

FÚTBOL / SOCCER / FOOTBALL

SCORE

TEQUILA REPOSADO



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SOCCER, OR FOOTBALL AS IT'S KNOWN IN MOST OF THE WORLD, BOASTS THE LARGEST GLOBAL FANBASE, WITH AN ESTIMATED **250 MILLION PLAYERS** AND **4 BILLION** FANS WORLDWIDE. FAN CULTURE IS DEEPLY ROOTED IN PERSONAL, CULTURAL, AND SOCIAL CONNECTIONS, OFTEN PASSED DOWN THROUGH GENERATIONS.

GLOBAL POPULARITY:

SOCCER IS THE WORLD'S MOST POPULAR SPORT, WITH 49% OF PEOPLE IN 18 MARKETS SAYING THEY WATCH, FOLLOW, OR ARE INTERESTED IN IT,
ACCORDING TO GWI.

IN THE US, 27% OF SPORTS FANS SHOW AN INTEREST IN SOCCER, WHICH IS A GROWING MARKET,
ACCORDING TO SPORTS INNOVATION LAB.

SOCCER FANDOM OFTEN INVOLVES STRONG PERSONAL AND FAMILY CONNECTIONS, WITH LOYALTY PASSED DOWN THROUGH GENERATIONS.

FANS EXPRESS THEIR SUPPORT THROUGH VARIOUS MEANS, INCLUDING WEARING TEAM COLORS, SINGING SONGS, AND CREATING FAN-MADE PUBLICATIONS CALLED FANZINES.



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HOST COUNTRY **USA**

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HOST COUNTRY **CANADA**

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HOST COUNTRY **MEXICO**

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FEATURES AND BENEFITS

- TRADEMARK 'SCORE' – IN THE CONTEXT OF GAMES AND COMPETITIONS
- SINGLE DISTILLERY ESTABLISHED IN 1908, 4TH GENERATION DISTILLERS
- 7-YEAR BLUE AGAVE HARVESTED IN HIGHLANDS OF JALISCO
- DOUBLE DISTILLED IN POT STILL FROM BLUE WEBER AGAVE
- HAND-CRAFTED PROPRIETARY PORCELAIN BOTTLE - 750ML FILL
- TEMPER-PROOF CLOSURE WITH AN EASY POUR SPICKETT
- NATURALLY GLUTEN FREE
- NO ADDITIVES
- EACH BOTTLE IS HAND DECORATED
- AVAILABLE IN A CUSTOM-MADE GIFT BOX
- DISTILLERY HARNESSES THE FORCE OF GRAVITY TO AID PRODUCTION AND IS DESIGNED TO SUBSTANTIALLY REDUCE THE CARBON FOOTPRINT
- FRENCH OAK STILLS AND FINISHED IN AMERICAN AND FRENCH OAK BARRELS

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GIFT BOX CONCEPT
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FACTS AND FIGURES

