

# WILDCAT FOOTBALL

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2023



**AUGUST 17\***

WISCONSIN RAPIDS LINCOLN (H)



**SEPTEMBER 8**

HUDSON (H)



**SEPTEMBER 29**

CHIPPEWA FALLS (H)

**AUGUST 24\***

HOLMEN (A)

**SEPTEMBER 15**

EAU CLAIRE MEMORIAL (H)



**OCTOBER 6**

MENOMONIE (A)



**SEPTEMBER 1**

NEW RICHMOND (A)



**SEPTEMBER 22**

SUPERIOR (A)



**OCTOBER 13**

EAU CLAIRE NORTH (H)

**SCHEDULE**

**\*Thursday Games**



## TOPICS

---

01

### OUR CULTURE

Make Them Notice  
The Standard is the Standard

02

### SUMMER EVENTS

Summer Speed & Strength  
UMD Team Camp

03

### REGISTRATION

Physicals  
Impact Testing

### FALL CAMP

Varsity/JV Schedule  
Freshman Schedule

### IN-SEASON SCHEDULE

Describe here the topic of the  
section

### COMMUNICATI ON

Describe here the topic of the  
section



**WILDCAT  
FOOTBALL**

**OUR CULTURE**



# OUR CULTURE

---

Build deep connection

## WE BEFORE ME



Venus has a beautiful name and is the second planet from the Sun

## LOVE THE FIGHT



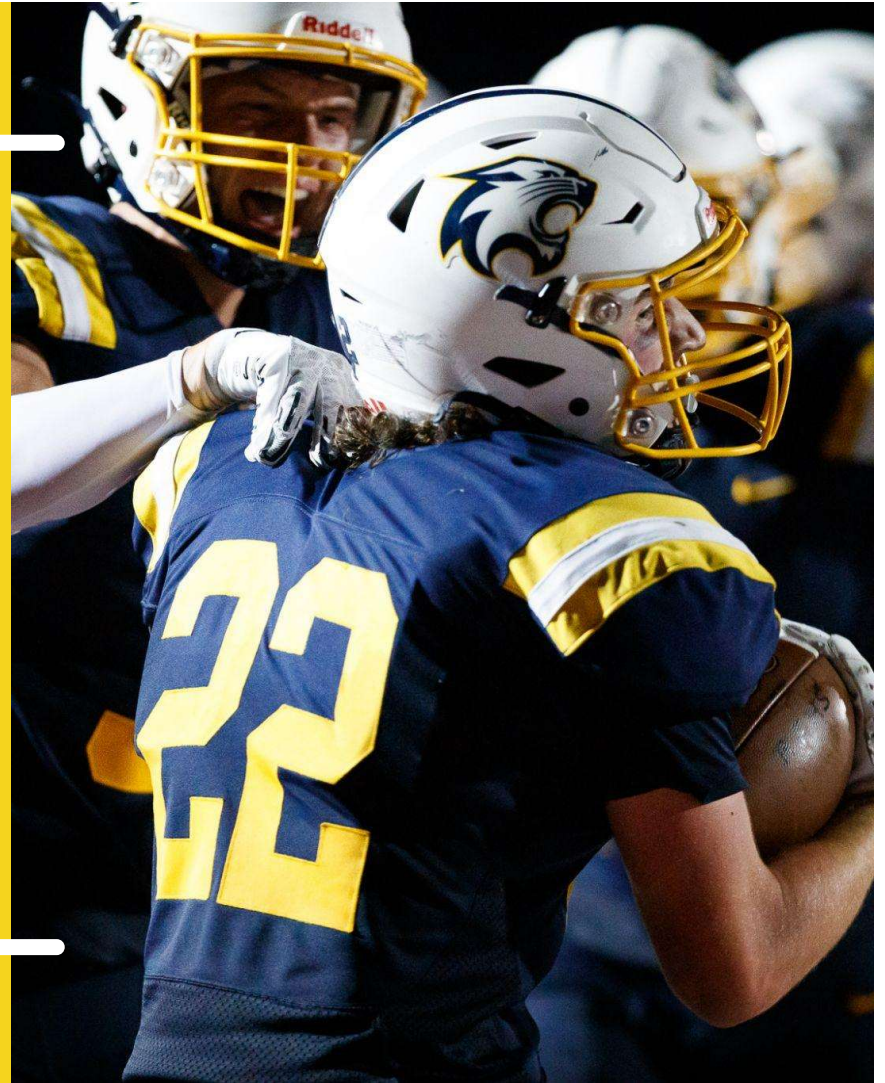
Neptune is the farthest planet from the Sun. It's also the fourth-largest

## SHOW UP





# SUMMER SCHEDULE





## SUMMER SPEED & STRENGTH

Starts Week of June 5  
Four days per week  
Register [HERE](#)



