

# Trinidad and Tobago Premier Football League

## Annual Report 2023

3 November 2023



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# Executive summary

March 2023 with a thrilling Tier 1 double header at the Mahaica Sporting Complex, Point Fortin and ended on 10 October 2023 with the nail-biting Big Six Play Off final between Tier 2 finalists 1976 Phoenix FC and Petit Valley/Diego Martin at the Dwight Yorke Stadium, Bacolet.

Successfully concluding our inaugural season is a testament to the hard work of countless individuals and organisations. In no small measure, the resolve of our players and clubs to restore professional and semi-professional football to Trinidad and Tobago's calendar of sporting events, must be lauded. After years of waiting and longing to be back at play, they, like us, were nimbly adjusting as the season progressed. Our heartiest congratulations to all clubs for the passion, commitment and competitive spirit that were displayed over the last seven months. We salute our Tier 1 champion, The Trinidad and Tobago Defence Force FC, and our Tier 2 champion, 1976 Phoenix FC.

Our first season was truncated due to our desire to participate in the 2023 CONCACAF Caribbean Cup tournaments, for which a deadline of 28 May 2023 had to be met for determining our country's representatives. That deadline was just over three months after Tier 1's kick-off date and coincided with matchday 18 out of a total of 22 matchdays. Club Sando FC, the third placed team, competed at the CONCACAF Caribbean Club Shield and fell just short of earning a berth at the Caribbean Cup tournament. The top two Tier 1 teams, the Trinidad and Tobago Defence Force FC and AC Port of Spain FC, went on to creditably represent T&T at the Caribbean Cup.



# Executive summary - cont'd

This league reinforces the importance of football as a vehicle for social engagement and national transformation. Representation is diverse. Our clubs span many geographic corners of our twin-island country. Our players come from many walks of life and numerous geographic districts. Moreover, our fans, especially those who attended live matches, represent the rich diversity of our people.

We have a lot more work to do to deepen the social and economic integration of our clubs within their communities, but we are heartened by the overwhelmingly positive feedback from our social media followers and match attendees. In conjunction with our various stakeholders, we plan to leverage the inroads that we made this season, to fulfil our mandate of discovering and developing the wealth of talent with which we are blessed, and to restore football to its place as an avenue for personal growth, sporting & career development, and entertainment, whilst promoting healthier lifestyles and deepening community engagement.

Our review of the 2023 season was anchored by the extent to which this season made progress towards achieving the key objectives set by the TTFA.

1. Taking the lead in rebuilding stakeholder trust in the local administration of the sport
  - There was the Investment in cash and kind from the T&T Government, FIFA and CONCACAF. Corporate T&T investment is coming back. As important, all reporting requirements in respect of funding have been completed and signed off on
  - We have secured a three-year (ending 2025) broadcast partnership with Sportsmax and a five- year (ending 2027) streaming contract with FIFA





# Executive summary - cont'd

2. Re-engaging our players – current and aspiring, as well as the public in our most popular sport
  - T1 comprised 397 players, T2 comprised approximately 449 players. A total of 846 players
  - The League has received 10 additional applications from teams wishing to participate from season 2
  - Gate receipts exceeded expectations significantly, with a lot of scope for growth Spectators are coming back.
  
3. Creating a platform, through a high level of competition, to assist in the development and showcase our talent
  - Tier 1 - 132 League matches,
  - Tier 2 - 55 league matches + 6 playoff games
  - Of the 846 players that participated in competition, 255 players (30%) of them were under 22 years of age
  - 83 games broadcast, 58 streamed on FIFA+
  - These, combined with the coverage of other media personnel - traditional media houses and social media creators, generated tremendous impact on our reach.
  - Social media reach, Facebook 340k, IG 400k, Twitter 105k. Our engagement on these platforms require significant improvement
  - Approximately 50% of T&T Senior Men's National Team in CONCACAF Nations League 2023/2024 play in TTPFL

# Executive summary - cont'd

As league managers, despite detailed planning, we encountered a number of challenges and had to be flexible and creative in solving problems as they cropped up. Our FIFA administered post-mortem confirmed a number of areas where we achieved the goals that were established at inception and other areas where we fell short.

In the case of the latter three areas stood out:

1. The need for improved marketing at league and club-level, on game day and on social media.
2. Increased human capital in the areas of finance, operations and the appointment of an independent Integrity Officer. These positions have already been filled.
3. Institutional strengthening at club level.

## LOOKING AHEAD

Our three-year plan is geared towards ensuring the sustainability of this league. Achieving sustainability comes with the vital work of changing mindsets and behaviours, while developing the requisite infrastructure to support the league. This work demands changes from top to bottom.

The global business of sport is constantly changing and we have to reform our accustomed style of doing business to keep abreast of the evolving landscape, in order to remain a participant on the global football stage.

# Executive summary - cont'd

Leaving our comfort zones is sometimes the only way to grow and succeed. We are all familiar with the sports adage: no pain, no gain. Embracing change is painful because it often involves taking unknown or bumpy paths, and assuming risks. It requires a shared commitment to succeed, open communication, trust in each other and in the process, arduous work, as well as flexibility because things will constantly be changing. There will be temptation to abandon the course and revert to the perceived safety of what existed. Times of change demand strong leaders to be the catalysts for helping team members to understand and buy-in to the transformation. Club executives are called upon to be football change agents; to be the mediums for instilling a re-purposed ethos to the administration of T&T football. We invite you to join us in this mission.

The TTPFL will persevere in providing a balance of leadership, guidance and safety nets to our clubs, to assist them in transforming their organisational structures and systems of governance. A healthy support system will allow clubs to continue to develop a cadre of players; from the youth to professional levels, plus achieve their social and business objectives. Financial viability is a cornerstone of sustainability, so we hope that our joint efforts with the clubs to re-engineer both our operations and theirs, will inspire greater market confidence in the football industry as a collective, which will steer the league along the road to financial self-sufficiency. Robust reforms will engender more astute management, leading to greater accountability and transparency; key ingredients that will inspire the business community to partner with us in achieving our medium to long term objectives.

# Executive summary - cont'd

We eagerly anticipate Season 2 which is carded to kick off on November 24 for Tier 1 and December 3 for Tier 2, and run until June 2024. The format for both tiers will be the same as that of last season. The pool of match venues will be expanded, combined with improvements in amenities at some of the facilities. Marketing will be bigger and better. Discussions and negotiations are ongoing with potential new investors. We renew our commitment to frank and open dialogue with all stakeholders to ensure that we have a safe, well-executed, exciting and competitive 2023-2024 tournament.

We express our deep appreciation to our players and their families, coaches, managers, trainers, club officials, sponsors, referees and match officials, the Honourable Minister and her team at the Ministry of Sport and Community Development, our colleagues at FIFA and CONCACAF, SportTT, the management and staff of our sports facilities, health and safety officers, transportation and catering crews, security officials, the various arms of the TTFA, volunteers, supporters and our dear fans for your support during the last season, and we look forward to your ongoing support.



# Background and objectives



# Top flight football is back!

League model was based on recommendations from the 2021 study by Giovanni Pifarotti, FIFA League Development Programme's appointed technical expert

The Trinidad and Tobago Premier Football League is the highest level domestically, catering to two tiers

Year 1 (2023) - truncated season to meet CONCACAF deadline for participation in Caribbean Cup and Caribbean Shield 2023. Thereafter, annual season is projected to run from October to May

FIFA/CONCACAF will guide and advise the TTFA over the three years ending May 2025, on improving the TTPFL and making it financially sustainable in the long term.





# Top flight football is back!

What is the purpose of this League?

In keeping with the TTFA's three and a half (3 ½) year strategic plan (2023 – 2026) this League aims to create a sustainable business model for professional football in Trinidad and Tobago and to protect the integrity of the sport built on a foundation of sound governance, transparency and active stakeholder involvement.



