



SOCCER FANS USA

UNLEASHING GLOBAL DIVERSITY THROUGH SOCCER

Agenda

SOCCER FANS USA

ABOUT US

SERVICES & PRODUCTS

THE PLAYERS

WHO WE ARE

WHY US

CONCLUSION





Soccer Fans USA



- SOCCER FANS USA IS A SPECIALIZED SOCCER MERCHANDISE MARKETPLACE
- MISSION: CONNECTING GLOBAL SOCCER CULTURES WITH AMERICAN AUDIENCES
- EXPERTISE IN E-COMMERCE, INTERNATIONAL TRADE, AND SPORTS MARKETING
- FOCUS ON MIDDLE EASTERN & AFRICAN MARKET AND SPORTS ENTHUSIASTS
- MAKING SURE TO PROVIDE ALL FANS AND SUPPORTERS WITH AN UNBELIEVABLE EXPERIENCE



BRIDGING CONTINENTS THROUGH PASSION

We bring the electrifying world of Middle Eastern and African Soccer to American fans, igniting new global connections on and off the pitch

ABOUT US

Soccer Fans USA is a premier sports marketing agency dedicated to promoting Middle Eastern and African soccer clubs to audiences in the United States. With a profound understanding of international cultures and local US dynamics, we are uniquely positioned to expand and engage fan bases effectively.

Services & Products

- **Innovation and Promotion**
 - Developing new products and ideas
 - Launching U.S campaigns to boost visibility
- **Event Management**
 - Organizing local and regional soccer tournaments
 - Hosting fan events and watch parties
 - Corporate and private event planning
- **Influencer and Social Media Promotion**
 - Coordinating and organizing with local and international influencers in promoting activities
- **Soccer Gear and Apparel**
 - High-quality jerseys, shorts, for all ages
 - Official team merchandise and fan gear
 - Customizable uniforms and accessories
- **Creative Product Development**
 - Collaborating with designers and marketers to create unique promotional items
 - Limited edition collections
 - Special edition soccer balls

Services & Products

- Specialized marketing plans
- Activation Plans
- Promoting Merchandise
- Youth Collaboration
 - Creating new programs focusing on Youth and families
- Social Media Promotion
- Sponsorship
- Partnership Agreements
- International Agreements
- Manufacturing specialized merchandise with a focus on MADE IN USA

