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Toronto FC Southend Supporter Vision

Executive Summary

- *Background*
- *Challenges*
- *Solutions*
- *Example of Supporter Groups*
- *Cultural Diversity is a +*
- *Key Points*
- *Conclusion*

Background

- Supporter & Season Seat Holders (SSH) Conflict
 1. *Since year 1 of TFC's existence, Section 112-118 have been considered Southend Supporter Section at BMO Field.*
 2. *These sections are provided certain privileges that do not exist in other section around the stadium.*
 3. *Sachs as: Use of flags, CAPO's, banners and pre-approved smoke bombs*
- Toronto FC official supporter group members although guided by the same vision - *TFC Southend Supporter Vision* - they have different views on how it's achieved
- SSH who are no part of an official supporter group but consider themselves supporters because of their tenure in the Southend

Toronto FC Supporter Groups

- Red Patch Boys - They termed themselves the "*The Bunker*" - section 111 & 112
- Inebriatti - Their motto "*We are not a fan club*" - section 114
- Original 109 - Originally formed in the upper row do section 109
- U-Sector - Originally known as "*The Toronto Ultras*" - section 113
- Tribal Rhythm Nation - They represent "*the African, Caribbean & Latino communities*"



Why is supporter culture so important to the Toronto FC brand and overall experience?

- Representing the Toronto FC's vision & mission
- Aligning with the city and Toronto FC brand's core values
- Staying true to the integrity & roots of the game
- Delivering & experiencing a unique vibe



Challenges

- Manage the two distinct groups within the Southend Supporter Groups & SSH
- Educate the overall Toronto FC Southend Supporter Vision
- Make "BMO Field the most intimidating atmosphere for opposing teams"



Solutions

Managing Relations

- Educating supporter groups to the Toronto FC vision & values
- *"All For One"* motto should be the expiration for the ultimate mission
- Recognizing Supporters as different groups with their own identities & ideas but within the same "family"
- Reinforce the relations between supporter groups
- All groups official and not cheer for the same team

Supporter Groups

- Cooperate together on delivering the best experience to the team and to the city
- Aligning with other supporter groups' values within MLS
- Importing different soccer cultures, philosophies & approaches
- Become an example within the MLS

The Best Supporter in the MLS

1. *Seattle Sounders*
2. *Portland Timbers*
3. *LA Galaxy*
4. *Sporting Kansas City*
5. *New York Red Bull*
6. *Real Salt Lake*
7. **Toronto FC**
8. *Philadelphia Union*
9. *D.C. United*
10. *Vancouver Whitecaps FC*

www.mlssoccer.com/.../which-club-has-best-supporters-major-league-socce...

the Most Popular MLS Teams

by *WORLD SOCCER TALK* Presentation by Paolo Kolnay

MLS Team	Popularity Index
Seattle Sounders	100
LA Galaxy	82.6
New York Red Bulls	50.7
Portland Timbers	47.2
Toronto FC	42.2
Sporting Kansas City	37.5
D.C. United	32.0
Real Salt Lake	23.9
Houston Dynamo	23.8
FC Dallas	23.2
Columbus Crew SC	21.2
Chicago Fire SC	19.2
Philadelphia Union	19.1
San Jose Earthquakes	18.4
New England Revolution	17.5
Colorado Rapids	13.1
Montreal Impact	6.2
Vancouver Whitecaps FC	2.6

Source: Google Trends

Season Seat Holders

- Educating SSH to the Supporter Groups core vision
- Showing what the real Supporter world is about
- The Southend area is a unique experience & vibe
- Experiencing the soccer culture & values in the Supporter sections is different from any other section in the stadium
- The Supporter Groups must be the 12 man on field
- Increase & reinforce the sense of memberships

Supporter vs SSH

- Supporter Groups should work together on the day implementation
- The impact on the stadium/people/ players will be different and stronger
- Thousands people "*One Voice*"

VS

- SSH must feel part of the same Supporter Groups' culture
- Understanding who you are to establish where you are and where you want to go
- If their vision does not match the Supporter one then they need to be relocated in a different section

***Examples of Supporter
Groups Culture***



Cultural Diversity is a +

- Everyone respect other members' role
- The team & the brand before anything else
- Same chant and/or song at the same time
- Supporter Groups are the soul of the team during home and away games

Supporter Responsibilities

- Supporter Groups must align with the Brand vision
- Supporter are responsible of their action inside and outside the field
- They represent the team's imagine & values within the city
- Their action have a huge impact on the brand imagine - perception - identity

Key Points

Supporters – Key Points

- Supporter Groups share the same vision & mission
Exp. Seattle Sounders – no matter what, who you are and where are you from but why are you here for?
- Supporter Goal is to cheer and “*support*” the team
- Supporter Groups must align their culture with the brand vision

Brand identification

Emotional brand

Sensory brand

- No boundaries & issues about color/language/culture
- Decreasing the chances of a bad brand image and perception within the Supporter Groups and the MLS

SSH – Key Points

- Explaining and showing the difference between *Supporter VS Fans*
- “Supporter” is all about *Emotions and Feelings*
- “Fans” - *Enjoying the game and the Experience*
- Each one of them have their own identity but are part of the same “family”

Cheering for the team

Sharing the same vision & values

Experiencing a unique vibe

Brand – Key Points

- Supporter Groups cannot be controlled
- Supporting a team is a “*Faith – Religion*”
Feeling cannot be rationalized
- Educating vs Forcing
- Make them feeling part of the same project
Sense of membership
Group identity
- Communication is the key

Conclusion

Brand & Supporters' Roles

- “il mio compito è fare un buon calcio e il vostro di tifare, sostenere e supportare, con civiltà, passione e amore, la nostra Sampdoria dentro e fuori il campo. Forza Sampdoria Sempre! Your President, Massimo Ferrero”

http://www.sportmediaset.mediaset.it/mercato/napoli/samp-ferrero-a-de-laurentiis-soriano-e-nostro-pensa-ai-tuoi-giocatori-_1076233-201502a.shtm



THANK YOU