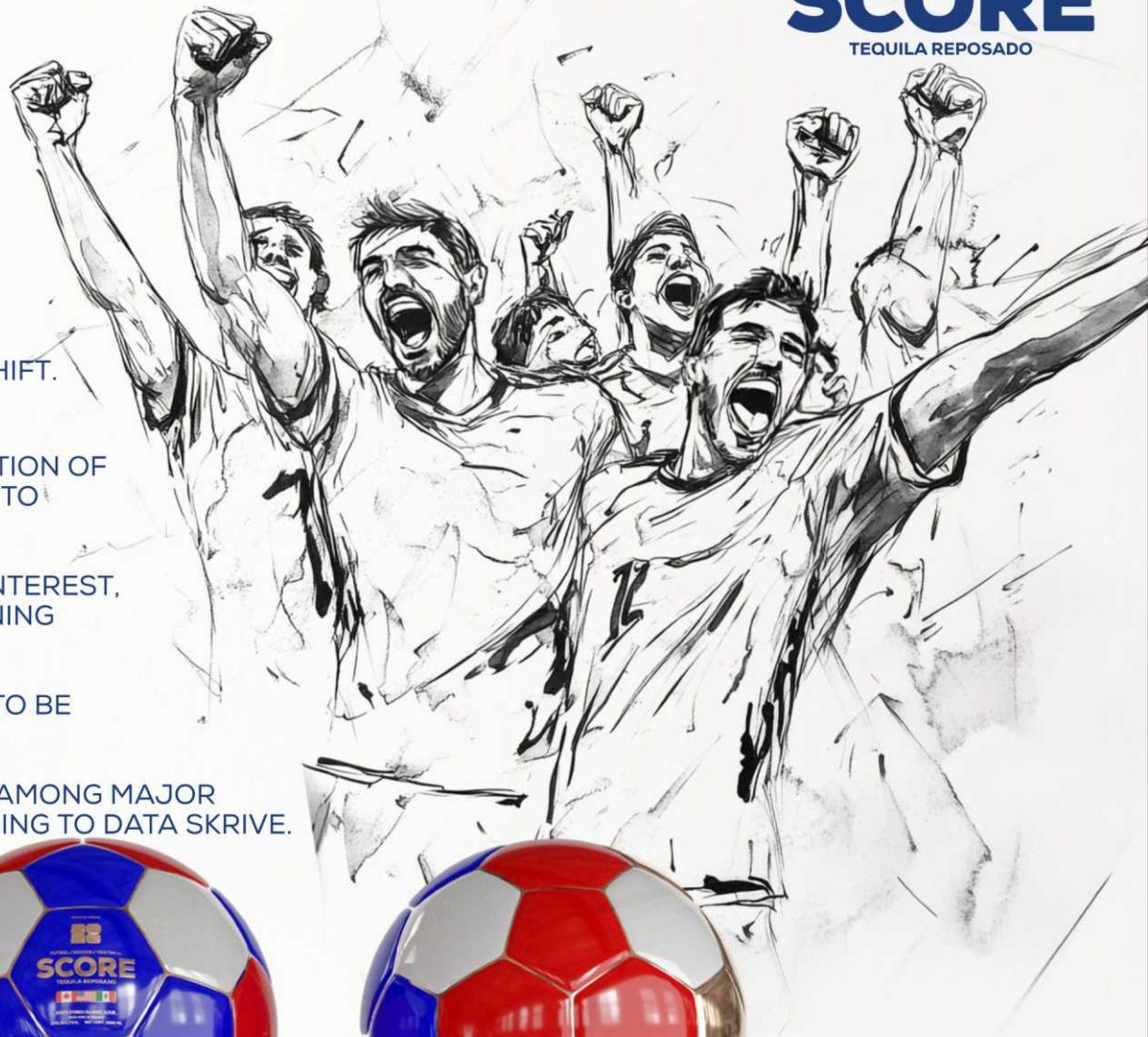
**TOTAL FANS FACTS - ROUGHLY ONE QUARTER (25%)
OF UNITED STATES-BASED SPORTS FANS (83M)
SHOW AN INTEREST IN SOCCER,
COMPARED TO A GLOBAL AVERAGE OF 40%!**

SOCCER FANDOM IN THE UNITED STATES IS EXPERIENCING SIGNIFICANT GROWTH AND DIVERSIFICATION. WHILE THE SPORT'S POPULARITY IS ON THE RISE, PARTICULARLY AMONG YOUNGER AND MORE DIVERSE DEMOGRAPHICS, THE GROWING HISPANIC POPULATION, AND THE ACCESSIBILITY OF THE SPORT THROUGH VARIOUS MEDIA PLATFORMS CONTRIBUTE TO THIS SHIFT.

AGE:

- SOCCER HAS A YOUTHFUL FANBASE, WITH A SIGNIFICANT PORTION OF FANS FALLING BETWEEN THE AGES OF 18 AND 34, ACCORDING TO MORNING CONSULT PRO.
- GEN Z ADULTS (BORN IN 1997 OR LATER) SHOW EVEN HIGHER INTEREST, WITH 47% IDENTIFYING AS SOCCER FANS, ACCORDING TO MORNING CONSULT PRO.
- ESTABLISHED FANS (THOSE FOLLOWING FOR 6+ YEARS) TEND TO BE OLDER THAN NEWER FANS.
- MLS (MAJOR LEAGUE SOCCER) HAS THE YOUNGEST FAN BASE AMONG MAJOR LEAGUES, WITH AN AVERAGE AGE OF 37.4 YEARS OLD, ACCORDING TO DATA SKRIVE.

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GENDER:

- WHILE SOCCER HAS TRADITIONALLY BEEN SEEN AS A MALE-DOMINATED SPORT, FOR SOCCER NOTES THAT A CONSIDERABLE NUMBER OF FEMALE FANS ARE ALSO EMERGING.
- A STUDY FROM FOR SOCCER FOUND THAT MORE THAN ONE-IN-FIVE SOCCER FANS ARE WOMEN.
- FEMALE FANS ARE MORE LIKELY TO BE FOUND IN RURAL AREAS AND TOWNS, WHILE MALE FANS ARE MORE LIKELY TO BE IN URBAN AREAS.

