



# Expanding the Reach of Detroit City FC

# Our Team

**Harrison  
Hochberg**

Sophomore, Sport  
Management

**James  
Ksnake**

Sophomore, Sport  
Management

**Alex  
Latham**

Freshman, Sport  
Management

**Téa  
Maltzman**

Freshman, Sport  
Management

**Zack  
Schteingart**

Sophomore, Sport  
Management

# The Problem

- Detroit City FC is not widely known outside Detroit and the surrounding area, limiting potential for revenue outside home game attendance
- The club struggles to consistently bring in full capacity crowds to games
  - Average Attendance (2024): 6,003
  - Keyworth Stadium Effective Capacity: 7,231







LOCAL

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Expect More.

# The Future

- The club is already planning on building new soccer-specific stadium
- The USL is planning to implement promotion & relegation and a new first division
- The lack of a hard salary cap in league greatly increases club's spending potential



# The Detroit City FC Midwest Tour



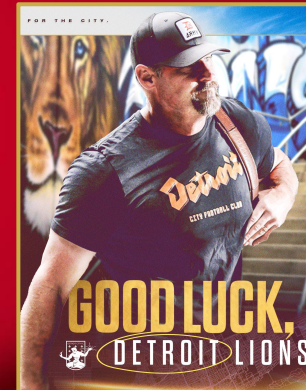
## Goals of the Tour:

- Expand the club's reach and reputation in the region
- Create new opportunities for revenue growth by increasing fan engagement
- Lay the groundwork for future success on and off the pitch



# Ambassador Program

- Partner with and run a joint social media campaign with other Detroit sports teams and their star players
- Create buzz around the tour and will drive up attendance
- Strengthen the club's connection to Detroit sports and their fans, bringing more attention to the club



# Friendly Matches

- Series of friendlies throughout the Midwest against other USL and MLS teams
- Matches will feature a fully-branded Detroit City experience
- This will improve the club's visibility and provide opportunities for media attention





# Media Campaign & Exclusive Merchandise

- Livestream the Midwest Tour matches for fans who cannot attend
- Produce a YouTube miniseries to take fans behind the scenes of the team's travel and experiences throughout the Tour
- Create an exclusive merchandise line that is only available during the Tour



# Counter Arguments

- The cost of the Tour could be too high for a club of Detroit City's size
- The Tour could take away from the grassroots feel of Detroit City



# Visualization

- Increased Revenue
- Increased Attendance
- Increased Fan Excitement
- Greater Home Field Advantage







Let's make it happen.