



Deloitte x NWSL Camp Initiative

Empowering Athletes, Families, and the Future of Women's Soccer
Presented By: Team Money Ball on 03/24/2025

Executive Summary

- Strategic two tiered camp initiative targeting youth (6-13) and high-school (14-18) athletes
- Blends elite soccer training with financial literacy and NIL education
- Designed to grow NWSL viewership, strengthen Deloitte's brand presence, and deliver long-term community value

Value to Deloitte

- Brand Positioning: championing youth empowerment and financial education
- Target Market Access: Engaging families in suburban communities
- Sponsor ROI: Visibility through social media, on-site activation, and post-camp engagement
- Thought Leadership: Establishing Deloitte at the forefront of NIL education and youth development

Program Overview

- Two Camp Tiers
 - Youth Camp (Ages 6-13):
 - NWSL Player Engagement
 - Family Financial Planning Workshops (Parents)
 - High-School Camp (Ages 14-18):
 - Advanced Coaching (NWSL)
 - NIL-focused financial literacy sessions for athletes and families

Youth Camp Focus

- Build emotional connection with NWSL players
- Foster early fan loyalty to the league
- Keep parents engaged with on-site Deloitte workshops
- Long-term brand exposure and impact for Deloitte

High-School Camp Focus

- Develop talent and prepare athletes for collegiate recruitment
- Deliver practical NIL education to athletes and parents
- Contract simulations
- Case studies
- Peer-led discussions
- General financial literacy courses still offered to parents

Deloitte's Role

- Lead financial literacy and NIL education workshops
- Facilitate digital NIL certification platform post-camp
- Provide exclusive financial tools and mentorship
- Maintain contact and deliver content throughout the year

Engagement and Delivery Strategy

- Marketing Channels:
 - NWSL Media
 - Schools, travel teams, youth academies
- Camp Delivery:
 - Hosted at high schools nationwide (access to athletic fields & classrooms)
 - ~\$350 per participant
- Post-Camp Engagement:
 - Digital NIL platform
 - Mentorship from NWSL athletes
 - Exclusive Deloitte Content

Risk-Management Framework

- Youth Engagement Risk:
 - Ongoing digital contact and game day incentives
- Parent Participation Risk:
 - Flexible delivery of financial literacy courses (live/recorded), tailored content, Deloitte-only

Change Management Strategy

- Using Kotter's 8-step Framework:
 - Create Urgency: Leverage market momentum around NIL and youth fan-development
 - Build Coalition: Deloitte + NWSL + Coaches + Financial Experts
 - Develop & Communicate Vision
 - Empower Action: Remove access barriers, offer hybrid delivery
 - Generate Short-Term Wins
 - Sustain Acceleration
 - Institute Change: Integrate into long-term youth sports ecosystem

Long-Term Strategic Impact

- Boosted youth and family attendance/viewership of NWSL games
- Stronger NWSL Brand Loyalty
- NIL-literate, financially empowered athletes
- Deloitte viewed as trusted brand in sports, education, and financial leadership
- Increased sponsor retention due to visible ROI

Let's Empower the Next Generation of Athletes!

- By increasing NWSL and Deloitte partnership through this initiative, Deloitte has the opportunity to:
 - Build lasting community ties
 - Champion financial literacy in youth sports
 - Shape the future of fan engagement and NIL education

Thank You!

- Questions?