**The Trinidad and Tobago Premier League was officially launched on 6 February 2023. The first game kicked off on 10 March 2023 at Mahaica Sporting Complex featuring a double header: W Connection vs Central FC and Heritage Petroleum Point Fortin Civic Football Club vs Tiger Tanks Club Sando FC.**



# Objectives of the TTPFL

OBJECTIVES	OUTCOMES
<ul style="list-style-type: none"><li>Rebuild stakeholder trust in local administration of sport</li></ul>	<ul style="list-style-type: none"><li>→ Investment in cash and kind from T&amp;T Government, FIFA and CONCACAF. Corporate T&amp;T investment coming back</li><li>→ Three year broadcast partnership signed</li></ul>
<ul style="list-style-type: none"><li>Re-engage players - current and aspiring - and the public</li></ul>	<ul style="list-style-type: none"><li>→ T1 comprised approximately 400 players, T2 comprised approximately 450 players. Totalling 850 players.</li><li>→ The League has received ten additional application from teams wishing to compete in the TTPFL.</li><li>→ Gate receipts approximately \$600K (Budget \$50K) attendance approximately 15K persons. Significant room for growth. Tracked only for T1 games.</li></ul>
<ul style="list-style-type: none"><li>Create a platform through high level competition to assist in the development of talent</li></ul>	<ul style="list-style-type: none"><li>→ 50% of T&amp;T Senior Men's National Team in CONCACAF Nations League 2023/2024 play in TTPFL</li></ul>
<ul style="list-style-type: none"><li>Facilitate club qualification to CONCACAF (regional) competition</li></ul>	<ul style="list-style-type: none"><li>→ Three Clubs qualified and competed in CONCACAF competitions</li></ul>

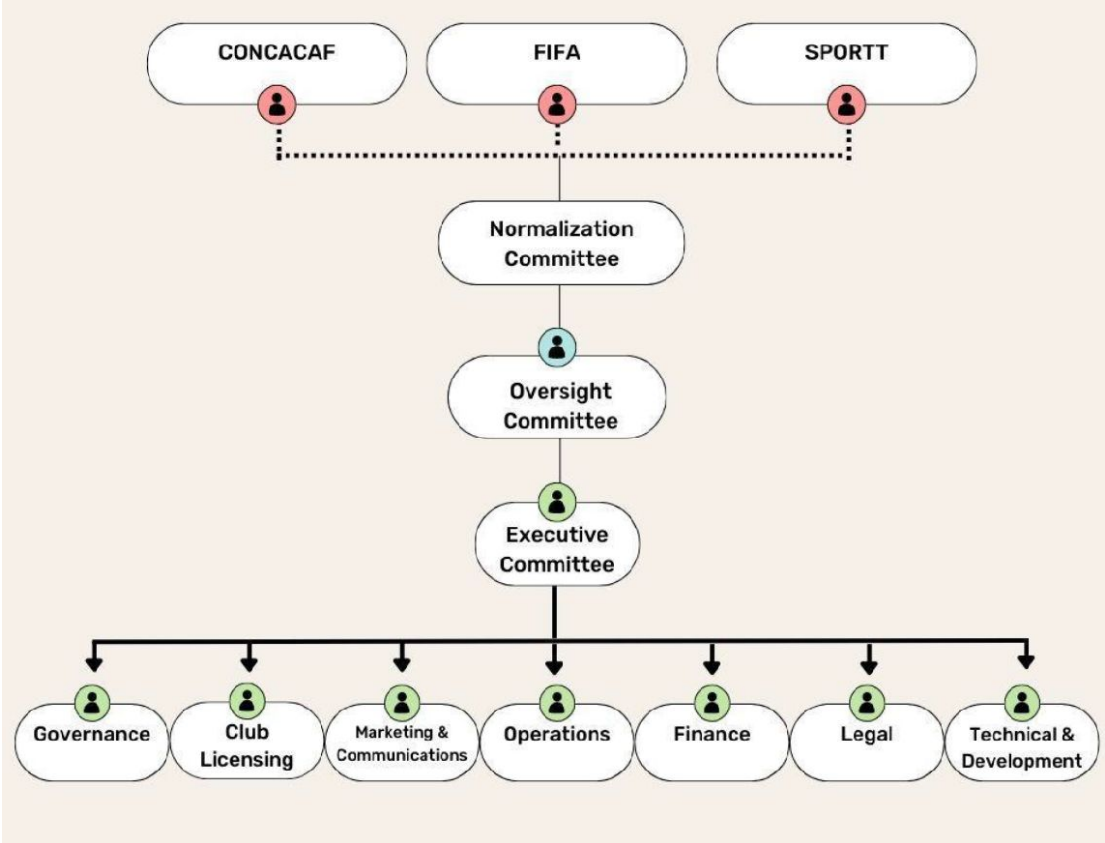




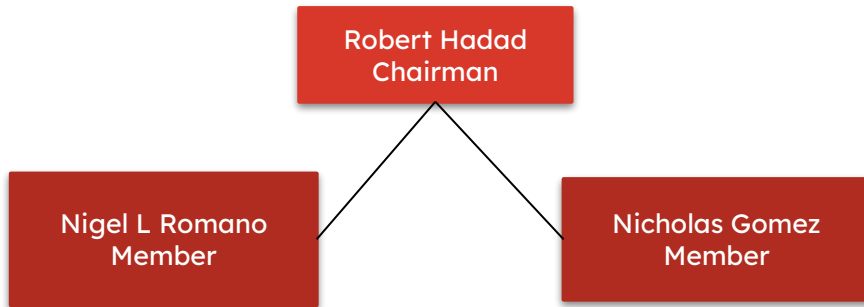
# Governance



# Overall Governance structure



# Key parties



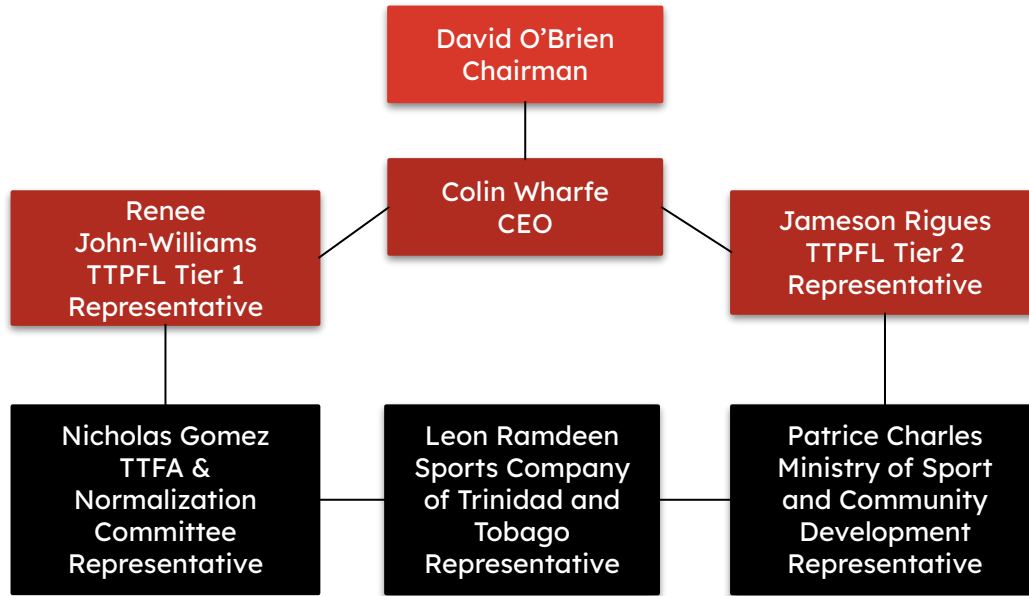
## Mandate of Normalisation Committee

- To run the TTFA's daily affairs;
- To establish a debt repayment plan that is implementable by the TTFA administration;
- To review and amend the TTFA Statutes (and other regulations where necessary) and ensure their compliance with the FIFA Statutes and requirements before duly submitting them for approval to the TTFA Congress; and
- To organise and conduct elections of a new TTFA Executive for a four-year mandate.





# Key parties



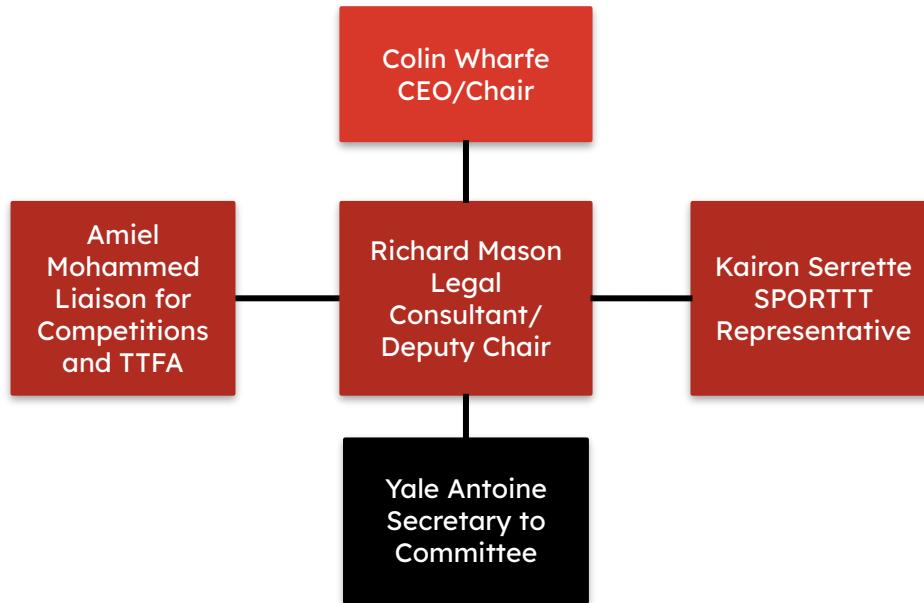
## Purpose of the Oversight Board

- To provide oversight to ensure that the key objectives of the TTPFL, as outlined by the TTFA Normalization Committee are met.

