



MEDIA KIT

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OUR MISSION

The NISL Mission

- The National Indoor Soccer League is committed to promoting and supporting our member teams, while providing an avenue for players, coaches, and front office staff to develop their skills, and gain exposure for opportunities at higher levels, all while providing the highest quality affordable entertainment in the communities we serve.



The NISL Purpose

- The purpose of National Indoor Soccer League is to develop professional players, coaches, and personnel on and off the field. Emphasis is placed on getting team and league personnel maximum exposure with real opportunities to advance.



The NISL Vision

- The vision of National Indoor Soccer League is to become the most owner friendly, and respected league built upon integrity, communication, and support. The league will strive to provide personal and professional development both on and off the field, with a goal of internal and external promotion.





WHY THE NISL?

- The NISL seeks to produce quality sports entertainment with an emphasis on partnerships and community support in an effort to entertain, fulfill and quantify fun, family and fan friendly experiences.
- The NISL has approached the league structure from a corporate mentality rather than a soccer one, business first, entertainment second and soccer third.
- We know the past, present and expect to change the future of indoor soccer by bringing solid sports business fundamentals to our plan.



- We believe in the soccer player's dream and in the reality that without solid guidance and management there can be no dream fulfilled.
- We are the leaders in those soccer players trying to extend, develop and encapsulate their soccer lives.
- We believe there is a place for excellence at every level.
- We believe in first and second chances.
- We believe in a league that quantifies clean fan friendly competition.
- We believe in what we do.



WE BELIEVE IN THE NISL.



An aerial view of an empty ice hockey rink, showing the center ice area with its face-off circles and blue lines. The rink is surrounded by tiered seating areas, which are mostly empty. The image has a strong color grade, with the left side being a deep red and the right side being a dark blue. The text "LEAGUE OVERVIEW" is centered over the rink in a white, italicized, sans-serif font.

LEAGUE OVERVIEW

- Each city will operate both a Men's and a Women's professional indoor soccer team.
- NISL is the **ONLY** Women's Professional Indoor Soccer League.
- The schedule will include double headers each game day, Women's game then followed by Men's game.
- Fans will have the opportunity to see two games for the price of one ticket!



- All teams will have local staff, league will also have support staff to assist all teams, focused on developing the Southeastern US for the 2022/2023 season, and expand out from there.
- Player, Coaching, and Front Office Development.
- Consistent Marketing, Branding, and Community Involvement.
- All games broadcast LIVE!
- Club Neutral - focusing on developing relationships with all youth soccer clubs in the region



- NISL will operate both a men's and women's division. Each team shall operate both divisions. Games will be played as double headers the same night.
- NISL's inaugural season began on December 26th, 2021, and the championship was held on April 3rd, 2022 with the Memphis Americans Women's team winning the Women's Division and the Fayetteville Fury Men's team winning the Men's Division.
- 2022/2023 season will consist of a 20 game league schedule that includes 10 home and 10 away games.



- Teams can schedule friendlies at anytime as long as it doesn't conflict with other league requirements and events. Any non-league games must be approved in writing by the league.
- Playoff format will be decided at league meetings prior to the season.



- ▶ NISL member team's active roster is comprised of up to 20 players. All 20 players are eligible for selection to each 12 player game-day squad during the regular season and playoffs. Teams are required to dress 2 goalkeepers per game.
- ▶ Teams are free to compensate players at their discretion. The league has no salary cap or restrictions. Teams can provide housing, meals and other benefits.
- ▶ The league requires each team to have a minimum of one coach for each game. Coaches must be in business suits for games.



- NISL requires each team to have a minimum of 2 full-time front office members.

- Recommended Staff:

- General Manager Business Operations

- Assistant General Manager Business Operations

- Director, Ticket Sales

- Director, Partnership Sales

- Director, Public Relations

- Account Executives

- Various Interns





LEAGUE STAFF AND PERSONNEL



Brian Roth
*Special Consultant to
the Executive Board*

- Brian Roth was born and raised in Chester, IL, which is best known as the birth place of the popular cartoon, “Popeye The Sailorman”, and received his college degree in Recreation Management from Southeast Missouri State University in Cape Girardeau, MO.
- Roth has worked full-time in professional soccer from 2007-2020, both in Major League Soccer and in Pro Indoor Soccer, most recently serving as the General Manager of the St. Louis Ambush of the Major Arena Soccer League.
- In his final year at SEMO in 2000, Roth would intern with the original St. Louis Ambush at the Enterprise Center (then named Kiel Center) and that internship carried over into a full-time Sales/Marketing position with the club.