THE PLAYERS



TARIG OSMAN
FOUNDER - CEO



DEENA ABDEL - LATIF
CO – FOUNDER -COO



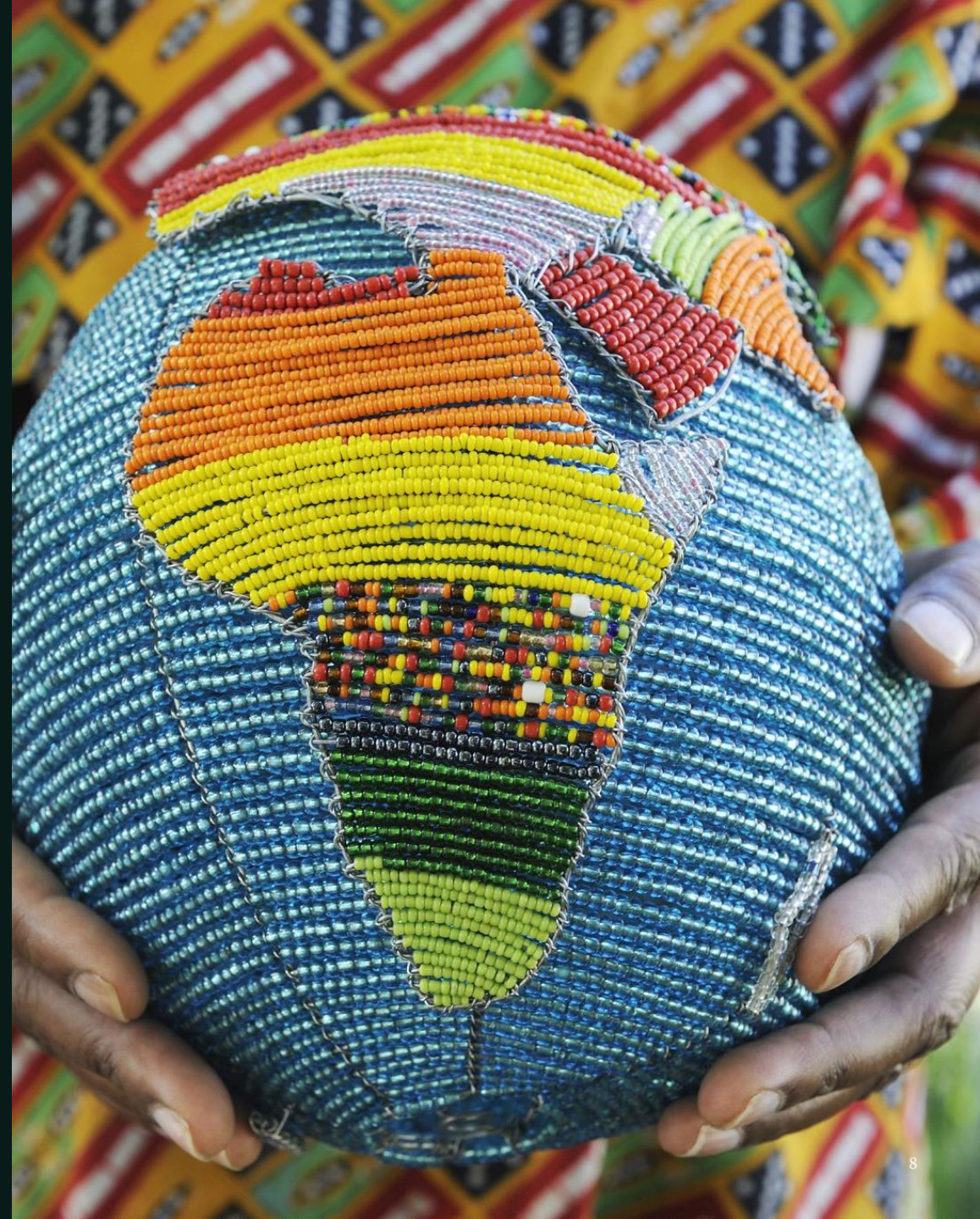
AMAR SUMRA
E-COMMERCE



Who we are: Using Soccer to bridge cultures and people

Soccer Fans USA was founded by Tarig Osman and Deena Abdellatif, a dynamic husband-and-wife team. Tarig, a seasoned Sudanese entrepreneur, brings over 20 years of experience from Africa and the MENA region. He has spent the past two years in the United States, establishing new ventures. Deena, a second-generation Egyptian American, was born and raised in New Jersey and has also lived in Egypt and Sudan.

Together, they have four sons, aged 9 to 17, who are actively engaged in various soccer activities across the United States, including training camps, travel soccer, and tournaments. Their combined personal and professional experiences have fueled their passion to create Soccer Fans USA. Their mission is to promote international soccer with a special focus on fans and youth perspectives and bridging cultures through Soccer.





WHY US

Our unique experience and knowledge of both the United States and the Arab and African markets make us the ideal partner for navigating the US soccer landscape. We understand what works here and how to customize or modify products and services to blend seamlessly between these diverse markets. This dual expertise allows us to offer tailored solutions that resonate with a broad audience, ensuring success and satisfaction for our clients and community.



Conclusion



We are dedicated to fostering a vibrant and inclusive community for soccer enthusiasts across the nation. Our commitment to providing top-notch soccer gear, engaging content, and unforgettable experiences sets us apart as the go-to destination for all things soccer.

As we look to the future, we are excited to continue growing and evolving with the sport we love. Whether you're a lifelong fan or new to the game, Soccer Fans USA is here to support your passion every step of the way.

For more information, visit our website at www.soccerfansusa.com.





Thank you

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