Appointed - 15 July 2023



# Key parties



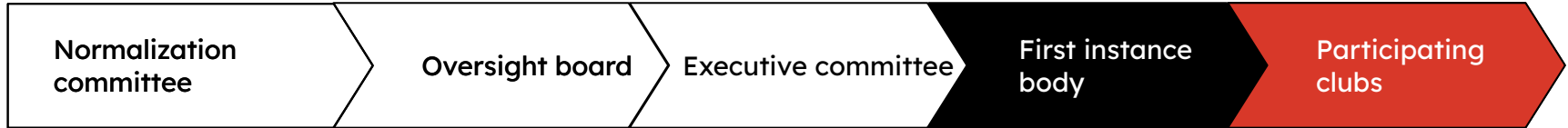
## Purpose of the Executive Committee

- To provide strategic direction and leadership to ensure that the stated objectives of the League are achieved

Appointed - 12 January 2023.



# Key parties



## Independent Decision Makers

The **First Instance Body (FIB)** is an independent decision-making body which decides on whether a licence shall be granted or denied to an applicant club on the basis of the submitted documentation provided in accordance with the provisions of TTFA Club Licensing Regulations

- Josiah Cyrus
- Frank Rodriguez
- Christophe Brathwaite
- Cristel Tomwing

Appointed – 09 August 2022

The **Appeals Body (AB)** is an independent decision-making body which adjudicates on appeals and makes the final and binding decision on whether a licence should be granted or refused following a refusal or sanction by the FIB.

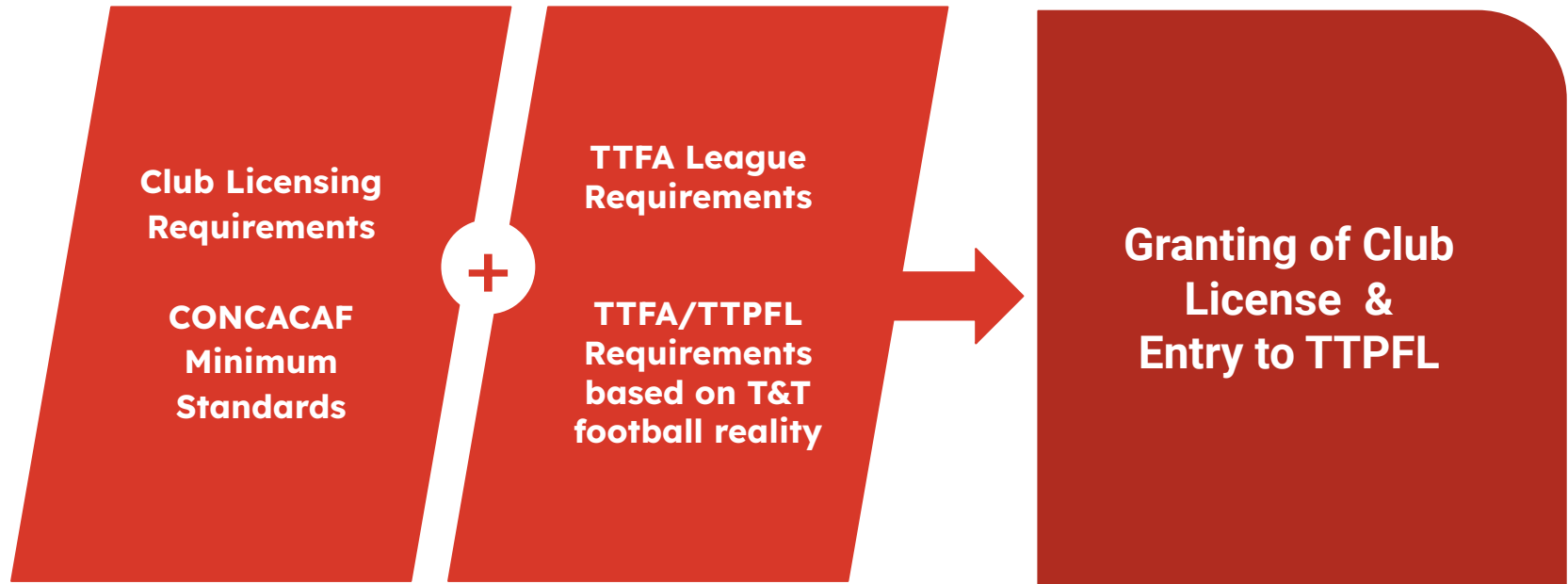
- Darrell Bartholomew
- Dwayne Murray
- Hans Manwarring



# Club licensing



# Licensing requirements



CONCACAF's Licensing requirements were adopted by the TTFA and are enforced by the First Instance Body (FIB)

# Licensing requirements

- Legacy Clubs of TT Pro League and TT Super League were invited to apply for a 2023 TTFA Club Licence
- The FIB reviewed submissions and awarded domestic or regional licences, as applicable





# Licensing process

## Step 1

1. Development of Club Compliance System for T1 and T2
2. Checklists and Requirements
3. Review of Submitted Documents
4. Approval of Documents and Granting of Licenses
5. Report/Summary of Club Licensing Activities

## Step 2

1. CONCACAF Club Licensing Workshops scheduling
2. Training and introduction of criteria
3. Procedures and Checklists drafted and implemented

## Result

1. Development of Club Compliance system: Domestic and Regional Criteria
2. Established Club-specific checklists for all competition requirements for management and tracking
3. Appointment of First Instance & Appeals Bodies
4. Player registration, Club Licensing and TTPFL Rules and Regulations implemented

# Licensing criteria

## The licencing requirements are based on the CONCACAF criteria

Infrastructure Criteria	<ul style="list-style-type: none"> <li>• <b>Submit Club Infrastructure Form</b></li> <li>• <b>i) Stadium Availability (TTFA responsible for obtaining stadium/proof of permission to use)</b></li> <li>• <b>ii) Field of Play complies with FIFA Laws of the Game</b></li> </ul>	<ul style="list-style-type: none"> <li>• Training Fields Registered</li> <li>• Headquarters Registered Address</li> <li>• <b>Stadium meets Regional Competition Criteria</b></li> </ul>
Sporting Criteria	<ul style="list-style-type: none"> <li>• Submit Club Youth Development Form</li> <li>• Appoint Head Coach to First Team</li> <li>• First Team Players and Coaches registered with TTFA</li> <li>• Appoint Assistant Head Coach</li> <li>• One Youth Team between ages of 10 – 20 years old (U-13;U-15;U-17). U17 is preferred for the NEFL.</li> </ul>	<ul style="list-style-type: none"> <li>• Appoint Coach to Youth Team in Article 26</li> <li>• Club must have a Women's Football programme/Affiliated to Women's Team/Host Annual Girls/Women's Football clinics and/or festivals</li> </ul>
Administration Criteria	<ul style="list-style-type: none"> <li>• Submit Club General Form</li> <li>• <b>Appoint General Manager and Finance Officer</b></li> <li>• <b>Appoint Media and Marketing Manager</b></li> <li>• Appoint at least one Certified Doctor and one Certified Physiotherapist</li> </ul>	<ul style="list-style-type: none"> <li>• First Team Players passed Annual Medical Exam and have Medical Insurance</li> <li>• All Clubs, Coaches and Players Registered with TTFA including youth</li> </ul>
Financial Criteria	<ul style="list-style-type: none"> <li>• Submit Club Finance Form</li> <li>• Submit a Budget</li> <li>• Submit Cash Flow forecast</li> </ul>	<ul style="list-style-type: none"> <li>• Submit Financial procedures policy</li> <li>• Submit Audited Financial Statements</li> </ul>

*Note: Items in red are required to get a regional licence*



# Club licences granted in 2023

1. REGIONAL LICENCES: 11 of 12 Tier 1 Clubs and 6 of 11 Tier 2 Clubs
2. DOMESTIC LICENCES: 1 Tier 1 Club and 5 Tier 2 Clubs.



