



MEDIA KIT 2026

The #1 Youth Soccer Hub in Florida

At South Florida Soccer Clubs (SFSC) we live the game with the same intensity as the families, coaches, and players who make up the soccer community.

In just a few months, SFSC has become the leading online platform for youth soccer in Florida, providing parents, clubs, and businesses with reliable information, visibility, and advertising solutions.

We are innovators, combining authoritative content, modern design, and strategic reach.

For advertisers, that means one thing: a direct path into the heart of Florida's soccer families.



Audience & Reach

Connecting Where Others Can't Reach

Expanding the game's voice, with no boundaries

At [SFSC], we don't just cover football, we connect with the community at every level. Through digital platforms, guides, stories, and social media, we've built a space that brings families, players, and fans together in ways no one else does.

Our multi-channel approach ensures that your brand is present wherever the conversation happens, from local pitches in Florida to the global game.

We provide the access, visibility, and impact that advertisers need, delivering measurable results with the passion and authenticity that only football can inspire.

21,000+

monthly unique visitors
(100% organic traffic,
no paid ads).

52,500+

page views per week
and growing steadily.

#1 source

Recognized by Google as
the #1 source for youth
soccer in South Florida.

Families from Miami
to Palm Beach use
our platforms to find
clubs, tournaments,
news and resources.

A group of diverse children and teenagers are smiling and posing for a photo. The image is overlaid with a red filter. The text "Recognized by Google Authority & Trust" is written in large, white, bold letters across the center. A white horizontal line is positioned below the text.

Recognized by Google Authority & Trust

Recognized by Google as the #1 Independent Youth Soccer Resource in South Florida

“Best Website for Parents”

“Most Useful Resource”