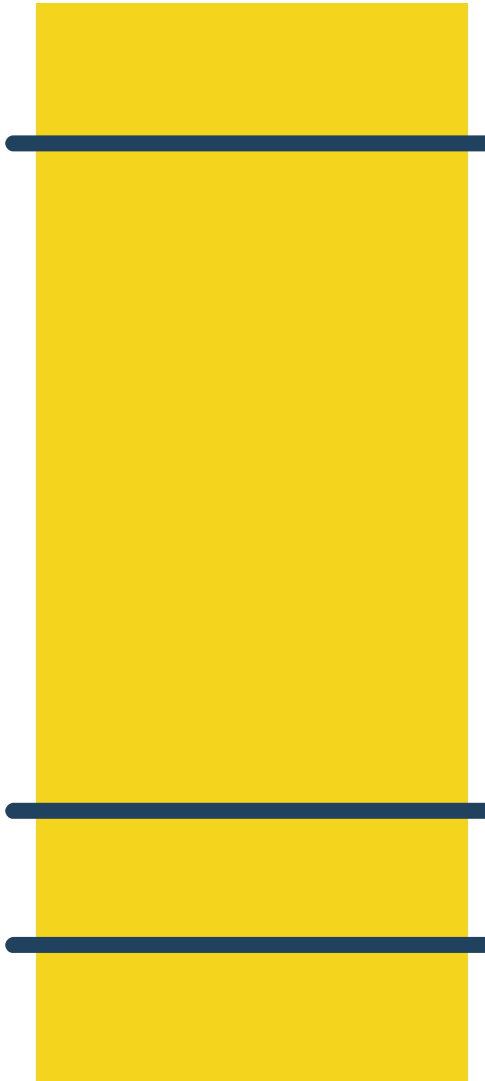
## UMD TEAM CAMP

June 26-28  
Register [HERE](#)



## BUDGET

Describe here the topic of the section



## WILDSIDE MINI-CAMP

June 21, 7:00-11:00 AM  
June 22, 4:00-8:00 PM



## CONTENT PLAN

Describe here the topic of the section



## KPI OVERVIEW

Describe here the topic of the section



# FALL CAMP





## COMMUNICATION

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- **Email list (generated from registration)**
- **[River Falls Football Facebook Page](#)**
- **River Falls Football Instagram  
([@riverfallsfootball](#))**
- **[ryan.scherz@rfsd.k12.wi.us](mailto:ryan.scherz@rfsd.k12.wi.us)**
- **[rfcatsfootball.com](http://rfcatsfootball.com)**



## **01 ABOUT US**

Describe here the topic

## **03 GOALS & STRATEGY**

Describe here the topic

## **05 BUDGET**

Describe here the topic

## **02 MARKET ANALYSIS**

Describe here the topic

## **04 CONTENT PLAN**

Describe here the topic

## **06 KPI OVERVIEW**

Describe here the topic



## OUR PARTY

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than the Moon. The planet's name has nothing to do with the liquid metal





## OUR PARTY



Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than the Moon. The planet's name has nothing to do with the liquid metal



**“This is a quote, words full of wisdom that someone important said and can make the reader get inspired.”**



**—Someone Famous**





**SHOW  
YOUR  
PARTY**





## ABOUT THE PARTY

---



### JUPITER

Jupiter is a gas giant and the biggest planet of them all

### VENUS

Venus has a beautiful name and is the second planet from the Sun



### NEPTUNE

Neptune is the farthest planet from the Sun. It's also the fourth-largest



## ABOUT THE PARTY

---

### MARS

Despite being red, Mars is actually a cold place

---

### JUPITER

Jupiter is a gas giant and the biggest planet of them all

---

### SATURN

Saturn is the ringed one. It's composed of hydrogen & helium





## OUR GOALS



### NEPTUNE

Neptune is the farthest planet from the Sun



### JUPITER

Jupiter is a gas giant and the biggest planet



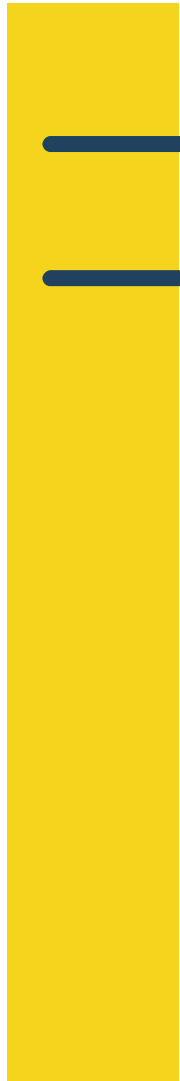
### MERCURY

Mercury is the closest planet to the Sun



### MARS

Despite being red, Mars is a cold place





## OUR GOALS

---



### NEPTUNE

Neptune is the farthest planet from the Sun



### JUPITER

Jupiter is a gas giant and the biggest planet



### MERCURY

Mercury is the closest planet to the Sun



### MARS

Despite being red, Mars is a cold place







**03**

# **GOALS & STRATEGY**

You can enter a subtitle here if you  
need it





## OUR GOALS

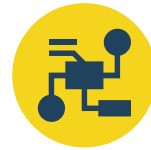
### NEPTUNE

Neptune is the farthest planet from the Sun



### MERCURY

Mercury is the closest planet to the Sun



### JUPITER

Jupiter is a gas giant and the biggest planet



### MARS

Despite being red, Mars is a cold place



## OUR GOALS



### NEPTUNE

Neptune is the farthest planet from the Sun

### MERCURY

Mercury is the closest planet to the Sun

### JUPITER

Jupiter is a gas giant and the biggest planet

### MARS

Despite being red, Mars is a cold place



## WHAT SETS US APART?

### WHAT SETS US APART?

- Mercury is the closest planet to the Sun
- Despite being red, Mars is a cold place
- Neptune is the farthest planet from the Sun
- Jupiter is the biggest planet in the Solar System