**TTPFL Tier 1 – eligible to play in regional competition  
(12 Clubs)**

**TTPFL Tier 2 – eligible to play in domestic competition  
(11 Clubs)**

# The competition



# Tier 1 - March 10 - July 25 2023

- Round robin competition in a Two-Round League format
- 132 League Matches (22 Matches per Club)
- Followed by a Knockout Competition among teams from both tiers
- No promotion or relegation in first season



# Tier 2 - July 1 - October 10 2023

- One-Round League format
- Top 6 Clubs qualified for Play Offs to determine 1st, 2nd and 3rd places
- 55 Regular League Matches (10 Matches per Club) + 6 Play Off Matches
- Knockout Competition involving clubs from both Tiers
- No promotion or relegation in first season





# CONCACAF Club competition 2023

- Top two Tier 1 teams automatically qualified for participation in CONCACAF Caribbean Cup 2023 - August 22 2023 to December 7 2023
- Third-placed Tier 1 team qualified for participation in the 2023 Concacaf Caribbean Club Shield Competition. The champion and runner up of the Concacaf Caribbean Club Shield 2023 qualified for the Concacaf Caribbean Cup 2023.



# Prize Structure 2023

## TIER 1 PRIZES

Winner - TT\$125K

Runner Up - TT\$75K

Third Place - TT\$50K

## TIER 2 PRIZES

Winner TT\$40K

Runner Up TT\$20K

Third Place TT\$15K



# Participating Teams

## Tier One

Athletic Club (AC) Port of Spain

Caledonia AIA

Central FC

Club Sando

Cunupia FC

Defence Force Pro League

Heritage Petroleum Point Fortin Civic Football Club

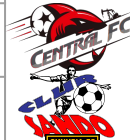
Police Pro League

Prison Service FC

San Juan Jabloteh

Terminix La Horquetta Rangers

W Connection



## Tier Two

1976 Phoenix FC

Defence Force Super League

Police Super League

University of Trinidad and Tobago

San Fernando Giants

Queens Park Cricket Club

Harlem Strikers

Matura ReUnited

Petit Valley/Diego Martin United

Bethel United

Guaya United FC



# Tier 1 - Final league standings

Pos	Team	P	W	L	D	GF	GA	GD	Pts
1	Defence Force FC	22	18	2	2	53	16	37	56
2	AC Port of Spain	22	18	3	1	63	18	3245	55
3	Tiger Tanks Club Sando FC	22	15	4	3	43	22	2021	48
4	Terminix LA Horquetta Rangers	22	14	7	1	62	31	31	43
5	Police FC	22	12	7	3	43	32	11	39
6	Central FC	22	11	10	1	38	41	-3	34
7	Heritage Petroleum Point Fortin Civic	22	7	11	4	21	27	-6	25
8	San Juan Jabloteh	22	6	12	4	35	46	-11	22
9	W Connection FC	22	6	12	4	19	36	-17	22
10	Caledonia FC	22	5	15	2	24	50	-26	17
11	Prison FC	22	3	16	3	16	61	-45	12
12	Cunupia FC	22	2	18	2	13	50	-37	8



# Tier 2 - Final league standings

Pos	Team	P	W	L	D	GF	GA	GD	Pts
1	1976 Phoenix FC	10	7	0	3	23	9	14	24
2	QPCC FC	10	7	1	2	21	8	13	23
3	TT Police FC	10	5	1	4	19	8	11	19
4	PVDM UTD 2	10	5	4	1	20	20	0	16
5	San Fernando Giants	10	4	4	2	7	14	-7	14
6	Harlem Strikers	10	4	5	1	11	11	0	13
7	TT Defence Force FC	10	2	4	4	15	12	3	10
8	Guaya United	10	2	4	4	11	16	-5	10
9	UTT Tier 2	10	1	5	4	15	23	-7	7
10	Bethel United S.C.	10	1	5	4	12	21	-9	7
11	Matura Reunited	10	2	7	1	7	19	-12	7



# TIER 1 TOP THREE

1. DEFENCE FORCE FC
2. AC PORT OF SPAIN FC
3. CLUB SANDO FC





# TIER 2 TOP THREE (After playoff)

1. 1976 PHOENIX FC
2. PETIT VALLEY DIEGO MARTIN UNITED
3. HARLEM STRIKERS



# KNOCK OUT COMPETITION RESULTS

- Champions - T&T Defence Force
- Runners up – Terminix La Horquetta  
Rangers



# CONCACAF CLUB COMPETITIONS

## CONCACAF CARIBBEAN CUP SHIELD



Group Stage:

**Club Sando** 4 - 0 Solidarite Scolaire (Guadeloupe)

**Club Sando** 9 - 0 SWA Sharks (Turks & Caicos)

**Club Sando** 3 - 0 Dakota (Aruba)

Semi-Final: **Club Sando** 1 - 2 Golden Lion (Martinique)

Third Place: **Club Sando** 6 - 1 Metropolitan (Puerto Rico)



# CONCACAF CLUB COMPETITIONS

## CARIBBEAN CUP



# CONCACAF CLUB COMPETITIONS

## CARIBBEAN CUP

Group Stage:

**Defence Force** 1 - 1 Cavalier (Jamaica)

Moca FC (Dominican Republic) 1 - 0 **AC Port of Spain**

Golden Lion (Martinique) 0 - 1 **Defence Force**

Cavalier (Jamaica) 2 - 1 **AC Port of Spain**

**AC Port of Spain** 2 - 3 Golden Lion (Martinique)

**AC Port of Spain** 1 - 1 **Defence Force**

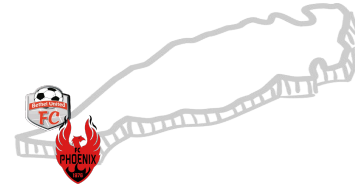
**Defence Force** 0 - 2 Moca FC (Dominican Republic)

Defence Force and AC Port of Spain did not advance from the Group Stage.



# A truly national competition

TTPFL Club locations





# The TTPFL constituted representation from all areas of T&T

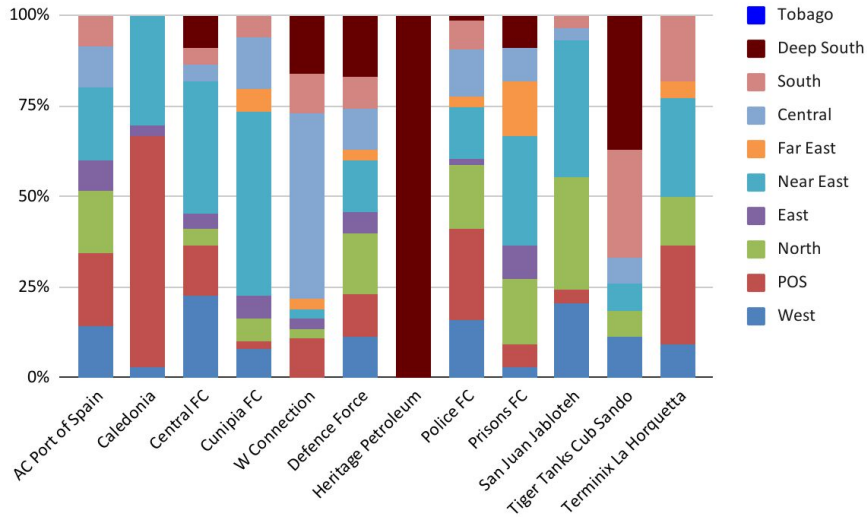
<b>West</b>	Diego Martin, Petit Valley, Carenage, Chaguaramas, Cocorite, Point Cumana
<b>POS</b>	Belmont, St James, Woodbrook, Maraval, St Anns
<b>North</b>	San Juan, Santa Cruz, Laventille, Morvant, Petit Bourg, Mt Hope, Champs Fleur
<b>East</b>	St Joseph, Curepe, St Augustine, Tunapuna, El Dorado, Macoya
<b>Near East</b>	Trincity, Arouca, Maloney, D'abadie, Arima, La Horquetta, St Helena
<b>Far East</b>	Wallerfield, Valencia, Sangre Grande, Mayaro, Toco, Manzanilla, Rio Claro, Matura
<b>Central</b>	Valsayn, Caroni, Chaguanas, Freeport, Couva, Carapichaima, Claxton Bay, Cunupia
<b>South</b>	Gasparillo, Marabella, Princess Town, San Fernando, Tarouba, California, La Romaine, Cocoyea, Pointe-a-Pierre, Oropouche, Pleasantville
<b>Deep South</b>	Penal, Siparia, Point Fortin, Fyzabad, Santa Flora, La Brea, Guayaguayare, Guapo, Rousillac, Cedras. Palo Seco, Moruga