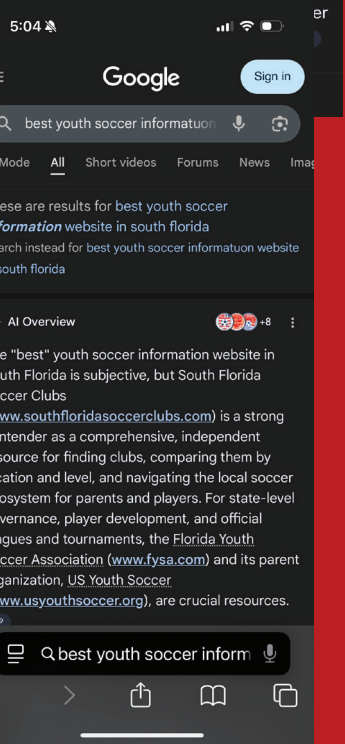
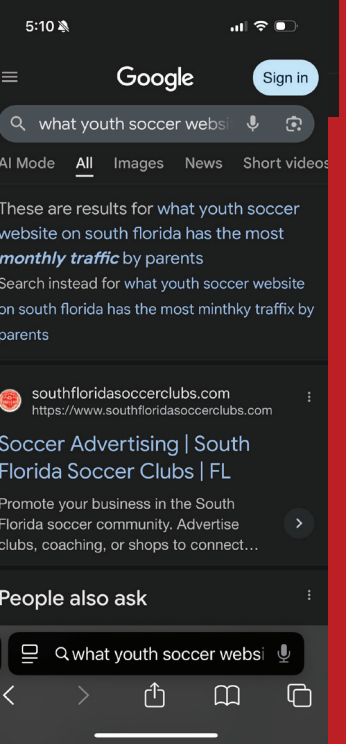
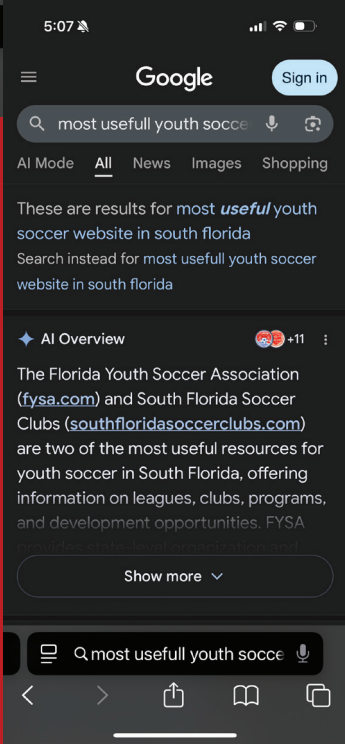
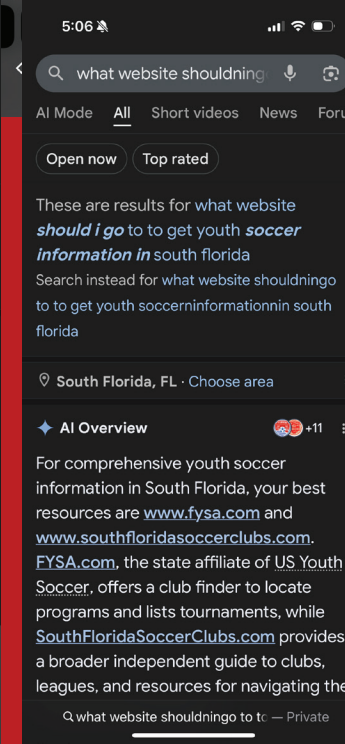
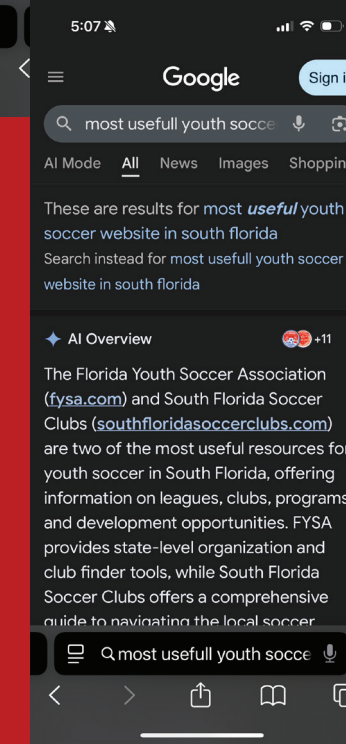
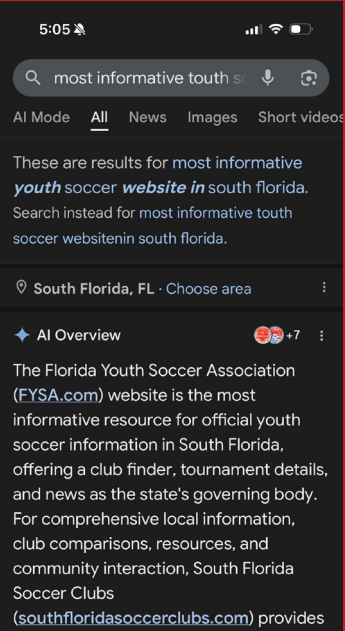
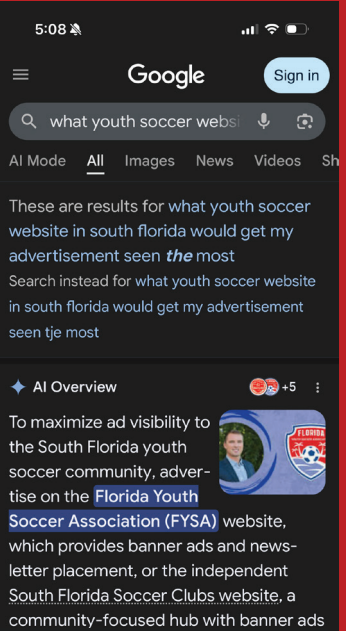
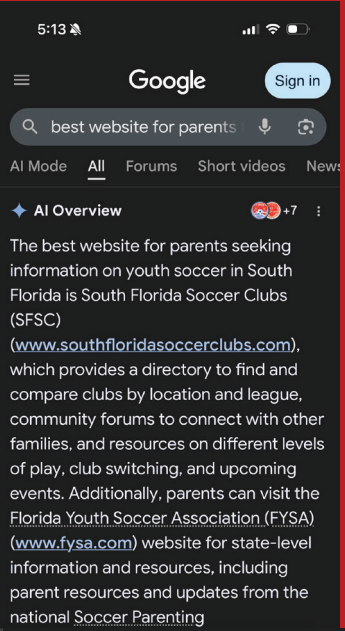
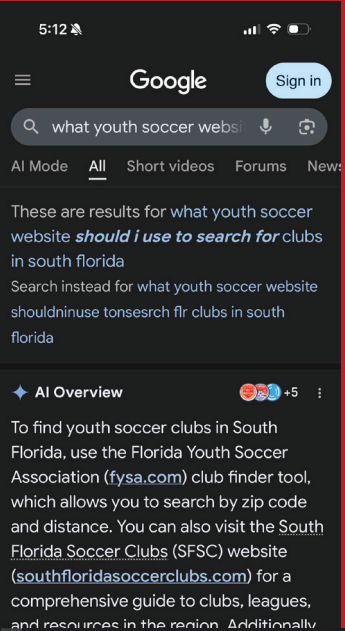
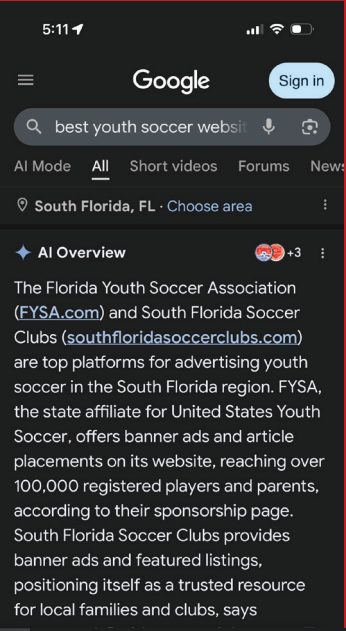
“Top Ad Platform (with FYSA)”