## OUR GOALS



### NEPTUNE

Neptune is the farthest planet from the Sun



### SATURN

Saturn is a gas giant and has several rings



### JUPITER

Jupiter is a gas giant and the biggest planet



### MERCURY

Mercury is the closest planet to the Sun



### MARS

Despite being red, Mars is a cold place







## OUR GOALS

---



### NEPTUNE

Neptune is the farthest planet from the Sun



### SATURN

Saturn is a gas giant and has several rings



### JUPITER

Jupiter is a gas giant and the biggest planet



### MERCURY

Mercury is the closest planet to the Sun



### MARS

Despite being red, Mars is a cold place





---

# 05/24

Will be the date our campaign  
will launch

| Is the start of every party action

---



## CORE VALUES

---

### MERCURY

Mercury is the closest planet to the Sun and the smallest

### VENUS

Venus has a beautiful name, but it's terribly hot

### MARS

Despite being red, Mars is actually a cold place

### JUPITER

It's a gas giant and the biggest planet in the Solar System

### SATURN

Saturn is composed mostly of hydrogen and helium

### NEPTUNE

Neptune is the farthest planet from the Sun



## CORE VALUES

---

### MERCURY

Mercury is the closest planet to the Sun and the smallest

01

02

### JUPITER

It's a gas giant and the biggest planet of them all

03

04

### VENUS

Venus has a beautiful name, but it's terribly hot

### SATURN

Saturn is composed mostly of hydrogen and helium

05

06

### MARS

Despite being red, Mars is actually a very cold place

### NEPTUNE

Neptune is the farthest planet from the Sun





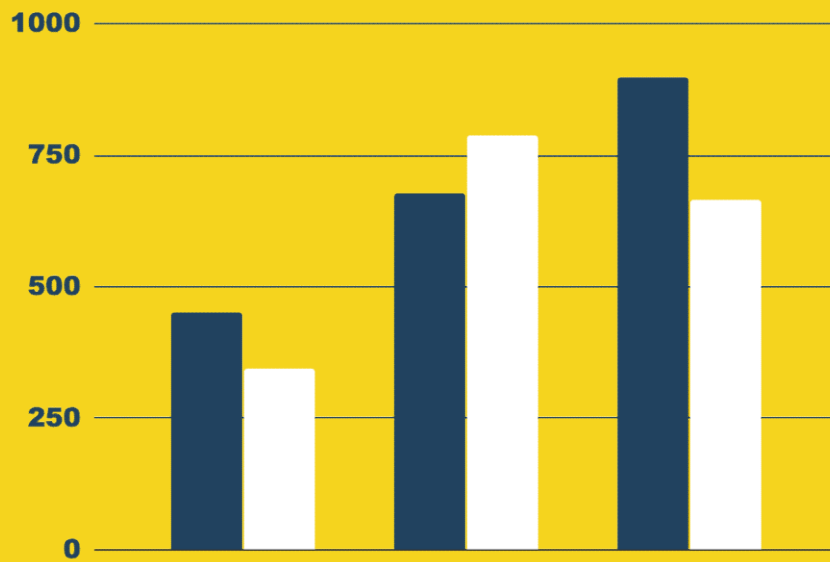
# 04 CONTENT PLAN

You can enter a subtitle here if you need it

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# MARKET SHARE

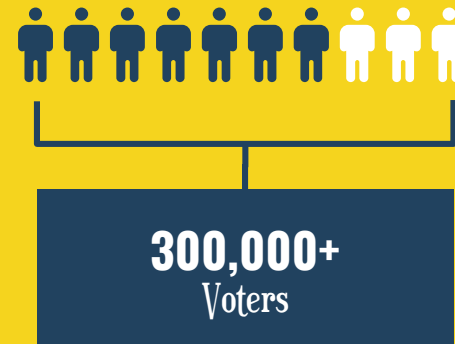
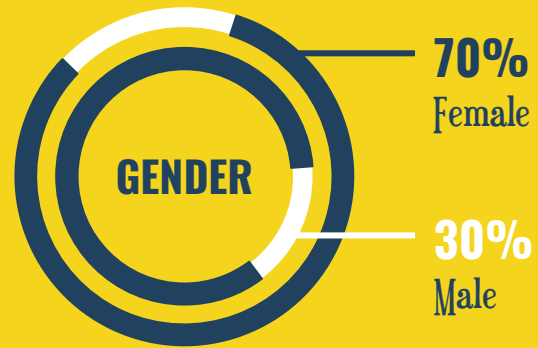


- 2010
- 2020

To modify this graph, click on it, follow the link, change the data and paste the new graph here



# CORE CUSTOMER AUDIENCES



## AGE





# COMPETITOR ANALYSIS

---

## STRENGTHS

- Here you can list your competitor's strengths
- Here you can list your competitor's strengths
- Here you can list your competitor's strengths
- Here you can list your competitor's strengths

## WEAKNESSES

- Here you can list your competitor's weaknesses
- Here you can list your competitor's weaknesses
- Here you can list your competitor's weaknesses
- Here you can list your competitor's weaknesses





## COMPETITOR ANALYSIS

---



### STRENGTHS

Here you can list the first strength

Here you can list the second strength

Here you can list the third strength

### WEAKNESSES

Here you can list the first weakness

Here you can list the second weakness

Here you can list the third weakness





# COMPETITOR ANALYSIS

---

## STRENGTHS

- Here you can list the first strength
- Here you can list the second strength
- Here you can list the third strength

