

Starting Trial ICE SOCCER™ Games at Colleges/Universities

(for the intramural or club sport coordinator/director*)

1. Introducing a new concept, service or product requires the creation of an awareness of that commodity and overcoming innate human inertia ... to get people to “buy into it.” That’s what advertising is all about - **creating a desire to try that something new.**
2. Introducing the new team sport of ICE SOCCER is no different. Here we “sell” the attributes of ICE SOCCER – it is **fast, challenging, exciting and fun!** It does not require a long, expensive training period and does not require super physical conditioning. But it will test aerobic fitness, balance and coordination and give a total-body workout. And it can be played at many different intensity levels, from casual recreational fun to highly competitive league-play fun, by gender-specific or coed teams. The vision is for it to become a professionally franchised sport.
3. Getting two teams to initially trial ICE SOCCER may require some selectivity in getting a receptive group to play it. It will require communication, answering questions about the sport (**basic rules**, equipment, etc.) to establish credibility. Then it will require some diligence to assure that initial play is scheduled at a convenient time of day and refereed appropriately. **HINT:** Ask the first players to play to help evaluate the sport (2-4 trial games) for future intramural/club sport consideration.
4. A good choice to recruit players would be **existing intramural soccer teams.** Players enjoy the traditional sport and know rules and terminology. ICE SOCCER is simply played on a different surface with many of the same rules yet some differences to account for a different playing surface and the use of the official Boot’r™ - the formerly U.S. patented projectile that allows sustainable, controllable play on ice. Recruit **hockey** teams, too: they have the protective gear and should enjoy the change of pace. And don’t forget **fraternities** and **sororities** – always looking to do something new and different.
5. **Once introduced**, some first-time players will drop out. "Not my thing." This is true of any new thing – **some will like it, some will not.** So O.K. you started with two 12 person teams, eight players dropped out; you will only have to replace eight to be at full strength (allowing for subs). And some of the remaining 16 will bring in their friends.
6. Two issues must be discussed in advance of play - falling and the Boot’r
 - a. falling is discussed here: www.icesoccer.com/faq.html. Refer to this.
 - b. so too is the uniqueness of the Boot’r discussed in a FAQ, but for some reason some people cannot accept that the Boot’r is not round or air-filled. They need to hear the logic behind the Boot’rs weight (keeps it from flying into the stands and low enough to prevent “heading”) and shape (has big sweet spot for control, does not roll which allows players to keep up with it).

- 7 And two playing requirements must also be discussed – **footwear and protective gear** (for both player safety and enjoyment).
 - a. regular treaded-sole footwear for dry-shaved or “dirty” ice; special hi-traction-on-ice footwear for play on “clean” ice; no “sneakers,” please, and absolutely no cleated or spiked footwear.
 - b. Protective gear is a kind commonly available and inexpensively priced. Most sports require some; ICE SOCCER is no different.

8. Finally, **seeing a video** of a game already played (prospective players can watch the video clips of the three games featured here: www.icesoccer.com/ice_soccer_in_play.html). This is very important - to show that ICE SOCCER is not “bogus” and that it is fun. **P.S.** In none of these games were players wearing hi-traction-on-ice footwear. Some even wore “sneakers!”

9. If you, the coordinator or director, get discouraged by low initial turnout or by dropouts after a first play, a successful program won’t work. Sometimes it takes a while for word about a fun and exciting new activity to spread.

* Students who want to get ICE SOCCER played at their school should refer to the link “Specific Discussion for: Youth, Teen & College Players” found here: www.icesoccer.com/pdf/info-for-youth.pdf.