds – they usually get knocked out.

Gold Star FC is a part of The Gold Star Family of Companies, a 49-office global organization that includes mortgage lender Gold Star Financial, Gold Star Publishing, and sports management agency Gold Star Hockey.

“Dan and his team bring every competency needed to be successful on the professional level,” says NISA Executive Vice President Josh Prutch.

“With its structure, the organization provides a path for growth on the pitch and in the front office. As importantly, while building with a global perspective, the Gold Star team brings both the independent spirit and community focus that is at the heart of the NISA ethos.”

Gold Star is led by founder and CEO Dan Milstein, who arrived in the US in 1991, aged 16, escaping the old Soviet Union.

Milstein built the Gold Star business on the back of selling financial services. The group includes a sports management agency – Gold Star Hockey – that has more than 200 clients, including 50 NHL players.

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# 2023 FULL SCHEDULE



**ST  
ETRO**



**2023  
SEASON SCHEDULE**



**4/1**  
3:00PM ET



**4/8**  
7:00PM ET



**4/14**  
7:00PM ET



**4/29**  
7:00PM ET



**5/7**  
9:00PM ET



**5/20**  
6:00PM ET



**6/10**  
6:00PM ET



**6/24**  
7:00PM ET



**6/29**  
7:00PM ET



**7/14**  
7:00PM ET



**7/19**  
7:00PM ET



**7/29**  
7:00PM ET



**8/4**  
7:00PM ET



**8/12**  
7:00PM ET



**8/15**  
9:00PM ET



**8/20**  
9:00PM ET



**8/26**  
7:00PM ET



**9/1**  
7:00PM ET



**9/8**  
7:00PM ET



**9/27**  
7:00PM ET



**10/1**  
3:00PM ET



**10/4**  
7:00PM ET



**10/11**  
7:00PM ET



**10/14**  
7:00PM ET

HOME GAMES (WHITE SQUARES) TO BE PLAYED AT GOLD STAR STADIUM

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# WHY MSN, WHY SOCCER?



Soccer has been one of the fastest growing sports for over a decade and with the downward decline of linear TV the Michigan Soccer Network can be the perfect fit for any business small or large. The Michigan Soccer Network can build a program that gives you maximum exposure for your product, service or brand.

The Michigan Soccer Network has exclusive relationships with the Michigan High School Soccer Coaches Association, Michigan Referee Committee, MHSAA, Midwest Premier League, United Premier Soccer League, United Women's Soccer, and Michigan Women's Super League. These relationships create opportunities within the State to broadcast the most competitive soccer games at all levels from Lake Michigan to Lake Huron and everywhere in between.

## VIEWS = ROI

## For every \$1 Invested...

## You can expect \$5 in return

## THE ONLY PLACE TO WATCH SOCCER IN MICHIGAN

# SINGLE GAME RATES



## *PREMIUM SPACE*

### **PRESENTING PARTNERS**

**\$2,000/GAME**

PRE-GAME, HALFTIME & POST GAME PARTNERS

### **GOAL CAM & INSTANT REPLAY**

**\$1000/GAME**

WIDE ANGLE GOAL CAM BEHIND GOAL SPONSOR  
SPONSOR LOGO ON ALL INSTANT REPLAYS

### **PLAYER OF THE GAME**

**\$1,000/GAME**

OFFICAL SPONSOR OF POTG

## *NON-PREMIUM INVENTORY*

### **30 SECOND COMMERCIAL**

**\$100/GAME**

30 SECOND COMMERCIAL PROVIDED BY CLIENT TO  
BE PLAYED DURING COMMERCIAL BREAKS

### **60 SECOND COMMERCIAL**

**\$200/GAME**

60 SECOND COMMERCIAL PROVIDED BY CLIENT TO  
BE PLAYED DURING COMMERCIAL BREAKS

### **PRE/IN/POST GAME READOUTS**

**\$100/GAME**

READOUTS READ BY ON AIR TEAM DURING THE  
PREGAME, IN GAME, HALFTIME OR POST GAME  
SHOWS.

**19  
GAMES**

**CALL OR TEXT 248-617-7715**

**THE ONLY PLACE TO WATCH SOCCER IN MICHIGAN**

**HALF SEASON RATES**

**7**

**GAMES**



## *PREMIUM SPACE*

### **PRESENTING PARTNERS**

**\$10,000.00**

PRE-GAME, HALFTIME & POST GAME PARTNERS

### **GOAL CAM & INSTANT REPLAY**

**\$5,000.00**

WIDE ANGLE GOAL CAM BEHIND GOAL SPONSOR  
SPONSOR LOGO ON ALL INSTANT REPLAYS

### **PLAYER OF THE GAME**

**\$5,000.00**

OFFICAL SPONSOR OF POTG

## *NON-PREMIUM INVENTORY*

### **30 SECOND COMMERCIAL**

**\$500.00**

30 SECOND COMMERCIAL PROVIDED BY CLIENT TO  
BE PLAYED DURING COMMERCIAL BREAKS

### **60 SECOND COMMERCIAL**

**\$1,000.00**

60 SECOND COMMERCIAL PROVIDED BY CLIENT TO  
BE PLAYED DURING COMMERCIAL BREAKS

### **PRE/IN/POST GAME READOUTS**

**\$500.00**

READOUTS READ BY ON AIR TEAM DURING THE  
PREGAME, IN GAME, HALFTIME OR POST GAME  
SHOWS.

**19  
GAMES**

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**FULL SEASON RATES**

**14+**  
GAMES



## *PREMIUM SPACE*

### **PRESENTING PARTNERS**

**\$20,000.00**

PRE-GAME, HALFTIME & POST GAME PARTNERS

### **GOAL CAM & INSTANT REPLAY**

**\$10,000.00**

WIDE ANGLE GOAL CAM BEHIND GOAL SPONSOR  
SPONSOR LOGO ON ALL INSTANT REPLAYS

### **PLAYER OF THE GAME**

**\$10,000.00**

OFFICAL SPONSOR OF POTG

## *NON-PREMIUM INVENTORY*

### **30 SECOND COMMERCIAL**

**\$1,000.00**

30 SECOND COMMERCIAL PROVIDED BY CLIENT TO  
BE PLAYED DURING COMMERCIAL BREAKS

### **60 SECOND COMMERCIAL**

**\$1,500.00**

60 SECOND COMMERCIAL PROVIDED BY CLIENT TO  
BE PLAYED DURING COMMERCIAL BREAKS

### **PRE/IN/POST GAME READOUTS**

**\$1,000.00**

READOUTS READ BY ON AIR TEAM DURING THE  
PREGAME, IN GAME, HALFTIME OR POST GAME  
SHOWS.

**19  
GAMES**

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## WANT MORE?

The Michigan Soccer Network can give you access to more than just one team, one league. We can give you access to so much more.



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# CONTACT MSN TODAY

To learn more about the Michigan Soccer Network please scan the QR Code below or contact us at the information below.

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