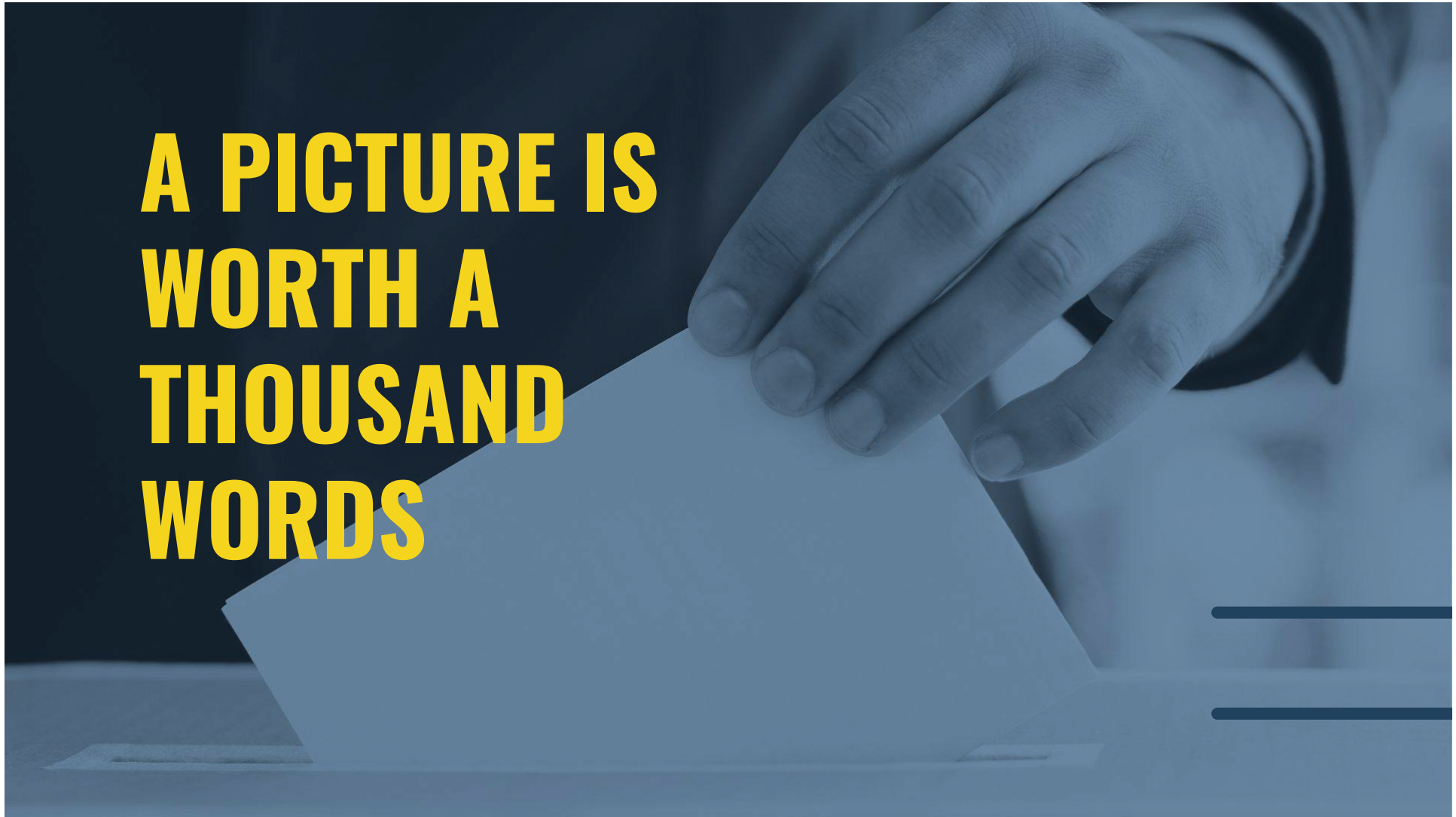
---

## WEAKNESSES

- Here you can list the first weakness
- Here you can list the second weakness
- Here you can list the third weakness



