

Soccer Association of Montgomery SAM





SAM

- ❖ SAM is the “house soccer club” for the Maryland SoccerPlex with programs for children ages 3-18 years old
- ❖ SAM has grown by 198% in 9 years to 8,795 participants in 2015
- ❖ SAM is 55% boys; 45% girls (across all programs)
- ❖ Families in SAM reside in Montgomery County
- ❖ 40% of SAM is Hispanic

Community Involvement



- ❖ The SoccerPlex sponsors two tournaments that benefit breast cancer awareness:
 - ❖ Headers for Hope
 - ❖ Discovery Cup
- ❖ The SoccerPlex also supports the following organizations:
 - ❖ Manna Food
 - ❖ Toys for Tots
 - ❖ One Warm Coat (Interfaith Works)
 - ❖ Wounded Warriors Soccer
 - ❖ Local Elementary Schools
- ❖ We attend:
 - ❖ Elementary school fundraisers/events
 - ❖ Community days
 - ❖ Sponsor days - SAM Day at Dick's Sporting Goods

Adult 7 v 7 Leagues





Maryland SoccerPlex

Adult 7 v 7

- ❖ **Indoor and outdoor leagues**
- ❖ **1,500 registered players per outdoor session (4 outdoor sessions each year)**
- ❖ **1,000 registered players per indoor session (2 indoor sessions per year)**
- ❖ **85% male, 15% female**
- ❖ **55% of players are Hispanic**

Media Coverage - Storylines

The most recent stories about the Maryland SoccerPlex include:

- ❖ **Washington Business Journal: How I Gave a Nick Kick to Montgomery County's Economy**
- ❖ **Maryland SoccerPlex Named Hospitality Company of the Year by Montgomery County Department of Economic Development**
- ❖ **Turning Green into Gold: How Maureen Hendricks Field at the Maryland SoccerPlex Became the First Women's Soccer Venue to Win Professional Field of the Year**
- ❖ **Maryland SoccerPlex Kicks in \$30 Million for Local Economy in 2014**
- ❖ **Maryland SoccerPlex, Fine Earth Landscape earn Keep Montgomery County Beautiful Award**