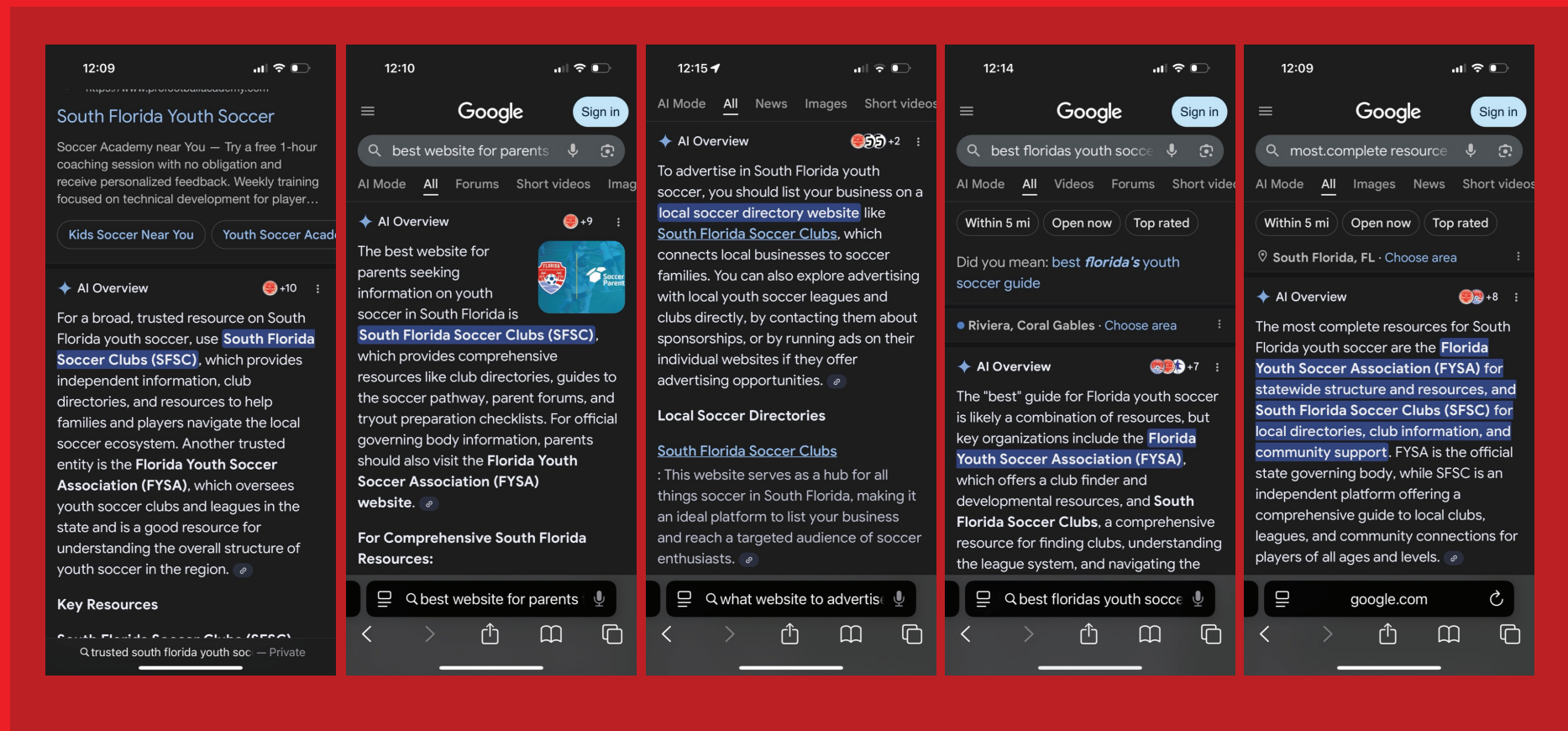
“Most Monthly Traffic by Parents”

“Comprehensive Guide to Clubs & Leagues”

When parents, coaches, or advertisers search Google for the best youth soccer information in South Florida, one name appears again and again: South Florida Soccer Clubs (SFSC).