**A PICTURE IS  
WORTH A  
THOUSAND  
WORDS**





# MULTIMEDIA

## DESKTOP MOCKUP

You can replace the  
image on the screen  
with your own





# MULTIMEDIA



## LAPTOP MOCKUP

You can replace the  
image on the screen  
with your own

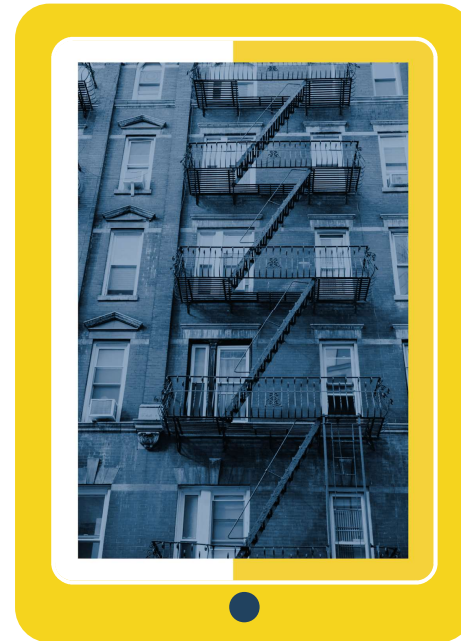




# MULTIMEDIA

## TABLET MOCKUP

You can replace the  
image on the screen  
with your own





# MULTIMEDIA



## MOBILE MOCKUP

You can replace the  
image on the screen  
with your own





**05**

# **BUDGET**

You can enter a subtitle here if you need it







# MARKET SEGMENTATION

---

Saturn is the ringed one. It's a gas giant

**10%**

Mercury is the smallest planet

**60%**

Venus is the second planet from the Sun

**30%**



# MARKET SEGMENTATION



50%

## SATURN

Saturn is composed of hydrogen and helium

10%

## MARS

Despite being red, Mars is actually a cold place

40%

## NEPTUNE

Neptune is the fourth-largest planet



# STRATEGY

---

DAY 1



Saturn is the ringed one.  
It's a gas giant

DAY 2



Mercury is the smallest  
planet

DAY 3



Mars is red and a cold  
place

DAY 4



Neptune is the farthest  
planet



## CANDIDATE DESCRIPTION

---

### SATURN

Saturn is a gas giant and has rings

### NEPTUNE

Neptune is the fourth-largest planet



### JUPITER

Jupiter is a gas giant and the biggest

### VENUS

Venus is the second planet from the Sun

**06**

# KPI OVERVIEW

You can enter a subtitle here if you need it





## OUR PLANS

---



Factor 1  
Factor 2  
Factor 3

**BASIC**



Factor 1  
Factor 2  
Factor 3

**PRO**



Factor 1  
Factor 2  
Factor 3

**PREMIUM**



# DISTRIBUTION CHANNELS



**PRESIDENT**

John Doe



**VICE PRESIDENT**

Anna Black



**COUNSELOR**

Alex Soul



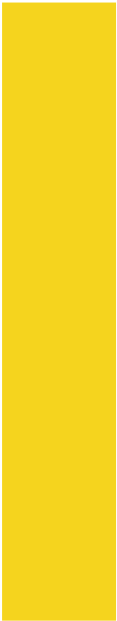
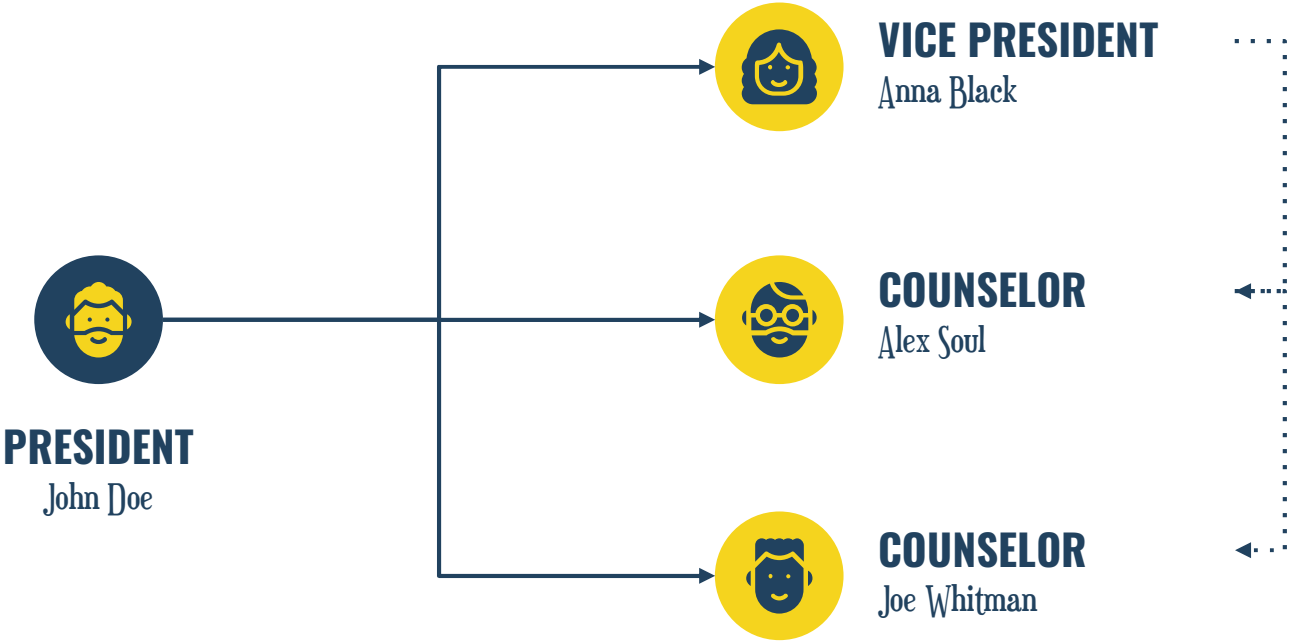
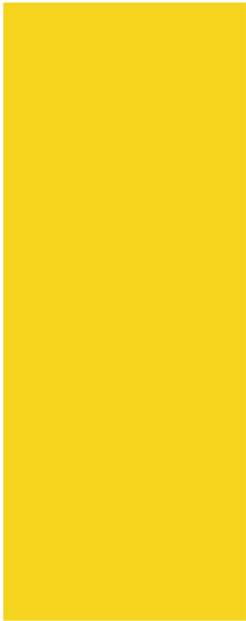
**COUNSELOR**

Joe Whitman





# DISTRIBUTION CHANNELS







**THRIVE FOR  
GREATNESS**



# PROMOTION

---



## MULTIMEDIA

Mercury is the smallest one in the Solar System



## PRESS

Venus is the second planet from the Sun



## MOBILE APP

Neptune is the farthest planet from the Sun





# ADVERTISING CAMPAIGN 1

---



## DESCRIPTION

Jupiter is a gas giant and the biggest one

## GOALS

- Goal 1
- Goal 2
- Goal 3

## BUDGET

\$20,000



## ADVERTISING CAMPAIGN 2

Jupiter is a gas giant  
and the biggest one

- Goal 1
- Goal 2
- Goal 3

\$30,000

**DESCRIPTION**

**GOALS**

**BUDGET**





## CAMPAIGN LOCATIONS

---

### NEPTUNE

You can give here a brief description of the topic you want to talk about

For example, if you want to talk about Mercury, you can say that it's the closest planet to the Sun and the smallest one in the Solar System





## CAMPAIGN LOCATIONS

---





# PR OUTREACH

**SOCIAL MEDIA**  
\$8,000

**TELEVISION**  
\$4,000

**BILLBOARDS**  
\$5,000

**EVENTS**  
\$6,000

**80%**  
Mercury



**60%**  
Jupiter



**20%**  
Saturn





## BUDGET ALLOCATION

	JUPITER	MERCURY	VENUS	MARS
SOC. MEDIA	\$2,000	\$4,000	\$780	\$1,200
TV	\$10,000	\$2,000	\$1,900	\$3,000
EVENTS	\$5,000	\$8,000	\$3,500	\$5,788





