



Cawangan Negeri Sembilan  
Kampus Seremban

# FACULTY OF SPORTS SCIENCE AND RECREATION

*"Where sports and knowledge come together"*



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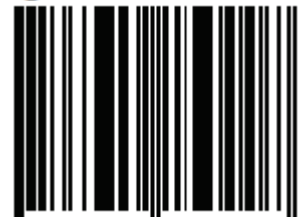
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## THE IPT FUTSAL LEAGUE

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The IPT futsal league is a competitive league with levels based on team qualifications. The main league is the Super League, while the Premier League is for men's futsal and the Women's Futsal League is for women. The league is the second largest in the country and has established rules, making it the second-largest league after the MPFL. It produces talented players, allowing young players to shine in futsal and make futsal a career. The league also promotes good-thinking athletes, distinguishing between good and bad attitudes, giving them an advantage over others.

In the context of sports (athletes, leagues, teams, events), sponsorship is characterized as a substitute for supporting promotional goals. Sports sponsorship is a useful strategy for expanding markets and retaining current clientele. Through sponsoring the IPT Futsal League, Extravaganza Futsal collaborates with the IPT Futsal League to ensure its success. Extravaganza Futsal has been granted permission by the IPT Futsal League to set up shop at each location for competitions. Each team and volunteer that plays in the IPT Futsal League receives a unique shirt from Extravaganza Futsal, which is supported by the university. Extravaganza Futsal also provides unique merchandise for the IPT Futsal League to attract customers. like shoes, socks, hats, and other accessories. Each player's university-specific apparel is for sale at the accessible booths.

In terms of publicity for marketing, social media, websites, mobile applications as well as official accounts such as Facebook and Instagram to capture the interest of the target audience are used. Strategic partnerships with local businesses, brands, and sponsors aligning with Liga Futsal IPT's values and target audience are formed. Sponsorship packages, advertising boards, player jerseys, digital platforms, and promotional events are offered. Matchday experiences are also heightened with live music, cheerleaders, halftime performances, and interactive games.

The IPT Futsal League is divided into three phases, each with a unique setting and amenities for the community. The administration will offer contemporary facilities for the league to be hosted at USM (Penang), UNISZA (Terengganu), and IIUM (Pahang). The high-tech scoreboard shows bigger match points so that officials, players, and spectators may easily update results. The futsal arena provides fans, VIPs, medical experts, and athletes with luxurious seating options. Each location's optimum layout is considered in order to reduce congestion and guarantee a fluid gameplay experience. The term "advertising process" is widely used to refer to the process of creating an advertising campaign, which involves sending a series of connected adverts to a target demographic in a specific chronological order. In this regard, the IPT Futsal League uses social media platforms with a cutting-edge user base. For instance, Extravaganza uses social media to market the IPT Futsal League to the local population. Additionally, at each site where the IPT Futsal League is conducted and where Extravaganza has a booth, they may advertise the items they created particularly for the IPT Futsal League.



Picture 1: Men's futsal team



Picture 2: Women's futsal team



Picture 3: Stakeholders list



Picture 4: the MPFL logo