



# GIS

GLOBAL IMAGE SPORTS

## CASE STUDY REPORT



### CLIENT PROFILE

The University of Alabama Crimson Tide has a strong collegiate sporting tradition with its football Team winning 15 National Championships. The Women's Soccer Team has made two NCAA Championship Tournament appearances in 1999 and 2011. They have also won the SEC West three times.

LOCATION	Tuscaloosa, AL
STADIUM	Alabama Soccer Stadium
CONFERENCE	Southeastern Conference
HEAD COACH	Todd Bramble
WEBSITE	<a href="http://www.rolltide.com">www.rolltide.com</a>

### CLIENT TESTIMONIAL

“I have taken 4 International tours with different teams in the last 5-6 years and this tour with GIS ranks as the best one”.

**TODD BRAMBLE**  
HEAD SOCCER COACH

## ALABAMA WOMEN'S SOCCER TOUR – HOLLAND

18 players and 6 staff spent 8 days in Holland. The tour included playing three games against PSV Eindhoven, SC Heerenveen and Stiens Women's Teams. The team also received a training session from Stanley Menzo, former Ajax and Dutch National Team player and current assistant coach of Vitesse in the Dutch Eredivisie.

The team attended the sold out professional Men's game between Heerenveen and Feyenoord as guests of Heerenveen, including access to the VIP and Players Lounge as well as sightseeing excursions to Amsterdam, Antwerp in Belgium, World War Two Museums, a canal cruise and a visit to Nike's European Headquarters.

### Q & A

#### Why did you choose Global Image Sports to arrange your overseas soccer tour?

I have known Alex Pama on the GIS Management Team for a number of years and was aware of his and some of the other GIS Management team's connections in European professional soccer.

#### What were the coaches looking to achieve on the tour?

To play some competitive matches, watch some competitive matches, experience the culture and continue building relationships in the soccer community.

#### What were the players most looking forward to?

Playing against teams from another country and getting to know more about the country where their two Dutch team-mates are from.

#### Did you achieve your objectives?

Absolutely, it was a success on every level.

#### How did this tour compare to others you may have taken in the past?

The competition was excellent and all of the controllable arrangements were organized in a professional manner.

#### It was everything we hoped it would be!

Absolutely, it was a success on every level.

#### Would you choose GIS as your tour partner in the future?

Yes!