## PREDICTED REACH



To modify this graph, click on it,  
follow the link, change the data and  
paste the new graph here



**34.5%**

Despite being red, Mars is actually a cold  
place





# MULTIMEDIA



## INSERT HERE YOUR MULTIMEDIA CONTENT

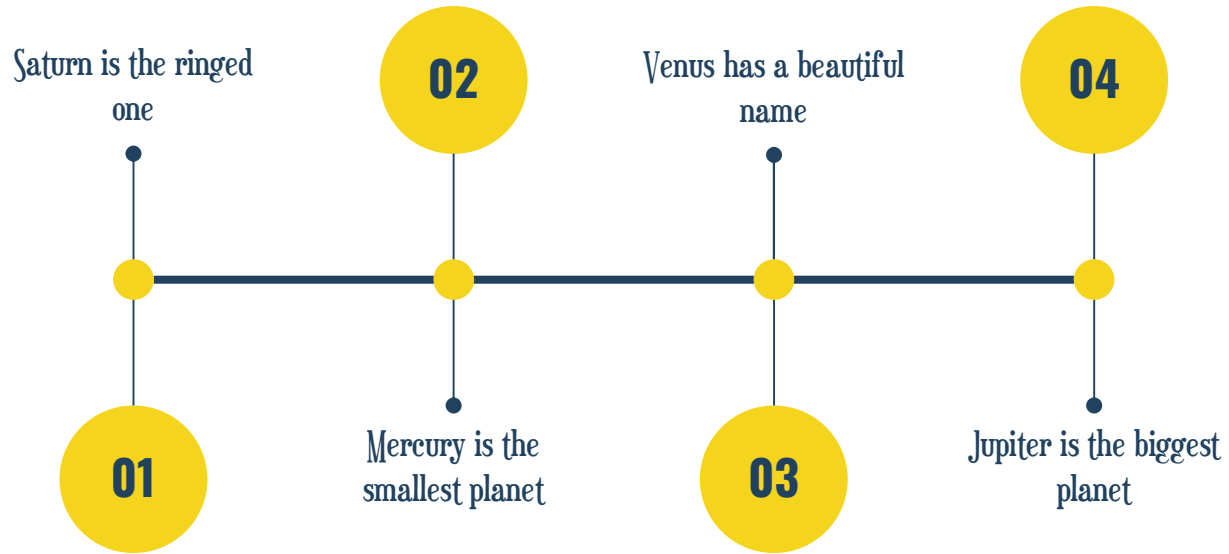
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image on the screen  
with your own





# TIMELINE

---





## OUR TEAM

---



**HELENA JAMES**

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image on the screen  
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**JENNA DOE**

You can replace the  
image on the screen  
with your own



---

# THANKS!

---

Do you have any question?  
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+91 620 421 838  
yourcompany.com



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# ALTERNATIVE RESOURCES








# ALTERNATIVE RESOURCES

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## PHOTOS:

- [Low angle view of a businessman standing under the building talking on mobile phone](#)
- [An elevated view of a businessman running downstairs](#)
- [Businessman walking](#)
- [Lawyer holding hands close up](#)
- [Smiling young business woman standing near the railing talking on smartphone](#)
- [Portrait of a smiling businesswoman standing in front of cityscape](#)
- [Group people running on street](#)
- [Busy city street with blurred people](#)
- [Thoughtful smart young businessman looking at laptop](#)
- [Businessman and a businesswoman](#)
- [Contemporary black building exterior with balconies](#)

## ICONS:

- [Peace and human rights](#)
  - [Strategy](#)
- 



# RESOURCES

---

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## PHOTOS:

- [Man putting an empty ballot in election box](#)
- [Portrait female at office](#)
- [Woman at work holding her notes with copy space](#)
- [Businesswoman at work](#)
- [Businessman standing](#)
- [Female banquet manager setting table for event](#)
- [Woman reading newspaper outside](#)
- [Front view man with laptop looking at camera](#)
- [Group of businesspeople looking at business plan in the office](#)
- [Office mirrored tall buildings](#)

- [Group of businesspeople looking at business plan in the office](#)
- [Facade of building with fire escape](#)
- [Smiling woman with crossed arms](#)
- [Front view of businessman holding hourglass with coins](#)
- [Business man in the car looking at mobile phone](#)
- [Confident smart young businessman sitting on armchair pointing finger upward against black background](#)
- [Confident young businesswoman standing in the office with her arms crossed](#)

## VECTORS:

- [Colorful gradient abstract logo](#)
- [Set of abstract modern logos](#)

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# Storyset

Create your *Story* with our illustrated concepts. Choose the style you like the most, edit its colors, pick the background and layers you want to be visible and bring them to life with the animator panel. It will boost your presentation for sure! Check out [how it works](#).



