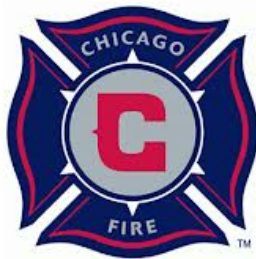


# RSW/AgencySearch

*The No-Cost Way to Find Better Agencies*



## Situation/Background

The MLS team, The Chicago Fire, was in search of an event/experiential agency to help it better connect with its core demo: males ages 18-34. While interest in the team was strong, the team at the Fire felt that outside their core group of enthusiasts, the brand was as much a part of the lives of other core demo'd fans as it could be. The belief was that if they could take the team to the fans through various events and experiences, there would be a greater chance of creating more meaningful relevancy with brand.

## Search Requirements

The Chicago Fire was in search of a local (Chicago-based) experiential/event marketing firm. Ideally, they wanted a group that had experience in sports marketing and ideally had a passion for the sport of soccer. Their budget wasn't huge (\$750k), so placing the Fire in too large a firm would mean that they would get little attention and lost in the shuffle of larger agency clients. RSW/AgencySearch presented 7 firms, all that met the criteria outlined and agree to in the scope of search. RFIs were submitted and from this list, a final group of 3 firms were selected. Q&A/Chemistry calls were held with each of the firms prior to final presentations.

## Agency Selection

As of this writing, the final presentations have not yet been made (planned for late September) and a final agency has not been selected.