



DRIVING NATIONAL AWARENESS FOR A GROWING PROFESSIONAL SPORTS LEAGUE

OCTOBER 2022

Summary

The American Ultimate Disc League (AUDL) was founded in 2012 to introduce and showcase its talented athletes and precision play to a global audience. Ultimate is a fast, flowing, and highly athletic low-contact sport that is played by advancing a disc (frisbee) down a field to score by passing into the end zone. Players cannot run with the disc, and play continues until one team scores.

With pinpoint passing and the unique flight of the disc, each game generates many exciting catches and defensive plays that frequently appear on ESPN's Sports Center Top 10, Fox Sports, Bleacher Report, and other leading sports shows.

The league has 22 teams playing in the US and Canada. Each team competes in a 12-game regular season schedule, with top teams entering a playoff round and divisional winners advancing to a final four style Championship Weekend. The league's audience enjoys exciting, affordable, family-friendly events.

SERVICES PROVIDED

- Public Relations
- Key Messaging
- Content Marketing

HOW MERIT MILE HELPED:

- Uniques Story Angles
- Thought Leadership Interviews
- Increased Awareness/Credibility

MERIT MILE

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Challenge

The sport of Ultimate Disc is often confused with the sport of Frisbee golf. Because of this, it was important to educate the media about the American Ultimate Disc League, the history behind the game, its diversity and inclusion initiatives, and how it's grown to become a sport that will soon be included in the Summer Olympic games. Merit Mile needed to present a strategy to help The AUDL establish itself as the "Ultimate" sport where players execute incredible displays of athleticism while having the utmost respect for each other and the game.

Solutions

Merit Mile created an integrated Public Relations program utilizing the insight, data, and player profiles provided by the AUDL. Merit Mile developed a key messaging framework, created unique story angles, and provided thought leadership interviews, further establishing The AUDL as a credible leader in the world of professional sports.





Solutions

With the help of Merit Mile, The AUDL is now inserted into conversations across all markets in the United States. The AUDL has also been featured in a variety of top TV shows, publications, and podcasts.

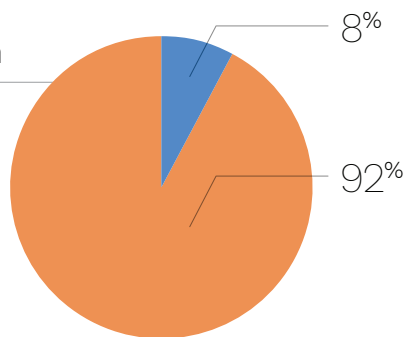
For the first six months of the AUDL's engagement with Merit Mile, **the client averaged \$231.17 return on every dollar invested into their public relations program.**

Total Impressions: 106,400,251
Total Ad Equivalency: \$4,854,627
Total ROI: 231.17 Monthly



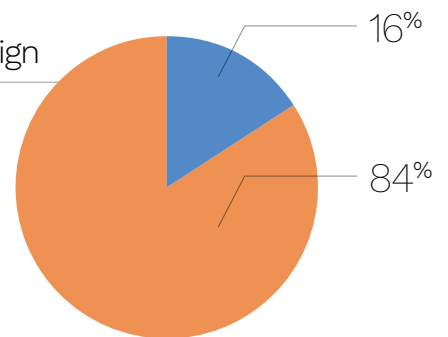
Share of Voice
- Pre Campaign

● AUDL ● Industry



Share of Voice
- End of Campaign

● AUDL ● Industry



To view more Public Relations and Marketing case studies, please visit MeritMile.com/case-studies. And for more information or to arrange a conversation with a Merit Mile Public Relations specialist, please email us at Hello@MeritMile.com or call us at 1-561-362-8888 today!



About Merit Mile

Established in 2007 in Boca Raton, FL, Merit Mile is a marketing services provider focused on helping companies and corporate marketing departments build brands, drive sales revenue, and garner publicity in their respective industries. Our unique differentiator at Merit Mile is our ability to 100% own the message, the publicity, and the demand generation aspects of the corporate marketing function. Clients hire us and rehire us for our ability to refine their messaging/value proposition, develop top and mid-funnel leads, and get the type of editorial publicity that differentiates them from their competitors. From branding to PR to demand generation, Merit Mile is the high-octane fuel that invigorates corporate growth engines.

Headquarters

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