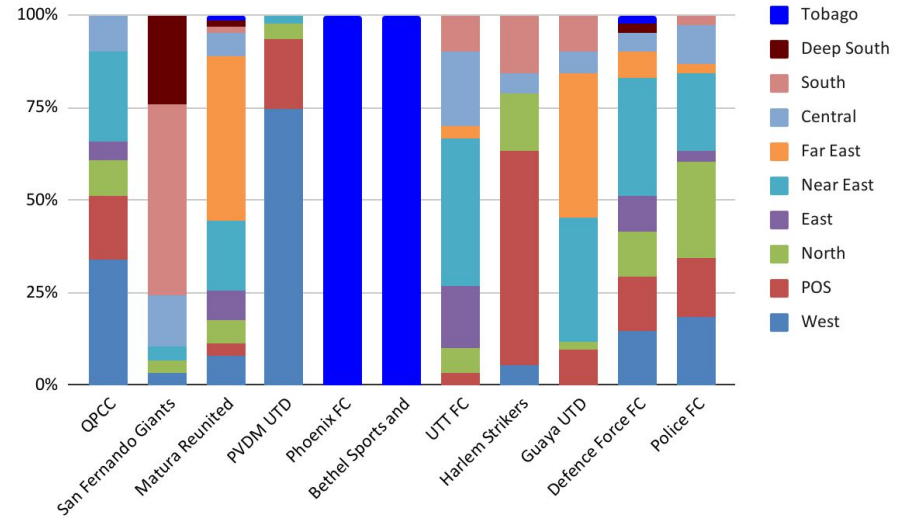
# Player Location Demographics



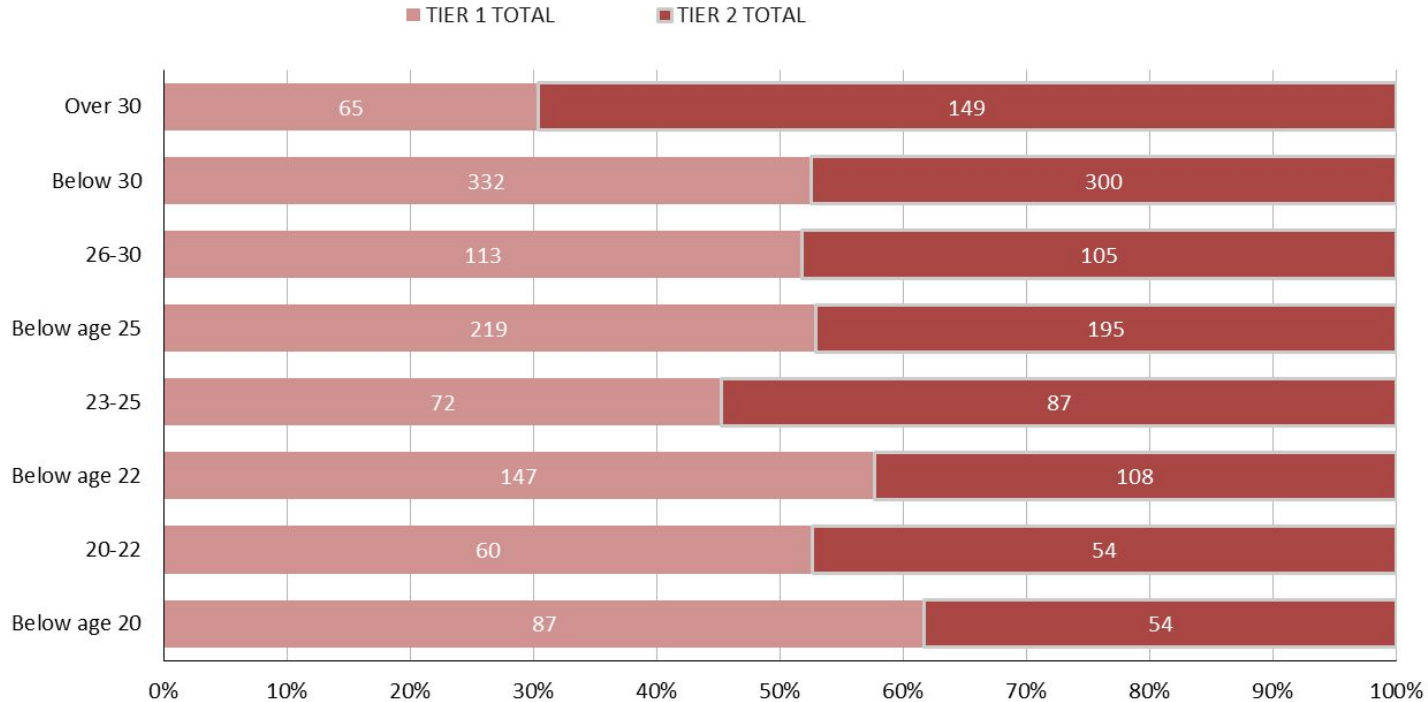
## Geographic location of Tier 1 Players



## Geographic location of Tier 2 Players



# Player Age Demographics



# Financial performance



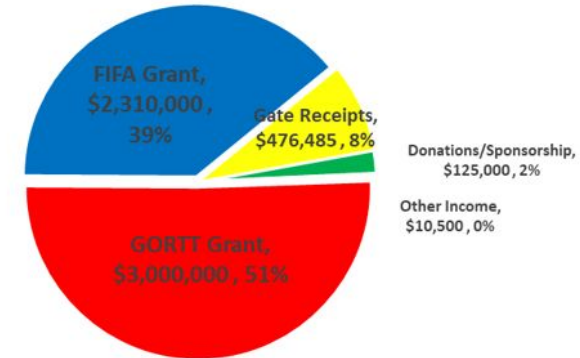
# Income and expenditure account March - October 2023



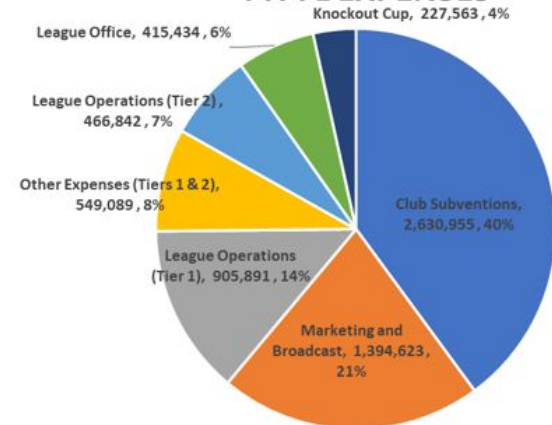
INCOME	(TT\$)	(US\$)
Donations/Sponsorship	125,000	18,939
GORTT Grant	3,000,000	454,545
FIFA Grant	2,310,000	350,000
Other Income	10,500	1,591
TTPFL Gate Receipts (Net)	476,685	72,225
<b>TOTAL INCOME</b>	<b>5,922,185</b>	<b>897,301</b>

EXPENSES		
Club Subvention	2,630,955	398,630
League Office	415,434	62,945
League Operations (Tier 1)	905,891	137,256
League Operations (Tier 2)	466,842	70,734
Other Expenses (Tiers 1 & 2)	549,089	83,195
Knockout Cup	227,563	34,479
Marketing and Broadcast	1,394,623	211,307
<b>TOTAL EXPENSES</b>	<b>6,590,397</b>	<b>998,545</b>
<b>NET DEFICIT</b>	<b>(668,212)</b>	<b>(101,244)</b>

