



## **Oklahoma City Football Club: 2024 Major League Soccer Debut**

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SPM325: Sport Communications  
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## **Club Message**

Oklahoma City Football Club's (OKFC) number one commitment is building and inspiring the local community through the game of soccer. OKFC is more than just a sports team, it is a unifying force to bring people together, regardless of personal background. This team hopes to build genuine connections between the club and fans, creating a community where a shared love of soccer becomes an inspiration for those in Oklahoma City.

Our communication goals focus on transparency, engagement, inspiration and unity, hoping to grow their fan base with open communication by sharing the team's journey, triumphs, and challenges. We also hope to be a source of inspiration, uniting the community and providing opportunities for locals to get involved with both the team and the sport, digitally and physically. Following each home match, OKFC fans can wait at the bottom of the stands to get autographs and take photos with players. OKFC will also host numerous social media "challenges" of different soccer tricks and team-related activities, to showcase the developing talent in Oklahoma City.

OKFC wants to attract a diverse audience, including the already-passionate soccer fans and players, families looking for a new, exciting activity, and community stakeholders, like local schools, businesses, and organizations, interested in partnerships to increase the club's impact off the field. OKFC has already partnered with Center for Children and Families (CCFI), to join in their mission of empowering youth and strengthening families, as every child deserves to grow up safe and loved.

Located just 15 mins outside Oklahoma City, OKFC will host home games at Taft Stadium, to guarantee accessibility for fans, and honor the stadium's long history in local sports and soccer. All games will be broadcasted through the MLS Season Pass on Apple TV+, as well as select matches on any streaming service carrying FOX and FS1. Corey Spector will be the team's commentator, known for his contagious excitement and joy surrounding soccer, and his ability to keep the match engaging for viewers, regardless of the pace of the game itself.

Oklahoma native and Hollywood star Bill Hader is the owner of OKFC, bringing a dedication to community development and emphasizing the club's potential positive influence throughout the city. Mike Vest will be the team's general manager, recognized for his remarkable work with

USL League Two (USL2) 2023 National Finalists, Lionsbridge FC, earning the 2023 USL2 Executive of the Year award. OKFC has also hired renowned coach Jill Ellis to guide the team, known for her remarkable achievements in women's soccer, coaching the United States Women's National Team from 2014 to 2019, and winning two FIFA Women's World Cups in 2015 and 2019, making her the second coach to win consecutive World Cups.

The OKFC roster highlights the commitment to excellence on the team, with highly skilled international players, known for their work ethic and dedication to teamwork, integrity, and community. The captain of OKFC will be Christian Pulisic, bringing both talent and leadership to the team. His strategic vision, remarkable ball control, and goal-scoring abilities make him one of the best players in the world. A leader on the United States Men's National Team, Pulisic will not only contribute to the team's success, but also serve as an unifying figure for the community.

Stepping onto the pitch with Pulisic will be the legendary Lionel Messi, recognized as one of the best soccer players in history, bringing tremendous experience to the team and inspiring excellence both on and off the field. Elliot Lee is another talented player on the OKFC roster, known for his role in Wrexham AFC's promotion to League Two as well as his deep commitment and involvement to the Wrexham community. Lastly, Macaulay Langstaff is an exciting player to watch on OKFC, as he also played a major role in promoting Notts County FC to EFL League Two and earned the *Notts County Fans' and Players' Player of the Season* award.

The staff, players and community surrounding OKFC will not only make the team a powerful competitor in the MLS, but they will also become trusted ambassadors of the OKFC values. No matter the outcome on the pitch, OKFC hopes to make a lasting difference in the lives of its fans and the broader Oklahoma City community.



**\*\*\* MEDIA ADVISORY \*\*\***

**THE START OF A NEW ERA: OKLAHOMA CITY FOOTBALL CLUB  
(OKFC) TO DEBUT IN 2024 MAJOR LEAGUE SOCCER SEASON**

**WHAT:** Oklahoma City Football Club (OKFC) will host a news conference to announce their team's creation and entry into Major League Soccer (MLS) for the upcoming 2024 season.