PATRICK MAHOMES (KC CHIEFS QUARTERBACK) INVESTED AND IS PART OWNER IN THE KC CURRENT LADIES PRO TEAM, THEY BUILT A STADIUM EXCLUSIVE FOR WOMEN'S SOCCER. TEAM IS VALUED AT 275 MILLION IN LESS THEN 3 YEARS, SEASON TICKETS ARE SOLD OUT, ALL 3 YEARS.

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OTHER NOTABLE TRENDS:

- SPORTS INNOVATION LAB DATA SHOWS THAT 72% OF U.S.-BASED SOCCER FANS WILL ATTEND AT LEAST ONE MATCH PER SEASON, AND 71% SPEND ON SOCCER-RELATED MERCHANDISE ANNUALLY.
- THE GROWTH IN PARTICIPATION IN YOUTH SOCCER LEAGUES ALSO CONTRIBUTES TO THE OVERALL INCREASE IN SOCCER FANDOM.
- SOCCER CONTENT IS INCREASINGLY DRIVING SUBSCRIPTIONS TO STREAMING PLATFORMS. •DATA FROM SAMFORD UNIVERSITY SHOWS THAT 70.4% OF USMNT (U.S. MEN'S NATIONAL SOCCER TEAM) FANS ON 'X' (FORMER TWITTER) ARE MALE.

ETHNICITY:

- SOCCER BOASTS A DIVERSE FAN BASE, WITH A PARTICULARLY HIGH LEVEL OF INTEREST AMONG THE HISPANIC OR LATINO POPULATION.
- ACCORDING TO FOR SOCCER, 32% OF SOCCER FANS ARE HISPANIC OR LATINO.
- A SIGNIFICANT PORTION OF SOCCER FANS ARE ALSO BLACK OR AFRICAN-AMERICAN.
- DATA SKRIVE REPORTS THAT 30% OF MLS FANS IDENTIFY AS HISPANIC OR LATINO, AND THAT 60 MILLION PEOPLE IN THE US SUPPORT THE MEXICAN NATIONAL TEAM.



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FACTS AND FIGURES

US STATES WITH TOP RANKED SOCCER CLUBS

CALIFORNIA

TEXAS

NEW YORK AND NEW JERSEY

MISSOURI

ILLINOIS

FLORIDA

VIRGINIA

GEORGIA

COLORADO

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Google Ads

Search Ads – text ads in Google search results
Display Ads – banners on websites / Video Ads – run on YouTube
Shopping Ads – product listings in search / App Ads – for mobile app installs.
Goals: sales, leads, traffic, brand awareness



YouTube (via Google Ads)

In-Stream Ads (skippable or not) / Bumper Ads – 6-second non-skippable
Video Discovery Ads – shown in search & recommended
YouTube Shorts Ads – vertical mobile ads
Goals: brand visibility, engagement, website visits



Instagram (via Meta Ads Manager)

Story Ads – vertical full-screen stories
Feed Ads – photos, videos, carousels / Reels Ads – short vertical videos
Explore Ads – in the discovery section
Goals: conversions, reach, brand growth, engagement



Facebook

Feed Ads – appear in news feed / Stories Ads – short, vertical
Video Ads – in-stream or feed / Marketplace Ads – Facebook Marketplace
Lead Ads – collect emails/forms
Goals: traffic, leads, retargeting, engagement



X (formerly Twitter)

Promoted Posts – regular tweets boosted
Follower Ads – grow audience
Trend Takeovers – sponsored trending topics Image/Video/Carousel Ads
Goals: awareness, clicks, conversation, followers



TikTok

In-Feed Ads – appear in the For You feed
Top View Ads – first ad seen after app opens
Branded Hashtag Challenges / Branded Effects – custom AR filters
Goals: awareness, clicks, conversation, followers



Pinterest

Promoted Pins – photos, videos
Idea Ads – step-by-step guides
Shopping Ads – showcase product catalogs
Goals: website traffic, eCommerce sales, branding



Behance (Not a traditional ad platform)

Portfolio visibility
Project promotion via external links
Goals: creative exposure, B2B outreach, networking



MARKETPLACE PLATFORM FOR ON-LINE SALES: WWW.USAGIFT.COM

