

1 CITY
CLUB
LOVE

Chattanooga FC

One City, One Club, One Love

LOGLINE

With 11 years of amateur soccer history at its back, the CFC embark on a new path by joining a brand new Pro league and positioning itself to make a markable impact on the world's game. Will their grassroots fan owned team become the household name it deserve to be.

SYNOPSIS

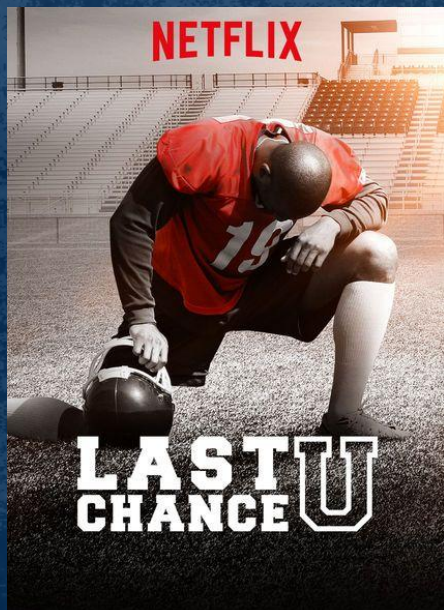
In 2009 the CFC played its first game in a half-filled stadium. The crowd was curious. Can Chattanooga really support an amateur men's team playing in the National Premier Soccer League? But something was different about the CFC. The team felt established. It was as if it had always been playing in Chattanooga, just no one knew about it.... No one but the Chattahooligans.

Fast forward to 2020. The CFC is one of the most respected and established soccer clubs in the US. The once half-filled stadium is now regularly packed with fans and, of course, the Chattahooligans. As CFC embarks on its next journey, joining NISA (the National Independent Soccer Association) and finally becoming pro, the CFC faces its biggest challenge yet. Can the CFC live up to its 11 year history?

Join us as we follow the story of the very first Pro season of the notorious CFC. Experience the ups and downs through the unprecedented, behind the scene access of this historic first Pro season. Follow the stories of the players, coaches and the notorious 'Hooligans'.



SHOW CROSS



MEETS



MEETS





Tim Kelly

Chairman, Co-Founder - CFC

Tim co-founded the Chattanooga Football Club in 2009, and he currently serves as its Chairman. He has led the club through its recent transformation from amateur to professional, and its crowdfunded equity campaign which has garnered international attention for its disruptive and innovative approach in the United States.

Peter Fuller

CFC Head Coach

A three-time NAIA Coach of the Year, Fuller is the only coach to garner NAIA National Coach of the Year at two different institutions; one in 1992 with Belhaven College and two at Mobile in 1999 and 2002.

Prior to his arrival at Mobile in 1995, Fuller had already proven his worth by leading Belhaven to a NAIA national championship in 1992 and by taking Houghton to the NAIA national quarterfinals in 1994. In 2002 he captured his second NAIA national championship with current Revolution goalkeepers coach Remi Roy on his staff as assistant coach. Roy was also an All-American goalkeeper for Fuller at Mobile from 1997-99 before beginning his 10-year assistant coaching career under Fuller.





Jordan Mattheiss

CFC Goalkeeper Coach

Jordan joined Chattanooga FC as the goalkeeper coach in 2014. In each of his first three seasons, Chattanooga FC starting keeper, Gregory Hartley, won the NPSL Golden Glove Award and was named the goalkeeper on the All-NPSL Team. Coach Mattheiss has seen the team to 3 NPSL Conference Championships, 3 NPSL Region Championships, 2 NPSL National Finalists, and a US Amateur National Championship, as well as two wins against professional sides in US Open Cup Play.

Juan Hernandez

Team Captain - Mid-Field

Juan has played for Chattanooga FC since 2015, where he has helped CFC win conference and regional titles and garnered 2016 All-NPSL Honorable Mention recognition. Juan's intense work ethic and tricky footwork have made him a notable player – as has his iconic hairdo.

In his seasons with CFC, the team has three NPSL Southeast Conference Championships (2015, 2016, 2018), two NPSL South Region Championships (2015 & 16), an NPSL National Final (2015) and a US Amateur National Championship (2015).





Chattahooligans

CFC Core Support Group

A club is nothing without its fan base and CFC is no different. The Hooligans are the reason that the team has kept its momentum for 11 yrs. With flags, bells and drums in tow, this group of people from all walks of life band together to show support for their team and city.

