



REAL MADRID SUPPORTERS

2017-18 SEASON
WE LIVE SOCCER



10+ EVENTS

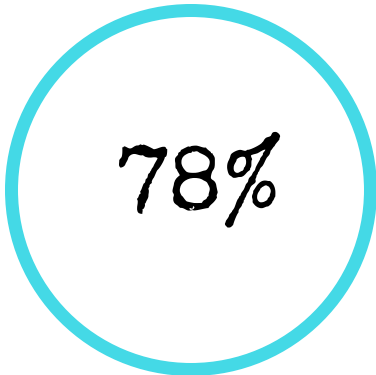
50+ MEETUP

3500+ FANS

35+ KEGS


We Live Soccer
#RMLA

REAL MADRID SUPPORTERS ARE



78%

MEN



22%

WOMEN



70%

MILENIALS
(18-34 YEARS OLD)

#ELDERBI
VS ATLETICO DE MADRID
2018

+10k twitter impressions/week
leading to each game

2 games

+175 plus per game

#ELCLASICO VS BARCELONA 2018

+50k twitter impressions
+100k were reached via FB

2 games (1 at 2 am)

+100 plus at 2 am

300+ at game 2

#UCL CHAMPIONS FINAL
VS. LIVERPOOL
MAY 2018

Over 35k impressions via Twitter
Over 50k were reached via FB

1 game

Over 750 attended

13+ kegs

Worldwide Coverage

#RMLA & UCL Final

ONE MONSTER GAME

A true social media phenomenon

Facebook sample

30k reach in one boost

11.9k max reach during the week prior

2k avg reach during the week

THE RESULT

More than 750 fans waited

Socal, Norcal, Far West, & Canada present

Media Covered (Radio, TV, Press)

Celebs Attended

We HAD FUN and WE WON!!!!!!

BRANDS JOINED US

Entertainment Outlets

International Marketers, Beer, Wine & Spirits

Life Style Brands

Mobile Consumer Brands



#RMLA TOTAL SOCIAL MEDIA 2018 TOTALS

Over 300k impressions/ 12k followers (Twitter)
Over 50k engaged, 500k reached &
2 million impressions via FB

#RMLA

Organically grown
Social Media Influencer
Worldwide Coverage

Want to play?
Join us and live soccer with #RMLA

WWW.REALMADRIDLOSANGELES.COM