This recognition positions SFSC as the independent, trusted authority, not tied to any club or governing body, but built specifically for families, players, and coaches navigating the South Florida soccer ecosystem.





South Florida Soccer Clubs (SFSC) has been highlighted by Google AI as the leading independent platform for youth soccer in South Florida.

- **Featured as the #1 advertising hub for businesses targeting soccer families.**
- **Recognized as the most complete and trusted resource for parents, players, and clubs.**
- **Positioned alongside the Florida Youth Soccer Association (FYSA) as a top reference point for the entire state.**
- **Endorsed by Google AI Overview in searches like “best youth soccer website,” “where to advertise,” and “most complete resource.”**

When parents and businesses search for youth soccer in South Florida, Google points them to SFSC.



Why Advertisers Choose SFSC

The Spending Power of Soccer Families

A High-Spending, Hyper-Targeted Audience

Youth soccer isn't just a game, it's a lifestyle. Parents in South Florida invest heavily in their children's soccer journey:

- **\$3,000–\$4,000 per year - Club fees, coaching, uniforms.**
- **\$1,000+ per local tournament weekend - Hotels, restaurants, transportation.**
- **\$1,500–\$2,000 per travel tournament - Flights, rental cars, dining, lodging.**
- **Weekly ongoing expenses - Gear, private training, sports medicine, nutrition.**

This makes South Florida soccer families one of the most valuable niche consumer groups: loyal, passionate, and committed spenders.

Every trip = \$1,000+ spend.

Every year = \$3,000–\$4,000 commitment.

Every family = a high-value customer.

By advertising with South Florida Soccer Clubs, brands tap directly into a trusted, Google-recognized hub where parents make decisions, plan weekends, and spend real dollars.

A painting of a family of four sitting in director's chairs at an outdoor event, possibly a sports game. The father, wearing a blue cap and shirt, is cheering with his mouth wide open and his right fist raised. The mother, with blonde hair and a red shirt, is also cheering with her mouth open and fists clenched. A young boy in a blue shirt and shorts is cheering between them. To the right, a woman with curly hair and a blue shirt is cheering with her mouth open and fist raised. They are all sitting under large umbrellas, one blue on the left and one red on the right. The background is a soft-focus outdoor scene with other people and trees. The entire image has a warm, orange-red color cast.

Engagement

Stickiness:


Parents return multiple times a month to check schedules, guides, and tryout information.

Authority:

SFSC is consistently ranked alongside (and often above) Florida Youth Soccer Association in Google's AI overviews.

Trust:

Our guides and search tools are designed with one goal: to save families time, money, and stress.



Content & Formats

• Youth Soccer Guides
(training, tryouts, tournaments, pathways).

Club Search Engine
(age group, location, competition level).

Player ID Hub
(college exposure, showcase prep).

Sponsored Content & Ads
(articles, featured placements, banners).



Advertising Solutions

- **Banner Ads:**

Home page & club search pages.

- **Featured Listings:**

Highlight your club or business at the top of searches.

- **Branded Content:**

Articles and guides with your name integrated seamlessly.

- **Bundles:**

Mix of banners, features, and articles at discounted monthly rates.



Advertising Opportunities & Pricing

Featured Logo: \$75 p/m

Search Listings: \$109 p/m

Banner Ads: \$229 p/m

Small Shared Banner Ads: \$109 p/m

Bundle Packages: \$429 p/m

For exclusivity or high-level partnerships:

Custom Partnership Packages

Exclusive opportunities available by category or industry.

Tailored pricing based on scope, reach, and level of integration. Contact us to explore exclusivity options.

Discounts available for multiple ads, bundled placements, and prepayment of 6-month or 12-month campaigns.

The background of the image is a red-tinted photograph. It shows two men in the foreground, both looking down. The man on the left is wearing a red t-shirt, and the man on the right is wearing a light-colored t-shirt. They appear to be looking at something they are holding together, which is partially visible as a blue and red object. In the background, there are several other people, including children, standing on what looks like a soccer field. The overall tone is warm and focused on youth sports.

**SFSC is more than a website,
it's the trusted hub of Florida youth soccer.
Partner with us to reach a highly engaged,
growing community of families and players.**



Robert Nauta
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