## TTPFL TOTAL INCOME



## TTPFL EXPENSES



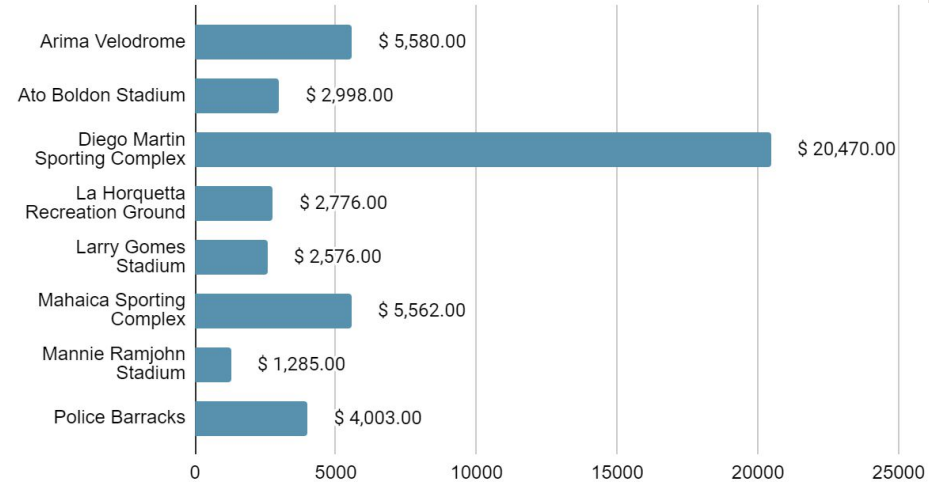
# Income by Venue March - October 2023



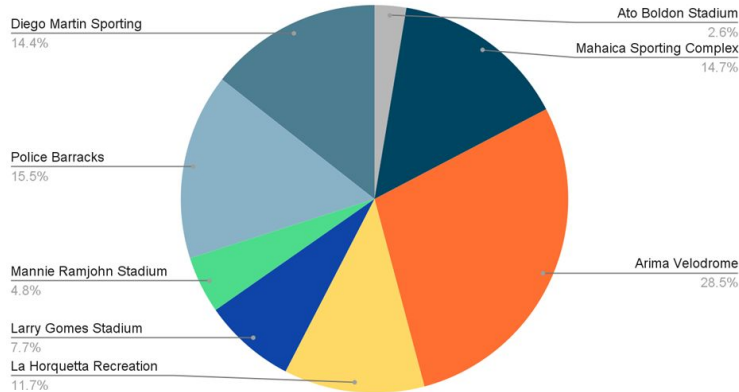
TOTAL GROSS INCOME BY VENUE



Venue Average Gross Income

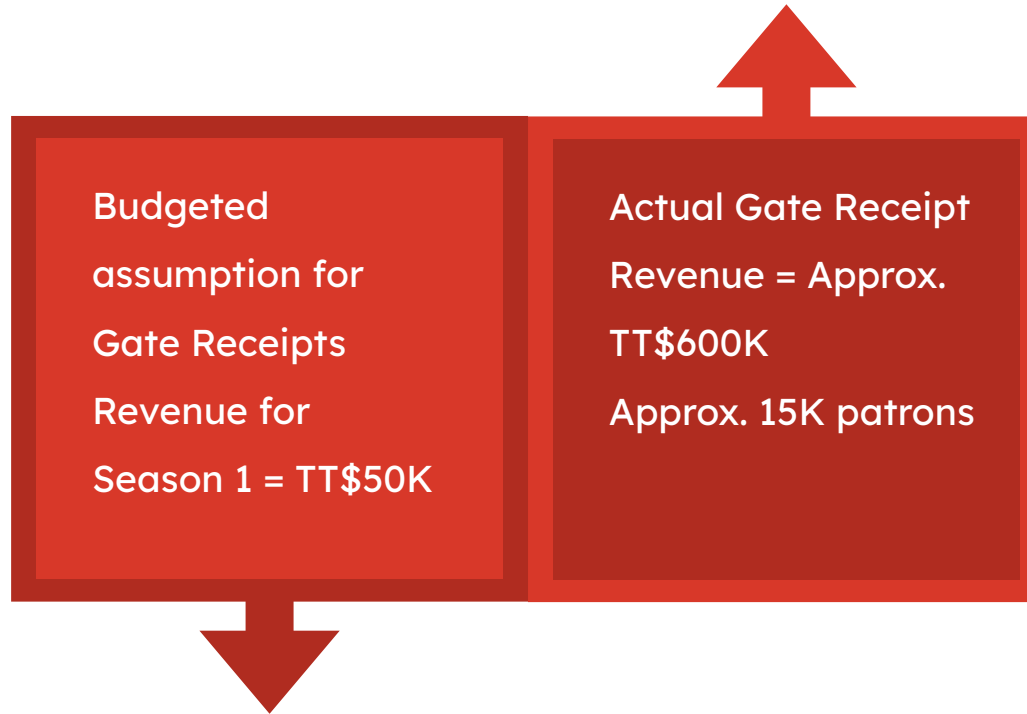


% of Total Income by Venue





# Revenue by gate receipts



# Number of league games by venue

Home Club	Arima Velodrome	La Horquetta Rec Ground	Larry Gomes Stadium	Mannie Ramjohn Stadium	Police Barracks	Mahaica Sporting Complex	Ato Boldon Rec Ground
Central FC	5	2	2	1	1	0	0
W Connection	2	1	1	3	0	4	0
TT Club Sando	0	0	1	9	0	1	0
La Horquetta Rangers	0	11	0	0	0	0	0
Police FC	1	0	0	0	10	0	0
Defence Force FC	4	2	1	0	4	0	0
Cunupia FC	2	0	3	4	2	0	0
AC POS	1	4	3	0	3	0	0
San Juan Jabloteh	2	2	2	0	0	0	5
Point Fortin Civic	0	0	0	1	0	10	0
Prisons Service FC	8	1	1	1	0	0	0
Caledonia	5	0	4	0	2	0	0
<b>TOTAL Home Games</b>	<b>13</b>	<b>23</b>	<b>18</b>	<b>19</b>	<b>22</b>	<b>15</b>	<b>5</b>



# Marketing and communications



# Objectives of marketing plan

01

Define and establish league's public image through robust marketing & communications campaigns

02

Increase awareness of the league by promoting the tournament, players and clubs to target markets

03

Increase attendance at league matches

# Strategies and implementation



## Market research and segmentation

In-depth research was conducted to understand the target audience's preferences, pain points, and behaviours. This information guided the creation of tailored marketing messages which focused first on educating the public about the structure of the new league and its controlling officers, and the teams and players involved.

## Content Creation

A content strategy focused on creating information, and engaging material was employed. This included press releases, videos, radio ads, updated hi-res logos, and captivating social media content that resonated with the target audience.

## Multichannel approach

Leveraging a mix of channels such as social media, traditional media, grassroots tactics, influencer engagement, community engagement and public executions helped reach the audience whether they spend their time.

## Data driven optimization

Regular analysis of campaign performance allowed for data-driven adjustments, ensuring maximum effectiveness throughout the duration.

## Storytelling through visuals

The campaign was infused with visually appealing graphics and videos that told a compelling story about the brand's values and products, and also kept the audience up to date with all the league information including the fixtures, results, standing, emerging players, and transfers.



# Milestones

## Month 1-2: Campaign Kickoff and Audience Education + Building

- Engaged with teams and players to produce bios to tap into their followers, educate the public, and expand brand visibility
- Launched a grassroots campaign that targeted rural communities through signage and community based advertising mediums like megaphone cars
- Collaborated with regional and international entities to broadcast matches live which significantly helped to build credibility and fan interest
- Grew social media following from 0 to 1500+ through organic efforts
- Launched the campaign with captivating imagery that introduced the brand's mission, and the stakeholders involved which assisted in establishing credibility
- Kicked off the league with a well received opening ceremony
- Introduced user contests that encouraged fan participation on social media and at select matches





# Milestones Cont'd

## Month 2-4: Content Engagement and Audience Building

- Assessed performance of the first month and continued with most engaging material which helped in solidifying brand authority through consistency.
- Continued user contests that encouraged fan participation on social media and at select matches which helped leverage the followers to help grow the brand.
- Collaborated with local broadcast partners to produce a weekly highlight show which helped with additional reach.
- Achieved a 200% increase in following and engagement due to content sharing, community engagement and boosting of key messages.

## Month 5-6: Conversion and Attendance Focus

- Increased frequency of sponsored posts in line with the crescendo of the league which helped to leverage the momentum already achieved to reach a wider audience.
- Highlighted previous attendance during the league to help encourage fan attendance.
- Collaborated with sponsors to help cross promote the league amongst a wider audience which resulted in a 20% increase in following and engagement.
- Surpassed attendance targets by 30%+, attributing the success to a well-rounded campaign.