Pana



Amico



Bro



Rafiki

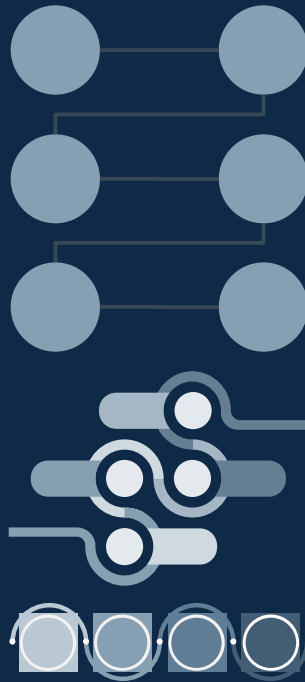
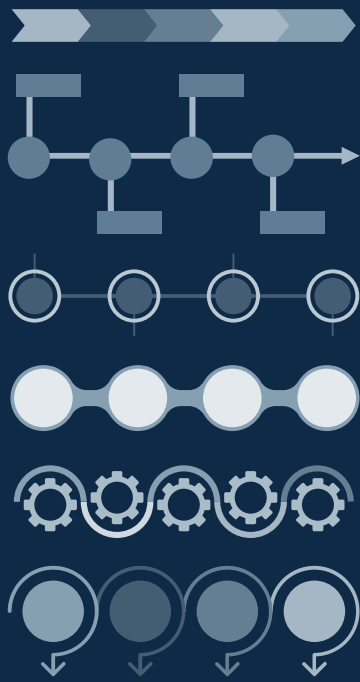
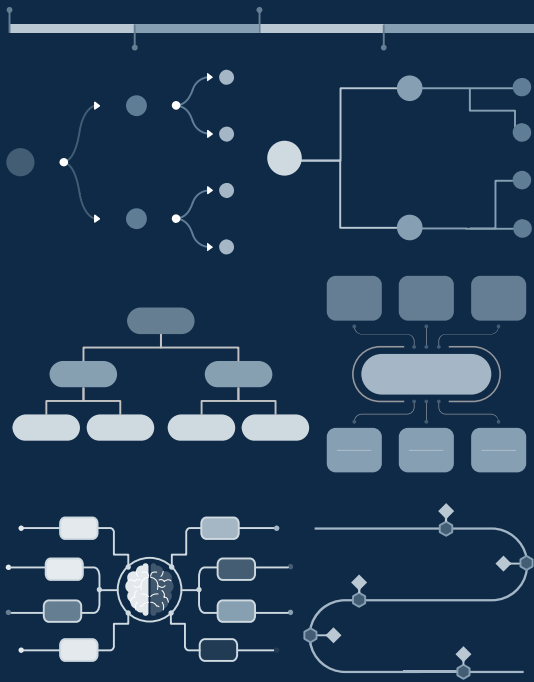


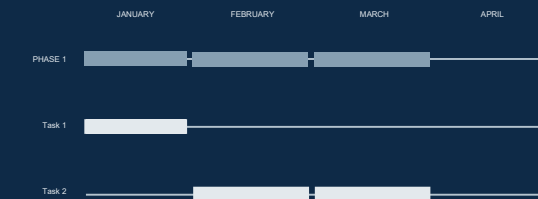
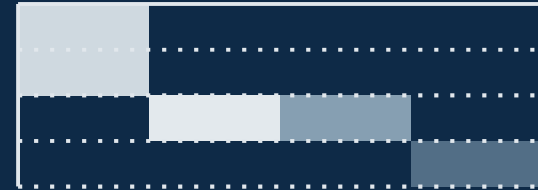
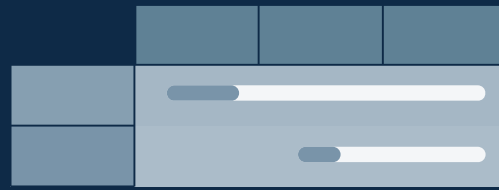
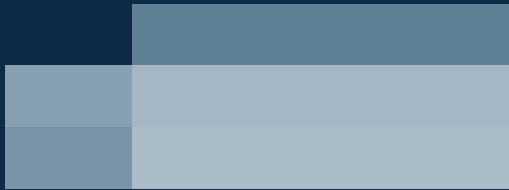
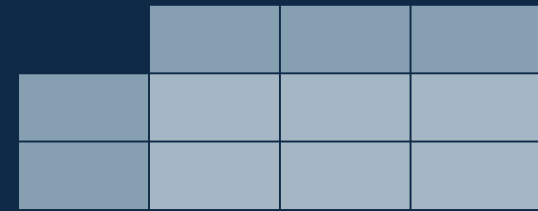
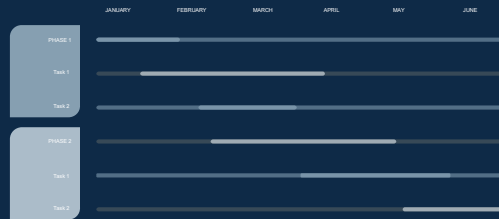
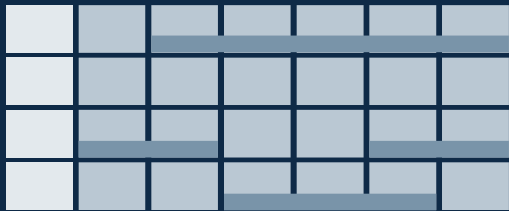
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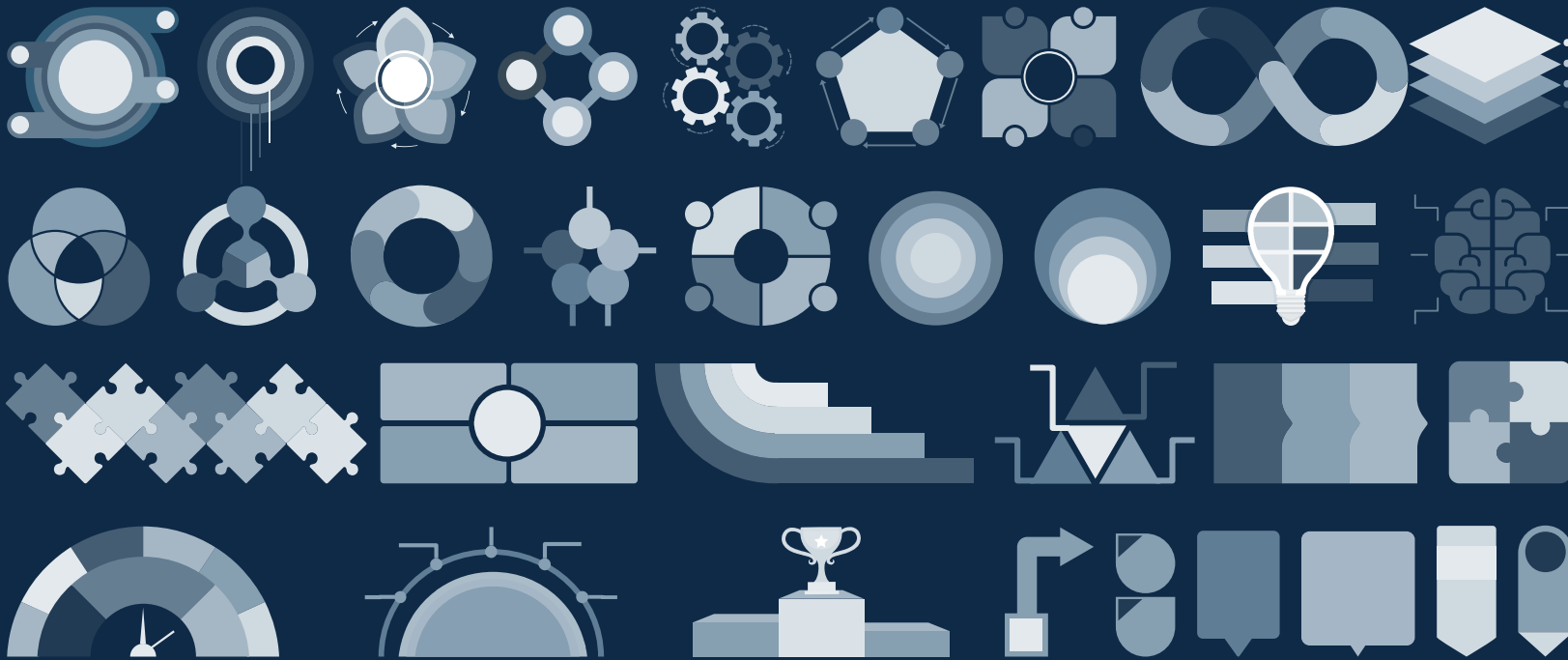