**WHO:** **Bill Hader**, Owner, *OKFC*  
**Jill Ellis**, Head Coach, *OKFC*  
**Mike Vest**, General Manager, *OKFC*

**WHEN:** Wednesday, November 1, 2023, beginning at 10:00 AM CST

**WHERE:** Northwest Classen High School Auditorium

**DETAILS:** The press conference offers the opportunity to learn more about OKFC's historic entrance into the MLS, and sets the stage for the 2024 season. General Manager Mike Vest will begin with an introduction of Owner, Bill Hader and Head Coach Jill Ellis. Hader will share the strategic vision and aspirations behind OKFC's creation, followed by Coach Ellis, who will discuss the team's preparation process as well as the expectations for the upcoming season. Coach Ellis will close the news conference with an announcement of the team's roster, with an exciting lineup of international football stars such as Lionel Messi, Christian Pulisic, Elliot Lee, and Macaulay Langstaff.

**RVSP:** To confirm your attendance, please email [ajacobs@oklahomacityfc.com](mailto:ajacobs@oklahomacityfc.com). If you are not already credentialed, you can obtain admission for the event by emailing [media@oklahomacityfc.com](mailto:media@oklahomacityfc.com). Please include in your request your **DOB**, **organization**, and a **headshot** for your credential.

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**FOR IMMEDIATE RELEASE**

## **Oklahoma City FC (OKFC) signs rising star Macaulay Langstaff to MLS contract**

- **OKFC has signed Macaulay Langstaff to a two-year contract, through the 2026 season**
- **Langstaff currently plays for Notts County in EFL League Two, with 15 appearances and 11 goals this season**
- **Langstaff holds the National League record for most league goals scored in a season, with 52 goals in the 2022-23 season**

**OKLAHOMA CITY, Oklahoma (Dec. 4, 2023)** — Oklahoma City Football Club (OKFC) have signed forward Macaulay Langstaff to a two-year contract, General Manager Mike Vest announced today. Langstaff, 26, appeared in 45 matches for Notts County in the National League during their 2022-23 season, playing 5230 minutes.

"I'm absolutely thrilled to see Langstaff joining us," said Mike Vest, General Manager of OKFC. "His contagious love for the game will not only improve our on-field performance, but also help develop the sense of unity we're looking for in the OKFC community."

The 5-foot-10, 170-pound forward played a massive role in the team's promotion to EFL League Two, holding the National League record for most league goals scored in a season with 52 goals and earning the 2022-23 National League Player of the Season, all in his first season with Notts County. In October of 2022, Langstaff became the first player to win back-to-back National League Player of the month awards, with 15 goals in 13 games. In April of 2023, Langstaff scored his 41st goal in the 41st league game, setting a new Notts County record and National League division record, for league goals in a season. Following the 2022-23 season, Langstaff was voted as the Notts County Fans' and Players' Player of the Season, scoring the shootout against Chesterfield during the 2023 National League Final. He has started the 2023-24 season off strong, scoring 11 goals in his first 15 appearances.

“Macaulay Langstaff is going to be one of the most exciting players in the MLS this season,” said Jill Ellis, Head Coach of OKFC. “His talent on the pitch is something so unique, and his playing style just makes him a fun person to watch. Outside of his abilities on the field, he has this amazing reputation and connection with the Notts County fanbase, which is equally important for a team’s success.”

Langstaff represents OKFC’s commitment to excellence and transforming the game of soccer in Oklahoma City. His agility, unstoppable scoring, and ability to create opportunities make him an important player in OKFC’s hopes for the 2024 season, joining the attackers with skill and tenacity. Off the pitch, Langstaff represents OKFC’s values of teamwork, integrity, and community, as he hopes to make a positive impact in Oklahoma City.

“It’s an absolute honor to be a part of the first, ever Oklahoma City MLS team,” said Langstaff. “I cannot wait to see what the future holds for this team, and hope to create some special moments for the people here. It is a big responsibility, for sure, but it’s a challenge I’m more than willing to take.”