# Results and achievements

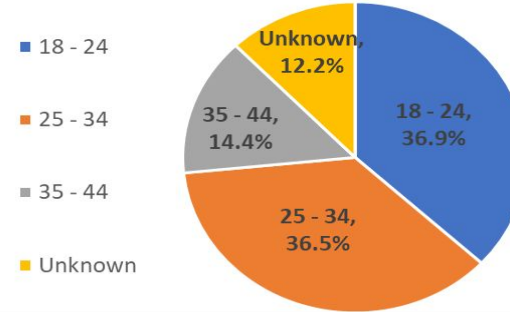
- Established the brand TTPFL as a recognizable industry name
- Social media engagement rates grown exponentially, reflecting the audience's heightened interest
- A steady increase in attendance was achieved over the campaign period, surpassing the initial goal
- Customer retention and linked brand association (participating teams) has been cemented which was evident by recent attendance at the CONCACAF C'bean Cup match featuring a TTPFL team vs a regional team, indicating a strengthened customer-brand relationship



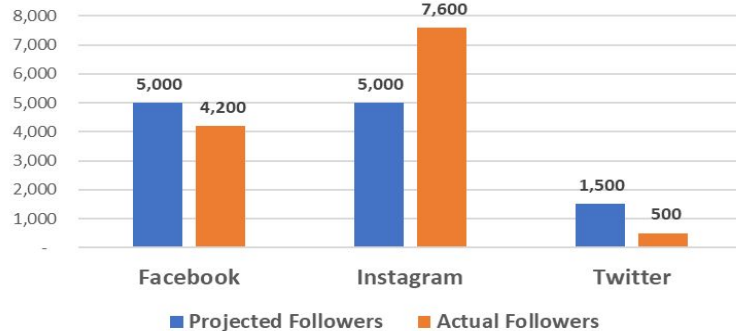
# Social Media Audience

- Predominantly from Trinidad & Tobago and USA
- Top City: San Juan, Trinidad
- 80% Male
- 320,000 Instagram Content Interactions

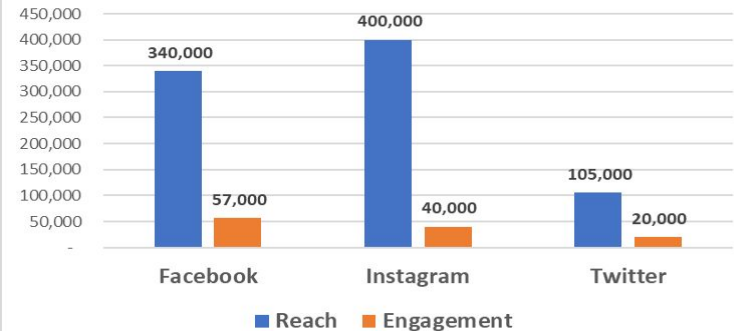
## SOCIAL MEDIA FOLLOWERS BY AGE GROUP



## SOCIAL MEDIA PLATFORMS



## SOCIAL MEDIA REACH & ENGAGEMENT



# Marketing highlights – Season 1

Production Broadcast & Distribution through media and FIFA+

Sportsmax agreement

FIFA+

Broadcast via local television

Marketing Schedule

Marketing schedule from launch to finals for T1, T2 and Knockout drafted and implemented

Changes made based on engagement and reactions of fans - final report to be done upon completion of T2

League Launch events and Knockouts

Development of Social Media Kits for each TTPFL Club

Posting and marketing activities catered to clubs demographics and locations

Traditional Media Campaign & Canvassing

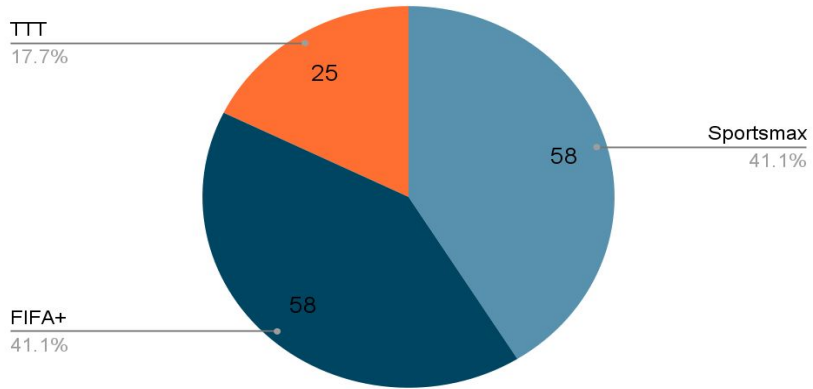
Social Media Engagement & Campaign

Develop reporting standards for social media engagement

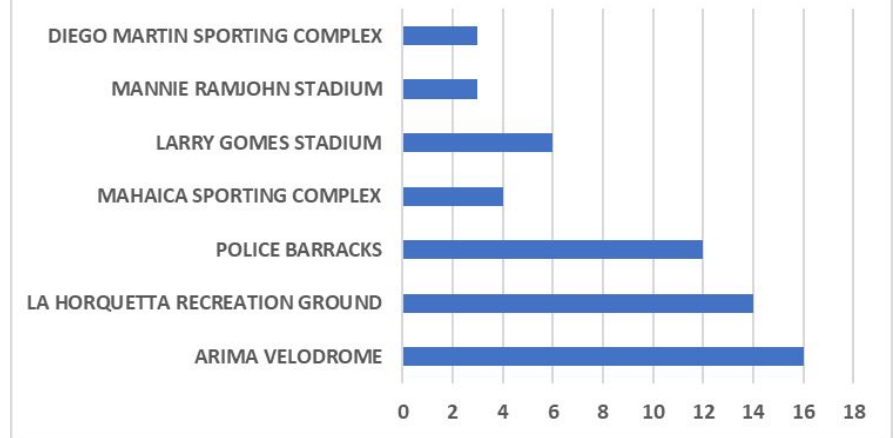


# Media Reach

## Number of Matches Streamed



## VENUES OF STREAMED MATCHES



# Commercial







Sponsorship packages drafted by Marketing consultant and disseminated to legacy and new sponsors to support the TTPFL

Package were also catered to specific periods of the tournament eg Knockout, Finals

Product sponsors for water - Blue waters

Product sponsors for game day activities - Sunshine Snacks, Hadco - Fan activities - Shootout, Ball juggling contest

Cash Sponsors - Blue Waters, NGC.

Player prizes - shootout, ball juggle, etc

Merchandising was not pursued in the transitional season unless offered by a sponsor

# Operations



# Operation highlights

Several Operational considerations and tasks were undertaken to ensure the highest quality playing experience for teams and viewing experience for spectators.

1

## Development of Fixtures

- Fixtures developed in consideration of Home Team locations, preferred venues and approved venues

2

## Inspection and Accreditation of venues

- Maintenance and watering of fields
- Preparation of dressing rooms and bathrooms
- Booking of venues as needed
- Inspection and testing of lighting

3

## Report Pack and team documents

- Health and Safety
- Team manager package
- Pro forma contracts
- Rules and Regulations
- Payroll submission forms.

4

## Registration of Players and staff

- Open for new players (not requiring a transfer) for the duration of the League. Players will have to be registered by noon on the Monday (prior to Wednesday games) or on the Wednesday (prior to weekend games).



# Operation highlights - cont'd

5

## Transfer Windows

- Transfer windows mirrored the international one which closed on March 10th and reopened in April. (Registration windows being 22 Jan to 10 Mar, which is 19 Apr to 10 May)

6

## Club obligations on game day as Home and Away teams

- Security
- Field Preparations
- Gate receipts management - undertaken by the TTFA to expedite the submission of gate receipt funds

7

## Season Passes

- Offered to Members, Sponsors, volunteers

8

## Prize Structure

- First Place \$125,000.00,
- Second place \$75,000.00
- Third place \$50,000.00



# Appendices



# The Competition- TTPFL Age Demographics



Category	Over 30	Below 30	26-30	Below age 25	23-25	Below age 22	20-22	Below age 20
TIER 1 TOTAL	65	332	113	219	72	147	60	87
TIER 1 PERCENT	16.37%	83.63%	28.46%	55.16%	18.14%	37.03%	15.11%	21.91%
TIER 2 TOTAL	149	300	105	195	87	108	54	54
TIER 2 PERCENT	33.18%	66.82%	23.39%	43.43%	19.38%	24.05%	12.03%	12.03%
GRAND TOTAL	214	632	218	414	159	255	114	141
OVERALL PERCENT	25.30%	74.70%	25.77%	48.94%	18.79%	30.14%	13.48%	16.67%





# Financial Performance- Gross income per venue (TTD)

Venue	ARIMA VELODROME	LA HORQUETTA	LARRY GOMES	MANNIE RAMJOHN	POLICE BARRACKS	MAHAICA	ATO BOLDON
Total	\$161,830.00	\$66,626.00	\$43,800.00	\$26,993.00	\$88,07600	\$83,423.00	\$14,992.00
Venue Average Gross Income	\$5,580.00	\$2,776.00	\$2,576.00	\$1,285.00	\$4,003.00	\$5,562.00	\$2,998.00

# Financial Performance - Payroll

## Payroll Service Provider

- Grant Thornton Orbit Solutions
- Determination on state owned clubs and how their payroll is to be managed
- State owned clubs' players would not be paid from government funds as they are already being paid a salary via the Government. Non-staff players would be paid as per usual.