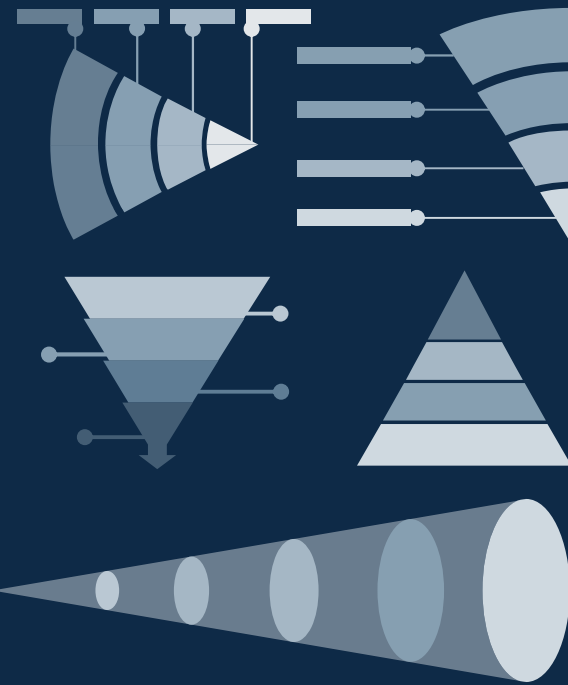
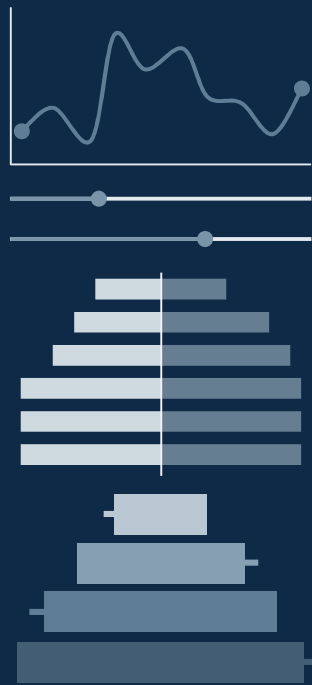
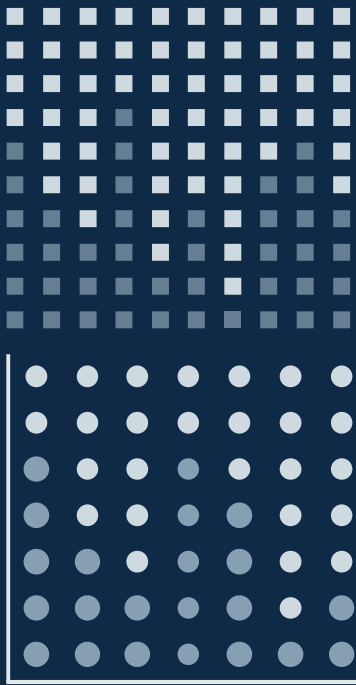












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## Educational Icons



## Medical Icons



## Business Icons



## Teamwork Icons







## Creative Process Icons



## Performing Arts Icons



# Nature Icons



# SEO & Marketing Icons