#### **About Oklahoma City Football Club:**

Oklahoma City Football Club is a new professional soccer team, joining Major League Soccer at the beginning of the 2024 season. Founded on the principles of passion, unity, and love for the sport, the team hopes to become a dominant force in the MLS and the world of soccer. The club is committed to growing local participation in the game, as well as creating a community hub for fans to enjoy. Follow us at @oklahomacityfc for the latest updates and behind-the-scenes content.

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## **OKFC Web Promotion: Chanting Champions Challenge**

**Copy:** Calling all local youth soccer teams for the OKFC Chanting Champions Challenge! Create the first ever OKFC chant and perform it in a video, showcasing your team spirit to possibly win the chance to walk out with the Starting XI at our first game of the season!

Here's the play-by-play:

- 🎥 Submit the video of your team's chant to [www.oklahomacityfc.com/chant](http://www.oklahomacityfc.com/chant) by Feb. 10th
- 📅 On Feb. 12th, OKFC players will choose the best TWO chants and team spirit
- 📱 On Feb. 13th, both chants will be posted to the OKFC Instagram Story for followers to vote
- 🏆 The winning team will be announced and contacted on Feb. 15th!

Chanting Champions:

- 🏆 The Chanting Champions will get to walk out with OKFC Starting XI for the national anthem!
- 🥈 The 2nd place team will get to walk out with FC Dallas

For more information, go to [www.oklahomacityfc.com/chantingchampions](http://www.oklahomacityfc.com/chantingchampions). Let the OKFC Chanting Champions Challenge begin! 📶⚽

#ChantingChampions #OKFCChantChallenge

Examples



587 likes

oklahomacityfc Calling all local youth soccer teams for OKFC Chanting Champions Challenge! Create the first ever OKFC chant and perform it in a video, showcasing your team spirit to possibly win the chance to walk out with the Starting XI at our first game of the season!

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- 👑 The Chanting Champions will get to walk out with OKFC Starting XI for the national anthem!
- 👑 The 2nd place team will get to walk out with FC Dallas

For more information, go to [www.oklahomacityfc.com/chantingchampions](http://www.oklahomacityfc.com/chantingchampions). Let the OKFC Chanting Champions Challenge begin! 🎉👏

#ChantingChampions #OKFCChantChallenge  
#MLSDebut #WalkoutWinners

CHANTING CHAMPIONS

DOES YOUR TEAM WANT TO WALK OUT WITH THE FIRST EVER OKFC STARTING XI?

BRAINSTORM AND WRITE A CHANT FOR OKFC

SUBMIT A VIDEO OF YOUR TEAM PERFORMING THE CHANT TO [WWW.OKLAHOMACITYFC.COM/CHANT](http://WWW.OKLAHOMACITYFC.COM/CHANT)

FANS AND PLAYERS VOTE FOR THE BEST CHANT

WINNERS WILL BE ANNOUNCED ON FEBRUARY 14TH

CHALLENGE TIMELINE

FEB 10TH

FEB 12TH

FEB 13TH

FEB 14TH

Deadline to submit video

Players select top two videos

Fans vote on IG story

Winners are announced!



587 likes

oklahomacityfc Calling all local youth soccer teams for the OKFC Chanting Champions Challenge! Create the first ever OKFC chant and perform ... more

View all 23 comments

cmpulisic Can't wait to see what everyone comes up with!

elliottle9 so excited!!!

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## **OKFC Social Media Plan (Feb. 2024)**

### **Campaigns**

- I. Spirit Week (Feb. 18 - Feb. 23)
  - Encourage fan engagement through video submissions on personal social pages, using the hashtag #OKFCSpiritWeek to generate buzz
  - Use daily player demonstrations and best three submissions as an opportunity to strengthen connections to fans
- II. Chanting Champions (Feb. 2 - Feb. 15)
  - Local youth soccer teams have opportunity to create the chant for OKFC fans to use during games, by submitting a video of their original chant to the OKFC website
  - Competition guidelines drive traffic to the website for submissions and information, and encourage fan engagement by voting on social media platforms
  - Creates an OKFC chant that genuinely connects back to broader community, as both players and local figures contributed it chant selection
- III. Gameday Countdown (Feb. 19 - Feb. 23)
  - Photo-centered graphics featuring players and days left until the first game
  - Builds anticipation and excites fans with countdown suspense and “hype” photos of OKFC players

