Articulo 1

It's 9am on Saturday, April 22nd and Julian Rodriguez and his family of 5 arrive at the Unimex Soccer League in Los Angeles to play his weekly futbol game. In Houston, Ismael Sanchez does the same with his family of 6 at El River Park Futbol League. Hector Jimenez ties up his shoe laces while his daughter, Sabrina (10), hands him over a bottle of water at Liga 5 de Mayo in Chicago. Gilibaldo Herrera scores a goal for his team, turns to the stands and sends a kiss to his wife and kids at Liga Libertador Bolivar in Queens.

All over the country, from the east to the west, from the north to the south hundreds of futbol leagues hosting millions of Hispanic families kick off their weekly games. Each city is similar and at the same time unique, many factors are in play, weather, geographic size, and population to name a few. What all markets have in common is the passion and the love that millions of Latinos share for futbol.

They gather weekly (and sometimes more than once) attending religiously and they enjoy their games and share good times just like they did back in their home towns.To Hispanics, there is no other passion that could match their weekly fútbol ritual such as these community-based fútbol leagues.

Any of these leagues could see two to five thousand Latinos in any given game day. Julian Rodriguez, Ismael Sanchez, Hector Jimenez, and Gilibaldo Herrera and their cheering sections are examples of typical Hispanic families in America. They arrive early at their leagues and they stay until the very last game. They play futbol, enjoy family time and friends. They have meals, watch their kids play in the league, prepare afternoon snacks, and teach their babies how to kick a soccer ball for the first time. All this while listening to their favorite music, talking futbol, politics, and current news from their home countries.

Fusion Latina partners with and has a long-lasting relationship with these communities giving us the ability to set the stage and work with your brand to create the ultimate grassroots futbol marketing campaign.

Our agency is also part of these communities of futbol leagues nationwide, which enhances the level of footprints that we can create for your company. Our last census indicates that there are close to 6 million Latinos (counting players, families, friends, and others) attending our communities in a weekly basis. We have successfully proven that this concept is cost efficient, provides tangible measurements, drives consumer preference, and enhances sales.

Call us today to find out more about Fusion Latina and how we can help your brand reach Latinos nationwide.

Articulo 2

"If it touches your soul, you will never forget it" – Carlos Stremi, Founder – Fusion Latina Futbol Marketing

Futbol to Hispanics is a religion and their church is the futbol field. Every week more than 6 millions Latinos (Fusion Latina census as of January, 2017) of all ages gather across America at their local "churches" to play, compete and win in the sport they love with the most passionate sentiment.

Most of the time their teams are made-up by a group of friends and usually those friends come from the same home town in their native country. They share the love that they feel for their pro-club team back home, even to the point of mimicking that name in their amateur teams here in America.

If they win they celebrate. If they lose they feel sad and devastated. Often times they compare each other to futbol legends when they win, or to a block of wood when they get beaten.

Regardless of the score, one thing they will remember and talk about in their social media, at home, and in other gatherings is the fun time they had at their futbol leagues.

Futbol is the shared element that makes it all OK for Latinos anywhere in the world. When friends and families are left behind in their native land, futbol is one of the few things that can match Latinos with passionate equals. The local leagues give Latinos a little of "that" which they left behind and brings them back when their game days arrive.

The local league owner is more than a business person for Latinos. He is the "one" that can make it all come back. He is a community leader that takes the moral role to fundraise when someone is injured and has no health insurance. He is the one who knows how to manage incidents or social commotions in the neighborhoods. He is the one in charge of two to five thousand Hispanics who come to his or her "church" every week looking for home, passion, and futbol.

Brands not only have a fantastic opportunity targeting this virgin audience with Fusion Latina, but also the chance to provide a smooth cultural assimilation and transition when Latinos move from their home countries to America. Catering to and offering their product and services to fit their needs should not only be looked at as an immediate ROI or other KPI, but as a way to touching their souls and never be forgotten.

Aligning with what's most important for Hispanics at the time when they are most receptive and "in love" (their futbol games), should be a MUST DO in any marketing campaign for a corporation of any size and industry.

Fusion Latina has strong and long-lasting relationships with most league owners nationwide. Our network of players and their friends and families has grown to almost 6 MILLION Latinos who are "in love" when they meet every game day at their local "church".

Our Grassroots Futbol Marketing approach is the ultimate experiential campaign for any brand seeking to flirt and to leave an everlasting footprint in the hearts of millions of Hispanics looking to identify themselves with a local brand just like they did back in their home countries.

Partner with Fusion Latina to seduce and touch the souls of our players, families, friends, and local passionate enthusiasts. We will create a tailored Grassroots Futbol Campaign for your desired geographical markets or nationwide, always assuring that the right demographic is targeted.

Articulo 3

There is a reason why futbol is the most important sport to the Hispanic family living in America. There is a reason why connecting with these families is key to the success of brands. It is all about **futbol opportunity.**

*Opportunity* that these families see in futbol for their kids. In futbol nations of Latin America, blue collar families and from marginal areas see our sport as a tool for their kids to move away from their social and economic stress into a “better life”. Being able to reach professional levels is not easy, but as soon as a young talent is ID’ed by a powerful club, everything spins 180 degrees and the main focus of these families becomes anything that will make the star of the home better on the field. Cases like, Lionel Messi, Neymar Jr., Carlos Tevez, and Carlos Vela are among the most recognized icons that Hispanics kids and families identify with due to their humble beginnings. But here in America becoming a professional futbolero is not the only option for kids of Latino families. University scholarships are also installed in the minds of Hispanics who feel true owners of the sport that either they or their parents brought from their native lands and that flows in their blood.

*Futbol is also an Opportunity for family-time*. For most Hispanic families in America, parents work long hours and often times two jobs. Hispanic kids get little family time during weekdays except for when their parents take them to futbol practice or when they play recreationally at a nearby park. Weekends are venerated as Hispanic families from across the country congregate at the local futbol leagues. Usually, kids play at the beginning of the day and parents (adults) play in the afternoon. It is an all day and weekend ceremony that makes their ties as families stronger and that generates a sense of community difficult to find elsewhere.

*Futbol is an Opportunity* for a better integration of Hispanic roots in this country. It is well known that Hispanics identify with futbol anywhere they go. You can see Latinos wearing their club and national team colors all across America. Often times, this message is misinterpreted by others trying to figure out the team that they are a fan of, when the message is extremely clear: *“I am futbol. I am legitimate. I bring tradition. I am here to play and to tell everyone how passionately we live futbol.”* This message can be read all around us. Latinos main talking points when we gather is about futbol. Familias, neighborhoods, and entire communities will only get together to watch one thing on TV and one thing only: a futbol game, replicating the super bowl every weekend. These are some of the ways Latinos use futbol to create an identity that they so much need in America and to fully establish that futbol is what makes Latinos experts and global.

Being able to gain trust and to help boost these opportunities will bring brands an everlasting ROI and loyalty for generations. Not paying attention to these factors could cause a major opportunity loss with Latinos in America. Fusion Latina is able to work with your brand to create the perfect message and experiential grassroots promotions that will help improve the lives of millions of familias futboleras nationwide. We are futbol and we are Latinos. And for more than 8 years we have worked with futbol communities and brands to establish the right bridge and message that create footprints that enhances lives and sales. Contact us today to further explore how we can help your company deliver its message to the millions of Futboleros in our network.