

PL Sports Consulting

Management, Marketing, Operations

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INTRODUCTION – Who We Are

PL Sports Consulting LLC provides strategic management, operations, development and marketing counsel and services designed to enable sports organizations, companies and executives to meet their goals.

As principal of the company, Paul Luchowski has broad experience in the sports industry. From the management and marketing of an elite youth soccer league and multiple indoor and outdoor recreational sports facilities to enhancing the development of sports businesses including teams and leagues, he has worked at every level from grassroots to the executive suite.

PL Sports Consulting (PLSC) provides total event management services from the grassroots to international professional levels. Most recently, PLSC provided Regional Manager Services for TGI Systems overseeing the installation and operation of the digital advertising system surrounding the playing field at two stadiums (Nelspruit and Polokwane) during the 2010 FIFA World Cup. Services included interacting with FIFA Marketing (the client), supervising all message displays during the event and insuring coordination of services from entities including but not limited to staffing, power, logistics, stadium operations etc. at each venue.

At the youth level, PLSC has provided complete management and operational services in creating and implementing an elite team National League program for US Youth Soccer, the country's largest youth sports organization with 3.2 million players. PLSC also operates the Midwest Regional League for US Youth Soccer that features nearly 700 elite level boys and girls teams in competition across 13 states throughout the Midwest. PLSC is on-site for 13 weekend National League or Regional League events each year coordinating activities for up to 120 teams at each site.

PLSC coordinated all venue management and logistics for a ChampionsWorld Series international soccer game at Cleveland Browns Stadium. We recruited and managed a 50-plus special event staff providing team liaisons, media relations and stadium event operations, as well as grass roots marketing support. In addition to the game played on July 25, 2003 when a crowd of 20,842 witnessed Glasgow Celtic of Scotland defeat Boca Juniors of Argentina 1-0, we promoted and managed a special team practice event the day before the game for premium ticket holders and sponsors.

Mr. Luchowski was with the National Professional Soccer League for more than ten years, where he held numerous roles including media relations director, marketing director and operations director. During his tenure with the NPSL, he oversaw the management of teams in Chicago, Toronto and Memphis. He developed programs to enhance revenues and value for team investors plus coordinated management and marketing programs at both the team and league levels.

Mr. Luchowski is a graduate of Cornell University, where he earned his degree in Communications.

SERVICES – What We Offer

Our experience in the sports business industry allows us to offer a wide array of services including:

- Management structure counsel
- Event Operations development counsel
- Facility development counsel
- Marketing development counsel
- Sponsorship development counsel
- Communications development counsel

We provide services specifically tailored to your needs in an efficient and structured manner providing written reports of activities including analysis and recommendations. We understand the challenges each organization faces and provide effective methods to generate awareness and most importantly--revenues. Our primary goal is to successfully identify your specific challenges and offer business solutions to effectively improve your organization's value.

CLIENTS – Who We've Worked With

PL Sports Consulting has provided its services to the following companies and organizations:

- US Youth Soccer
(National and Midwest Regional Leagues)
- ChampionsWorld LLC
- Positive Impact/Goddard's Catering
(Cricket World Cup 2007)
- Ice Land USA Ltd.
- TGI Systems (2010 FIFA World Cup)
- Women's United Soccer Association (WUSA)
- San Jose CyberRays (WUSA)
- America's Golf Challenge
- East-West Team Travel
- Avon Lake Sports and Athletic Complex