### **Content**

- I. Traditional Content
  - Game-Related: match day graphics, starting XI graphics/photos, warm-up/walk-in photos, halftime/fulltime graphics, practice content, highlights, game recap photos, and next match graphics
  - Fan-Related: jerseys, merchandise, interactive campaigns and competitions, fan photos and highlights
- II. Get to Know
  - Corey Spector interviews OKFC players and coaches, sharing personal facts, excitement for the club, and thoughts on the upcoming season
  - Final videos must be between one and three minutes
- III. Fan Q&As

- Use Instagram Question Stickers features to allow fans to directly communicate with players on the OKFC Instagram Story
- Answer five-to-ten questions in OKFC merchandise, using a fun and engaging tone.

### **Days to Know:**

- I. National Girls and Women in Sports Day (Feb. 1)
  - Photos showcasing female OKFC staff members (i.e. coaches, athletic trainers, equipment managers) and fans
  - Post "Get to Know" video with Head Coach Jill Ellis
- II. Valentine's Day (Feb. 14)
  - Create a silly video with players using cheesy pick-up lines on each other
  - Post Valentine's Day-themed photo shoot results
- III. Random Act of Kindness Day (Feb. 17)
  - Compile players' reactions to receiving candy after practice into short video to share and encourage positivity and kindness

### **Monitoring and Engagement:**

- I. Regularly monitor social media metrics (likes, shares, comments) to study engagement and learn about audience likes/dislikes
- II. Engage with fans through comments, replies and direct messages to demonstrate commitment to the OKFC community.

### **Hashtags**

#OKFCSpiritWeek #OKFCChantChallenge #ChantingChampions #OKFCCountdown  
 #GetToKnowOKFC #OKFCv(\*insert opponent abbreviation\*)

### **Mock-Ups**







Content Calendar

February 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
Get To Know: Elliot Lee	Hader Quote (IG/FB/X)	Merch Drop (IG/FB/X)	Merch Drop Reminder (IG story/FB/X/TT)	National Girls and Women in Sports Day (IG/FB/X) Get To Know: Jill Ellis	CC Introduction (IG/FB/X) Jersey Teaser IG/FB/X/TT	Langstaff Birthday (IG/FB/X) Jersey Release (IG/FB/X) Jersey Release (TT)
4	5	6	7	8	9	10
GIF: Captain Announcement Teaser (IG/FB/X)	Captain Announcement (IG/FB/X) Captain Announcement (TT)	Get To Know: Christian Pulisic	CC Reminder (IG story/FB/X)	Practice Photos (IG/FB/X)	CC Reminder (IG story/FB/X)	CC Last Call to Submit (IG story/FB/X)
11	12	13	14	15	16	17
Fan Q&A: Jones (IG story)	CC Player Vote Recap (TT)	CC Finalists Vote (IG story)	Cheesy Valentine's Lines Valentine's Photo Shoot (IG/FB/X)	CC Winning Video CC Chant Lyrics (IG/FB/X)	Ellis Quote (IG/FB/X)	Next/First Match Day (IG/FB/X) Random Acts of Kindness (TT)
18	19	20	21	22	23	24
Spirit Week Introduction (IG/FB/X)	Langstaff Demonstration (IG story/X) Fan Highlights (IG story/X) Practice Photos (IG/FB/X) Gameday Countdown (IG/FB/X)	Pulisic Demonstration (IG story/X) Fan Highlights (IG story/X) Gameday Countdown (IG/FB/X)	Lee Demonstration (IG story/X) Fan Highlights (IG story/X) Gameday Countdown (IG/FB/X)	Messi Demonstration (IG story/X) Fan Highlights (IG story/X) Gameday Countdown (IG/FB/X)	Fan Choice Graphic (IG story/X) Fan Highlights (IG story/X) Compilation of Best Submissions (TT) Gameday Countdown (IG/FB/X)	OKFC vs. FCD Match Day (IG/FB/X) Warmup Photos (IG/X) Starting XI (IG/FB/X) Starting XI Sideline Photo (IG Story) Halftime Update (IG story/X) Full Time Update (IG/FB/X)
25	26	27	28	29	1	2
Game Highlights Impressive Play Feature (TT) Game Recap (IG/FB/X) Next Match (IG/FB/X)	Fan Appreciation (IG/FB/X)	Get To Know: Pedro Gallese	OKFC @ SKC Walk-in Photos (IG/X) Match Day (IG/FB/X) Starting XI (IG/FB/X) Starting XI Sideline Photo (IG Story) Halftime Update (IG story/X) Full Time Update (IG/FB/X)	Game Highlights Impressive Play Feature (TT) Game Recap (IG/FB/X) Next Match (IG/FB/X)	Fan Q&A: Davies (IG story)	Travel Vlog (TT) Travel Photos (IG/FB/X)
3	4	<b>Notes:</b> Gameday posts may include more photos/videos depending on play (i.e. goals, big saves, tackles, skills) Graphics may need to be uploaded throughout the week depending on MLS weekly teams and awards If no platform is specified, use all platforms X will post play-by-play copy  <b>Abbreviations:</b> IG: Instagram FB: Facebook TT: TikTok YT: YouTube CC: Chanting Champions SW: Spirit Week				<b>Key:</b> GRAPHICS PHOTOS VIDEOS OTHER





