About Tampa Bay and SoCo Club Sport Leagues

Tampa Bay Club Sport (TBCS) and SoCo Club Sport (SCS) are the largest provider of adult sports leagues, social events, and tournaments in FL. With 44,000+ local members, TBCS & SCS players are primarily educated, active professionals ages 21-40.

TBCS and SCS run 10+ different sports throughout Pinellas, Hillsborough, Manatee, and Sarasota Counties year round. Over 70 different sports leagues are offered 7 days a week at 50+ locations.
SPORTS LEAGUES

7500+ PLAYERS PER WEEK

GOLF
TENNIS
KICKBALL
FOOTBALL
SOFTBALL
BOWLING
CORNHOLE
BASKETBALL
INDOOR SOCCER
OUTDOOR SOCCER
SAND VOLLEYBALL
INDOOR VOLLEYBALL
EVENTS
40+ Single or Multi-day events per year

FIELD DAY
MUD WARS
KICKBALL TOURNAMENTS
POKER TOURNAMENTS
SOCCER TOURNAMENTS
SOFTBALL TOURNAMENTS
PUB CRAWLS
CHAMPS PARTIES
NEW YEARS EVE PARTY
CORPORATE EVENTS
WEBPAGE VIEWS OF 230,000 PER MONTH
E-DATABASE REACH OF 44,000 + ACTIVE E-MAIL USERS
SOCIAL MEDIA REACH OF 17,000+
70% own homes

71% college educated

55% male

45% female

83% ages 21-35

73% HHI 50K+
OPPORTUNITY

Obtain a single touchpoint for regional brand awareness in the and intimate brand exposure through:

ACTIVATION:
- SIGNAGE
- EVENT ENTITLEMENTS
- SAMPLING/DISTRIBUTION
- BRAND AMBASSADORS
- MERCHANDISE

MARKETING:
- DIGITAL CAMPAIGNS
- SOCIAL MEDIA
- DATABASE MARKETING
- RETAIL PROMOTIONS

STRATEGY:
- EXCLUSIVITY
- GUERRILLA MARKETING
- PR/MEDIA EXTENSION
- CONTESTS