## Development of mechanism to monitor payroll

Payroll processing and submission monitored and received through TTFA Finance function

## Financial reporting

- Reporting requirements
- Payroll Checklists
- Gate Receipts analysis
- Budget vs Actual Analysis
- Report on use of funds – GORTT and FIFA
- Analysis of Club expenditure

# Marketing and communications - Strategies & Implementation

- **Market Research and Segmentation:** In-depth research was conducted to understand the target audience's preferences, pain points, and behaviours. This information guided the creation of tailored marketing messages which focused first on educating the public about the structure of the new league including the teams and players involved.
- **Content Creation:** A content strategy focused on creating informative, and engaging material was employed. This included press releases, videos, radio ads, updated hi-res team logos, and captivating social media content that resonated with the target audience.
- **Multichannel Approach:** Leveraging a mix of channels such as social media, traditional media, grassroots tactics, influencer engagement, community engagement and public executions helped reach the audience where they spent their time.
- **Storytelling Through Visuals:** The campaign was infused with visually appealing graphics and videos that told a compelling story about the brand's values and products, and also kept the audience up to date with all league information including fixtures, results, standings, emerging players, and transfers .
- **Data-Driven Optimization:** Regular analysis of campaign performance allowed for data-driven adjustments, ensuring maximum effectiveness throughout the duration.



# MARKETING & COMMUNICATIONS- GAMES STREAMED AT ARIMA VELODROME

Arima Velodrome:					
SUN.	5	Caledonia AIA	vs	Cunupia F.C.	Arima Velodrome
12:03:23	6	San Juan Jabloteh	vs	Prison Services F.C.	Arima Velodrome
SAT.	9	Prison Services F.C.	vs	Point Fortin Civic	Arima Velodrome
18:03:23	10	Central F.C.	vs	Caledonia AIA	Arima Velodrome
WED	13	AC Port of Spain	vs	Police F.C.	Arima Velodrome
22.03.23	14	Prison Services F.C.	vs	Caledonia AIA	Arima Velodrome
FRI.	25	Defence Force F.C.	vs	W Connection F.C.	Arima Velodrome
31:03:23	26	Prison Services F.C.	vs	Terminix La Horquetta Rangers	Arima Velodrome
SUN.	47	Defence Force F.C.	vs	Cunupia F.C.	Arima Velodrome
16:04:23	48	Prison Services F.C.	vs	Tiger Tanks Club Sando F.C.	Arima Velodrome
SAT.	77	Cunupia F.C.	vs	Prison Services F.C.	Arima Velodrome
6:05:23	75	Caledonia AIA	vs	Defence Force F.C.	Arima Velodrome
24:06:23	130	Police F.C.	vs	Terminix La Horquetta Rangers	Arima Velodrome
SAT.	129	Defence Force F.C.	vs	AC Port of Spain	Arima Velodrome
TUES.	17	QPCC	vs	Defence Force	Arima Velodrome
4/7/2023	16	Terminix La Horquetta Rangers	vs	AC POS	Arima Velodrome





# MARKETING & COMMUNICATIONS- GAMES STREAMED AT POLICE BARRACKS

<b>Police Barracks:</b>					
FRI.	7	Cunupia F.C.	vs	San Juan Jabloteh	Police Barracks
17:03:23	8	Police F.C.	vs	W Connection F.C.	Police Barracks
SUN.	23	AC Port of Spain	vs	Prison Services F.C.	Police Barracks
26:03:23	24	Police F.C.	vs	Defence Force F.C.	Police Barracks
SUN.	59	Defence Force F.C.	vs	Caledonia AIA	Police Barracks
23:04:23	60	Police F.C.	vs	San Juan Jabloteh	Police Barracks
TUES.	11	Defence Force	vs	Terminix La Horquetta Rangers	Police Barracks
16:06:23	88	Police FC	vs	Central FC	Police Barracks
FRI.	93	AC Port of Spain	vs	Caledonia AIA	Police Barracks
19:05:23	94	Police F.C.	vs	Cunupia F.C.	Police Barracks
THUR	100	Cunupia F.C.	vs	Terminix La Horquetta Rangers	Police Barracks
25:05:23	98	Caledonia AIA	vs	Point Fortin Civic	Police Barracks





# MARKETING & COMMUNICATIONS- GAMES STREAMED AT MAHAICA SPORTING COMPLEX

Mahaica Sporting Complex:					
FRI.		Opening Ceremony			
10:03:23	1	W Connection F.C.	vs	Central F.C.	Mahaica Sporting Complex
	2	Point Fortin Civic	vs	Tiger Tanks Club Sando F.C.	Mahaica Sporting Complex
SUN	95	W Connection F.C.	vs	Tiger Tanks Club Sando F.C.	Mahaica Oval
21:05:23	96	Point Fortin Civic	vs	San Juan Jabloteh	Mahaica Oval







# MARKETING & COMMUNICATIONS- GAMES STREAMED AT LARRY GOMES STADIUM

<b>Larry Gomes Stadium:</b>					
11:03:23	3	AC Port of Spain	vs	Defence Force F.C.	Larry Gomes Stadium
19:03:23	12	Tiger Tanks Club Sando F.C.	vs	AC Port of Spain	Larry Gomes Stadium
1:04:23	28	Cunupia F.C.	vs	AC Port of Spain	Larry Gomes Stadium
2:04:23	30	Caledonia AIA	vs	San Juan Jabloteh	Larry Gomes Stadium
29:04:23.	63	Caledonia AIA	vs	Tiger Tanks Club Sando F.C.	Larry Gomes Stadium
30:04:23	66	AC Port of Spain	vs	Terminex La Horquetta Rangers	Larry Gomes Stadium



# MARKETING & COMMUNICATIONS- GAMES STREAMED AT LA HORQUETTA RECREATION GROUND

La Horquetta Rec Ground:					
SAT.	19	San Juan Jabloteh	vs	Central F.C.	La Horquetta Rec, Grd.
25:03:23	20	Terminex La Horquetta Rangers	vs	Tiger Tanks Club Sando F.C.	La Horquetta Rec, Grd.
WED.	33	AC Port of Spain	vs	Central F.C.	La Horquetta Rec, Grd.
5:04:23	34	Terminex La Horquetta Rangers	vs	Cunupia F.C.	La Horquetta Rec, Grd.
SAT.	43	AC Port of Spain	vs	San Juan Jabloteh	La Horquetta Rec, Grd.
15:04:23	44	Terminex La Horquetta Rangers	vs	Caledonia AIA	La Horquetta Rec, Grd.
SAT.	55	W Connection F.C.	vs	AC Port of Spain	La Horquetta Rec, Grd.
22:04:23	56	Terminex La Horquetta Rangers	vs	Point Fortin Civic	La Horquetta Rec, Grd.
WED.	71	Defence Force F.C.	vs	San Juan Jabloteh	La Horquetta Rec, Grd.
3:05:23	72	Terminex La Horquetta Rangers	vs	AC Port of Spain	La Horquetta Rec, Grd.
WED.	81	AC Port of Spain	vs	Point Fortin Civic	La Horquetta Rec, Grd.
10:05:23	82	Terminex La Horquetta Rangers	vs	San Juan Jabloteh	La Horquetta Rec, Grd.
WED	122	AC Port of Spain	vs	Tiger Tanks Club Sando F.C.	La Horquetta Rec, Grd.
14:06:23	123	Terminix La Horquetta Rangers	vs	Defence Force F.C.	La Horquetta Rec, Grd.



# MARKETING & COMMUNICATIONS- GAMES STREAMED AT MANNIE RAMJOHN STADIUM



<b>Mannie Ramjohn Stadium:</b>					
8:04:23	37	Tiger Tanks Club Sando F.C.	vs	W Connection F.C.	Mannie Ramjohn Stadium
28:05:23	103	W Connection F.C.	vs	Defence Force F.C.	Mannie Ramjohn Stadium
4:06:23	113	Tiger Tanks Club Sando F.C.	vs	Terminex La Horquetta Rangers	Mannie Ramjohn Stadium





# MARKETING & COMMUNICATIONS- GAMES STREAMED AT DIEGO MARTIN SPORTING COMPLEX

Diego Martin Sporting Complex:					
TUES	18	Heritage Petroleum Point Fortin	vs	Defence Force	Diego Martin Sporting Complex
11/7/2023	19	Police FC	vs	Terminix La Horquetta Rangers	Diego Martin Sporting Complex
15/7/2023	20	Terminix La Horquetta Rangers	vs	Defence Force	Diego Martin Sporting Complex