## **OKFC Community Initiative: *Kickin' Kids* Youth Soccer Clinic**

In partnership with the Center for Children and Families, Inc. (CCFI), Oklahoma City Football Club (OKFC) will host the *OKFC Kickin' Kids*, a free youth soccer clinic at Taft Stadium on Saturday, January 27th, 2024 from 12:00 PM to 2:30 PM (CST). This clinic hopes to not only increase community engagement but also inspire passion for soccer among youth in Oklahoma City. Participants will have the once-in-a-lifetime opportunity to practice their soccer skills under the expert guidance of head coach Jill Ellis, and several OKFC players, including legends Christian Pulisic and Macaulay Langstaff.

The primary goal of the *Kickin' Kids* clinic is about what happens off of the field. Through this clinic, OKFC hopes to encourage the core values of teamwork, sportsmanship, and integrity to positively impact participants and strengthen the connection between the local community and the team. By partnering with CCFI, OKFC hopes to combine the strong influence of iconic soccer figures with a highly-regarded, local organization to improve the lives of children and families in the community.

CCFI, formally known as Juvenile Services, Inc., was created in 1969 as a youth shelter for those looking for a safe place to stay while awaiting foster care placement, laying the foundation for their mission "[to improve the lives of children.](#)" In present day, CCFI works to brighten the futures of childrens and families in Cleveland County, promoting healthy, supportive relationships as the foundation for every child's development and success. Their commitment to creating positive change in the community has inspired the creation of *Kickin' Kids*, and together, they can empower local youth, heal children, and strengthen families.

The partnership with CCFI also emphasizes OKFC's commitment to honoring diversity, equity, and inclusion values. CCFI's reputation as a "family-positive workplace," as well as being a member of *The Welcoming Project*, reflects their dedication to creating a safe and inclusive environment for everyone. Through *Kickin' Kids*, OKFC hopes to join CCFI's commitment and guarantee that every child in the community, regardless of background, has the opportunity to develop their full potential in a supportive and healthy environment.

Registration for the *Kickin' Kids* youth soccer clinic at Taft Stadium on Feb. 3rd, 2024 is now open at [www.oklahomacityfc.com/kickinkids](http://www.oklahomacityfc.com/kickinkids), with only 200 spots available. The clinic begins

promptly at 12:00 PM (CST), with the first hour focusing on specific skills and growing individual play, while the second hour works on team play and game-like situations. There will also be a special 30-minute photo and autograph session with the players following the clinic. In this partnership with CCFI, OKFC *Kickin' Kids* combines soccer skills with a strong commitment to improving the lives of local children and families. This initiative not only builds love for the game, but also contributes to the broader goal of creating a dedicated and supportive community in Oklahoma City.



## **OKFC Audio Script**

To be released on Feb. 17, 2024.

Aired daily throughout the week.

