



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

2,840

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



UPSL

Founded in 2011, the United Premier Soccer League now stands as the largest and most competitive pro-development league in North America. The league was started in Santa Ana, California by Leonel Lopez, with 10 teams. Today the league has nearly 400 clubs competing nationwide, and the Premier Division for Spring 2022 has 255 clubs competing for 32 places in the National Playoff Bracket to become National Champion.

The league occupies the 4th tier of the US Soccer pyramid, just below the three professional tiers in the pyramid. With a participant average age of 22.5 years, the UPSL fills and brings structure to the large gap that exists between the youth game and the professional game, serving thousands of aspiring players and coaches as they strive to further their aspirations and fuel their passions.

Each UPSL club is independently owned and operated. The league operates year-round, comprising two seasons each calendar year, with the Spring season beginning in March and ending with national playoffs the first weekend in August, and a Fall season with play beginning in September with national playoffs the first weekend in February. The league prides itself on openness, inclusion and accessibility. Currently players with origins in 90 different nations are participating, and over 50% of players and coaches are of Hispanic descent.

The mission is to provide a strong and consistent platform which provides opportunity and projects from the grassroots of the game advancing to the highest levels. UPSL clubs are eligible to compete in the U.S. Open Cup Qualifying Rounds through the league's affiliation with the U.S Soccer Federation (USSF). An organization dedicated to success of its members; the UPSL is focused on raising the minimum standards throughout all levels of the sport. In doing so, the league aspires to bring international exposure to the talent in local communities throughout North America.

THE ONLY PLACE TO WATCH SOCCER IN MICHIGAN

2023 MIDWEST EAST TEAMS



THE ONLY PLACE TO WATCH SOCCER IN MICHIGAN

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

\$500/GAME

PRE-GAME, HALFTIME & POST GAME PARTNERS

GOAL CAM & INSTANT REPLAY

\$300/GAME

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

PLAYER OF THE GAME

\$300/GAME

OFFICAL SPONSOR OF POTG

NON-PREMIUM INVENTORY

30 SECOND COMMERCIAL

\$50/GAME

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

60 SECOND COMMERCIAL

\$100/GAME

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

PRE/IN/POST GAME READOUTS

\$50/GAME

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

10
GAMES

CALL OR TEXT 248-617-7715

THE ONLY PLACE TO WATCH SOCCER IN MICHIGAN

HALF SEASON RATES

5 GAMES

PREMIUM SPACE

PRESENTING PARTNERS

\$1,800.00

PRE-GAME, HALFTIME & POST GAME PARTNERS

GOAL CAM & INSTANT REPLAY

\$1,200.00

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

PLAYER OF THE GAME

\$1,200.00

OFFICAL SPONSOR OF POTG

NON-PREMIUM INVENTORY

30 SECOND COMMERCIAL

\$200.00

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

60 SECOND COMMERCIAL

\$400.00

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

PRE/IN/POST GAME READOUTS

\$200.00

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

**12
GAMES**

CALL OR TEXT 248-617-7715

THE ONLY PLACE TO WATCH SOCCER IN MICHIGAN

FULL SEASON RATES

10+
GAMES

PREMIUM SPACE

PRESENTING PARTNERS

\$3,600.00

PRE-GAME, HALFTIME & POST GAME PARTNERS

GOAL CAM & INSTANT REPLAY

\$2,400.00

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

PLAYER OF THE GAME

\$2,400.00

OFFICAL SPONSOR OF POTG

NON-PREMIUM INVENTORY

30 SECOND COMMERCIAL

\$400.00

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

60 SECOND COMMERCIAL

\$800.00

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

PRE/IN/POST GAME READOUTS

\$400.00

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

**10
GAMES**

CALL OR TEXT 248-617-7715

THE ONLY PLACE TO WATCH SOCCER IN MICHIGAN

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.



CALL OR TEXT 248-617-7715

THE ONLY PLACE TO WATCH SOCCER IN MICHIGAN

CONTACT MSN TODAY

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

PHONE:

248 617-7715

ADDRESS

14901 23 Mile Rd
Shelby Township, Michigan 48315

DIRECTOR OF BROADCASTING

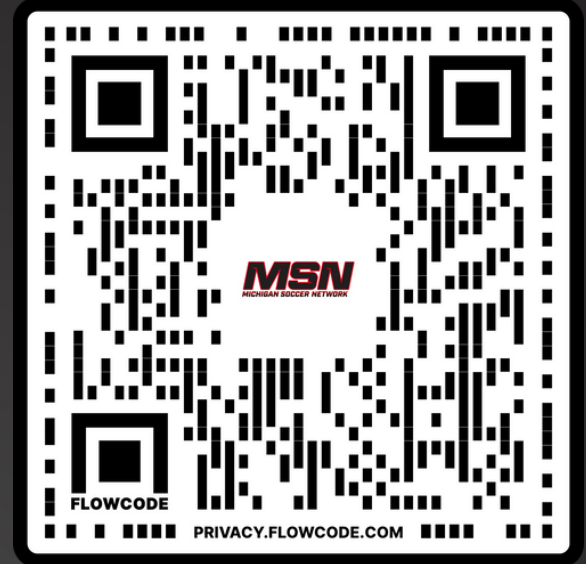
Jonathan M. Turner
jonathan@michigansoccernetwork.com
248-416-3626

DIRECTOR OF MARKETING

Steve Besk
steve@michigansoccernetwork.com
248-982-7967

DIRECTOR OF NEWS

Dan Stickradt
stickradt@michigansoccernetwork.com
248-884-1051



THE ONLY PLACE TO WATCH SOCCER IN MICHIGAN