- In the summer of 2000, after the Ambush lease at Kiel Center was terminated, and the franchised ceased operations, Brian entered into his college field of Recreation and became the Director of Leagues/Fitness for the City of Perryville, MO at their \$10 million Perry Park Center, a multi-purpose community recreation center that had just opened.
- Roth stayed involved in Professional Soccer during his time in Perryville, MO and did sales on the side for the St. Louis Steamers from 2004-2006 when the team played downtown at the Enterprise Center (then named Savvis Center).
- In 2007, the Kansas City Wizards of Major League came calling and Brian then took a Sales Executive position with the franchise and was the team's Top Ticket Sales rep for the three years he worked for the team.



- Following the KC Wizards historic upset win over powerful Manchester United at Arrowhead Stadium in front of more than 52,000 fans, in July 2010, Roth then took an opportunity to help bring back pro indoor soccer to Kansas City, as he became the Ticket Sales Manager for the KC Comets. He remained in that role for three seasons, as well as that same position for FC Kansas City of the National Women's Soccer League, as the same staff operated both the Comets and FC KC.
- In June of 2013, Roth, a lifetime supporter of St. Louis Soccer, was able to move back to the St. Louis area and help Andrew Haines revive the St. Louis Ambush and pro indoor soccer in the Gateway City. After started as the Assistant GM, Haines promoted Roth to General Manager in January 2016 and he remained in that position through the 2019-20 season.



- › Roth then started a new career as the Director of Fundraising for popular St. Louis pizza company, Andoro and Son's Pizza, who was a previous sponsor of the Ambush from 2015-2018. In his current position, he deals with many of the same groups he dealt with while working for the Ambush for seven seasons.
- › Brian currently resides in Valley Park, MO, right in the heart of St. Louis County. In his spare time, he can be found playing indoor soccer three nights a week at the Vetta Sports location in St. Charles, MO. Roth is also a current member of the SEMO Redhawks Booster Club (The Redhawks Club) and an avid fan of all of SEMO's Athletic Teams.





Andrew Haines
Executive Board of Directors

- Andrew Haines, a Sports Executive, Entrepreneur and marketing guru is currently president of HSE, a sports & entertainment marketing, and consulting company. For the past several years, HSE has worked with professional sports teams in soccer, arena football, baseball, as well as properties within the sports & entertainment industry. Andrew was also the VP of sales for the Fredericksburg Nationals baseball team until August 2020.

- Andrew has served as General Manager, CEO, and Owner in the Major Arena Soccer League since 2012 until 2020. Most recently, Andrew was General Manager of the Orlando SeaWolves in the MASL. From 2015-2018, he owned and operated Central Florida Sports Ventures which owned Florida Tropics SC (indoor soccer), and Lakeland Tropics (outdoor soccer).
- During 2012-2015, Andrew led STL Sports Ventures which owned and operated both the St. Louis Ambush (indoor soccer) and St. Louis Attack (arena football). Prior to 2012, Andrew has owned and operated several minor league sports teams, and leagues since 2001.
- Outside of sport, Andrew has his Florida 2-20 Insurance License, along with Florida 2-14 Life Insurance License. In addition to insurance, Andrew is a licensed Real Estate Agent in Florida & Tennessee.



- Andrew has always been committed to the community, having volunteers with dozens of non-profit organizations and at community events. He has also served on the board of Habitat for Humanity, Junior Achievement, Urban League, and the City-County Library Foundation.
- With over 17 years of sales, marketing, and management experience within professional sports, Andrew had led some of the best front office staffs.





Michael Taylor
Executive Board of Directors

- Michael Taylor's longevity in professional sports is matched only by his success.
- Most recently Michael was the owner of the Florida Tarpons arena football team from 2012-2020.
- For the last eight years, his Florida Tarpons have played in five league championship games, winning two, including titles in 2013 – and in 2015



- His history goes back all the way to the early 2000s, with the San Angelo Texas, an expansion team in 2004 in the Intense Football League which earned a playoff berth in their inaugural season. The year following, as President of the Richmond Bandits in the Atlantic Indoor Football League, the Bandits won that league's championship, going 11-1, in their expansion season.
- Specializing in development of expansion franchises Taylor was VP of the Fairbanks Grizzlies in Alaska in 2008.
- Born and currently living in the greater Tampa area, he graduated with a Bachelor of Science Sports Coaching Degree from the United States Sports Academy, and graduated high school from Hollow Rock Bruceton Central High School in Tennessee.