<u>Audio</u>	<u>Announce</u>
EXCITING MUSIC UNDER	On February 24th, get ready for history in the making!
Referee Whistle	The Oklahoma City Football Club will kick off their first MLS season at Taft Stadium against FC Dallas this Saturday at 7:30 PM.
Crowd Cheering	It's more than a game; it's an experience you don't want to miss! Get your tickets now at <a href="http://www.oklahomacity-eff-see-slash-tickets">www.oklahomacity-eff-see-slash-tickets</a> .
OKLAHOMA STATE ANTHEM UNDER	Join us at Taft Stadium on February 24th at 7:30 PM for an exhilarating match against FC Dallas, and the electric energy of OKFC's first game in the MLS. Visit <a href="http://www.oklahomacity-eff-see-slash-tickets">www.oklahomacity-eff-see-slash-tickets</a> and purchase your tickets today!



## **OKFC Spirit Week (Feb. 19, 2024 - Feb. 24, 2024)**

### **Goal**

Engage pre-existing soccer fans and Oklahoma City locals and build excitement for Oklahoma City Football Club's (OKFC) first game in the MLS, against FC Dallas at Taft Stadium on Feb. 24, 2024 at 7:30 PM (CST).

### **Objectives**

#### **I. Marketing**

##### **A. Objective:** create awareness, interest, and market Buzz

- Strategy: use the Spirit Week campaign to generate awareness and interest among both existing and potential fans.
- Strategy: use pre-campaign teasers, engaging content, and daily reminders about OKFC Spirit Week to build excitement and engagement with promotion.
- Strategy: use branded-hashtags and social media trends to increase visibility across platforms.

#### **II. Entertainment**

- **Objective:** strengthen emotional connection with customers through memorable experiences
  - Strategy: encourage creativity and engagement from fans, establishing and strengthening a positive connection with the team
  - Strategy: use player demonstrations to make it feel as if fans are learning from players themselves
- **Objective:** deliver new internet features and opportunities
  - Strategy: use social media platforms to showcase player and fan talent through daily Spirit Week highlights
  - Strategy: leverage Instagram and X posts to provide interactive and engaging content

#### **III. Revenue**

- **Objective:** build attendance and increase ticket sales
  - Strategy: actively promote Spirit Week as a precursor to the first game, emphasizing the connection between participation and attendance

- Strategy: encourage fans to purchase tickets for the game, connecting OKFC digital presence to the matchday experience.

### **Daily Schedule**

Spirit Week will be introduced on Instagram and X on Feb. 18 at 11:00 AM (CST), with instructions on how to participate and what to expect from the campaign.

Each morning at 7:00 AM (CST) from Feb. 19 to Feb. 23, OKFC will post a video, on their Instagram Story, of a player announcing the “Trick of the Day” and demonstrating the skill. Players will also remind viewers of how to participate in Spirit Week. Below are the assigned tricks and players for each week day.

<b>Date</b>	<b>Trick</b>	<b>Player Demonstration</b>
Monday, Feb. 19	Around the World	Macaulay Langstaff
Tuesday, Feb. 20	Milkshake	Christian Pulisic
Wednesday, Feb. 21	Rainbow	Elliot Lee
Thursday, Feb. 22	Neck Stall	Lionel Messi
Friday, Feb. 23	Fan’s Choice	N/A

Fans have until 6:00 PM (CST) each day to submit a personal video demonstrating their version of the trick. To submit their video, fans must post on either X or Instagram (including Stories), tagging @oklahomacityfc on the chosen platform and using the hashtag #OKFCSpirit Week. The assigned player for each trick will then choose their three favorite fan submissions, and those videos will be reposted on X and Instagram Stories at 7:00 PM (CST).

### **Evaluation Guidelines**

- Prioritize fans wearing OKFC merchandise or representing the club in some fashion when deciding on the three videos to share each day
- Engage with fans by responding to submissions and encouraging creativity with likes, comments or direct messages
- Encourage fans to provide feedback on the campaign to discern overall sentiment of the Spirit Week campaign
- Track engagement metrics on social media, including likes, shares, and comments
- Track ticket sales for Feb. 24 match, both during and after Spirit Week