The Chattahooligans is an independent supporter group for Chattanooga Football Club. Chattanooga Football Club is their passion. They care about the community and the city as much as the club, and they boast a culture of inclusivity where all are welcome. Furthermore, they make hospitality a priority, which is clearly evident when they welcome opposing team's fans to Chattanooga.

Galen Riley

Primary Capo - Chattahooligans

The role of the capo is imperative and takes a unique person. The capo spends the majority of the match facing away from the field and leading the Hooligans. Without a capo, the experience on the field and in the stands would not be the same.

Armed with a megaphone in each hand, Galen takes his place. He is the guy screaming in front of section 109, coordinating the Chattahooligans, in order to give the CFC players drive on the field.



EPISODE CONCEPT

Episode 01

It's a new year, new league, and new set of rules for Chattanooga Football Club. We see coaches evaluating open and closed tryouts looking for their next starting player. This year is different than previous non-Pro years in that only 7 International players are allowed on a Professional NISA league team.

Throughout soccer camp, the coaches struggle with who to sign and who to hold out for. With only 3 International player spots left, they have to leave many past player behind despite their excellent talent. After camp they dive deep into pre-season practice, building what will be the makeup of their starting line-up.

The episode ends with CFC's first game as a professional team, which will set the tone for the rest of the season.

EPISODIC FORMAT

Act 1

Coach review of previous game to identify key players for the episode. Tape review of other teams and who to look out for. Plan game strategy with coaching staff.

Act 2

Featured players interviews and home life in Chattanooga. What does this team mean to them and their career. Fans respond to the previous game, how the season is going, and what they are looking forward to seeing. Act 2 finishes by setting the stakes with the coach at practice with team.

Act 3

Travel/Prep for game day. Follow the game progression, highlights, players and fans.

Act 4

Returning back home, how is morale, what is next. (Very short block.)

POTENTIAL SEASONAL ARC

After Losing its first season game after going Pro, the CFC returns home with its head held high. They are reminded that this club doesn't exist just to play soccer. In fact, some would say it's not about soccer at all, but the community of Chattanooga and the people that live there.



The Chattahooligans start to rally as the stadium starts to fill. We are at mid season now and the CFC wants to maintain its undefeated home game record. The team they are up against was responsible for CFCs first season lose, when they were away in Oakland. But, Now they are in Chattanooga and it's time to play.

Out of ten teams, CFC is tied for first place, But the season isn't over just yet. Only one game separates CFC from San Diego 1904 FC, which is tonight's opponent. The game starts with a goal by CFC. Even though the game is in California, the Chattahooligans are there in a big way. The energy is intense and the game goes all the way into shootouts. Joao Costa drills the ball to the top right corner just out of reach goalkeeper to win the game.

The CFC returns home with a lot of pride for its city and club. Now the club is prepping for the off season, which means kids soccer camps and community projects.

FUTURE SEASONS

SEASON 1

Follow Chattanooga Football Club through their first season as a Professional team. CFC has had great success in a non-pro league but going Pro presents its own challenges. We start out this season with tryouts and Camp, and then we follow the coach and key players all the way to the year end open tournament to close out the season 01. Throughout the season we see numerous community focused programs supported and put into action by CFC and the 'Hooligans.

SEASON 2

After the first NISA season, CFC is fighting hard to prove themselves. The real test is at the Open Cup where they get a chance to punch above their division.

SEASON 3

It's World Cup this year and the America is on fire for Soccer. CFC has the opportunity to host National exhibition games for some of the biggest teams in the sport.



TONE

Overall, the Series will be hopeful but also realistic to the team's situation. If they are winning, the tone will be uplifting and positive. If they are being out performed and the morale is low, then the struggle will be evident, but there will always be a sense of anticipation and hopefulness as the team looks to the future.



THE WORLD



Sponsorship Opportunity

Soccer dominates the sports world in popularity with over 3 billion fans worldwide. By telling the story of a newly formed Pro League with fans throughout the US and all across the world, we believe our docu-series will gain the attention of a massive audience. The shows unprecedented, behind the scenes access of a well established team provides a unique opportunity for brands.

Sponsors of our series can enjoy native advertising, product placements, social media highlights and logo representation. Travel sponsors will help the team travel across the country while being highlighted during the process. There are unlimited opportunities for brands to reach their target market. We are confident in our story, we are confident in our process, and we are confident in our distribution.

Distribution will take our series to the US, UK, German, and Japanese markets. With your support, we can show the world how the US is waking up to the beauty that is the world's game.

Potential Sponsors



Chattanooga FC

One City, One Club, One Love

E: Adam@GoSuperChief.com **P:** 678-773-2423

E: Jonny@GoSuperChief.com **P:** 518-265-4155