Jason Gibson
Executive Board of Directors

- Jason Gibson is entering his 15th season as the Head Coach/Director of Football Operations of the Columbus Lions and is the only head coach in franchise history.
- The Lions are 122-44 under Gibson and have made the playoffs in thirteen out of fourteen years. They have made five league championship appearance and won three titles.
- In his fourteen years with the Lions, Gibson's role has expanded to business operations to include marketing, sales, game day operations. Gibson has helped build the Lions to one of the longest running arena teams in the country.



- Gibson has 14 years of high school football coaching experience. He currently is the head coach for the Glenwood Gators where he led them to the state finals in 2019 & 2020, semifinals in 2018 & 2016.
- Gibson received a Bachelor's of Science in Criminal Justice/Spanish from Fairmont State University in 1996 and received an education degree from North Carolina A&T University in 2005.
- A native of Huntingtown, Md., Gibson is married to the former Sarah Blanton of Phenix City and resides there with their two sons, Gunnar and Jett and their daughter Steele.



- In his professional career, Gibson has held the following roles:
 - Minority Owner Columbus Lions Professional Arena Football
 - Director of operations Columbus Lions
 - Owner/ COO Go Jump & Slide Inflatables
 - Owner GJS Holdings, LLC (property rental business)
 - Board member ALL PRO DAD
 - Board member Right From The Start Pastoral Institute





Joshua Blair
Executive Board of Directors

- Joshua Blair, the son of an Air Force F-4 Navigator, was born in San Antonio, TX and grew up living all over the world including living in Spain for seven years, Chile for two years and South Korea for one year.
- Joshua served in the US Army as a Combat Engineer and Infantry Officer for nine years.
- For the past four years, he has been the Managing Partner and Majority Shareholder of the Columbus Lions Arena Football team. During that time, he has also served as the Executive Director of the National Arena League and was named Executive of the Year for the 2019 Season.



- Currently, he is owner of several successful businesses, including Chattahoochee Scuba and Go Jump and Slide.
- He made a name for himself in the Scuba Industry and is currently a PADI Course Director (Instructor Trainer) in both recreational and technical diving. He is also a full Cave Diver and an Underwater Criminal Investigator Instructor. Currently serving as a Reserve Deputy for the Russell County Sheriff's Office and has been a team leader for their Investigative Dive Team for the past 15 years.
- He was featured in the two-time Emmy award winning documentary, "Chattahoochee Unplugged" where Joshua led a team of divers that restored the Columbus, GA section of the Chattahoochee River to its original state from 150 years ago, by preparing the river for the removal of two 150-year-old dams. This section of the Chattahoochee River is now the longest Urban Whitewater run in the world.





Donald Bunney
Creative Director

- Donald's love for design started at 9 years old, designing uniforms and shoes for NBA teams. In high school, that progressed to doodling logos for pro wrestlers, bands, athletic teams, and the like. Cut to several years later, he pursued a degree in education and became a teacher.
- Admittedly, he still got to play with colors and shapes, but he realized he needed to change course. In pursuit of his true passion, Donald went back to school to study design and started freelancing. That path quickly led to diving head-first into starting his own shop and becoming a full-service branding agency. He is now the Owner & Design Director of Egghead Creative.



- › Everything he does with Egghead Creative — whether it's full-on identity development or creating social content — is powered by deepening the connection with your brand.
- › Egghead is less about common physical spaces and more about common passions and ambitions. Need a copywriter who also has a social strategy background? Meet Marisa. Need a bilingual video producer? She's there, too. Egghead has graphic designers in Toledo. Web Developers in Toronto. Photographers in Pittsburgh. And a lean, multi-craft network of highly specialized creatives. So, every time you do business with Egghead, you're getting a bespoke team for your project designed around what you need.
- › Family is at the heart of everything he does and has helped him become the man he is today. By his side are his three amazing children.





INTERESTED IN GETTING INVOLVED?



Contact us to get started.

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