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San Diego Strike Force Chooses SmartPatch to Enhance Fan Engagement

The [San Diego Strike Force](#) is teaming up with [SmartPatch®](#) this season, to provide local fans with a unique and one-of-a-kind game day experience. Powered by the patented technology provided by the SmartPatch Player Patch, or exclusive Mission Patch Keychain, (*an added perk for all season ticket holders*), the Strike Force fans will be able to engage with their favorite players, Junior, the Mascot and various team sponsors, in a whole new way. This is an incredible development for the Strike Force and a powerful gift to their most loyal fans. This is also the first time that SmartPatch or any form of interactive fan engagement technology, has been applied to the game-day jersey of a professional sports team.

Steve Thompson, President of SmartPatch shared, "these are indeed exciting times for us and with this very unique application, we are still just touching the surface of all that our technology can do." After secretly testing the technology last year on the player's home team jerseys, the SmartPatch design team was able to learn more about the extreme abuse that these jersey patches undergo and have made several protective improvements to the application of this digital branding technology. Ultimately ensuring the interactive nature of this fan experience, will be active and available throughout the entire 2023 season.



Another unveiling at the March 26th season opener against the [Quad City Steamwheelers](#), at the [Pachanga Arena](#), will be the latest version of the [SmartPatch App](#). The upgrades made to the user experience are groundbreaking, with features and benefits that will instantly upgrade the average hometown fan into a Strike Force VIP. With a simple wave "Swype" of a Smart Phone over the SmartPatch, participants will instantly receive player information, insider details of upcoming events, or even a chance to win any number of great prizes.

You don't have to be at the game to download the SmartPatch App on Google Play or the App Store. However, in order to get all of these special perks, you must be in possession of an official Strike Force Mission Patch or be invited in by a current SmartPatch Club Member.

SmartPatch is an amazing technology that allows for many of the world's most iconic brands, sports teams, entertainers, schools, or charities (*to name a few*), to connect directly with their biggest fans, engaging followers and loyal customers, in a way they never did before.

Rich "Dr. Patch" Soergel, of [Pacific Sportswear Company, Inc.](#), the inventor of the SmartPatch, has been providing top-of-the-line embroidered, rubber and woven patches to some of the most recognizable brands, for over 35 years. And when the idea came to Rich to make patches "Talk", he was simply wowed that no one else had ever done this before. Now, as the exclusive patent holder for the specific application of this powerful technology, Rich and his talking patch idea, is primed to be the new vessel for countless brand communication programs across the U.S. and beyond.



For the fan or brand loyalist, once the SmartPatch App has been downloaded, the user passes "Swypes" their phone over the SmartPatch, SmartPatch keychain, bag tag or other individualized branded patch, and their phone will instantly produce the secret content that the organization has selected for that device. Then, once this connection has been made, the business, brand or in this case the San Diego Strike Force, can continue to notify the user of new offers, promotions and information, without having to Swype the SmartPatch again. How cool is that? This "Forever Communication" as SmartPatch insiders call it, is the core purpose of SmartPatch and is one of the most unique marketing engagement ideas to come out in a long time.

For the Strike Force, this means that fans will be able to interact with the players in real time, getting feedback and insider details sent directly to their smart phone. This is an incredible opportunity for fans to learn more about the game they love, be awarded for their loyalty and get connected with the players on a personal level.

In addition to enhancing fan engagement, SmartPatch will also provide the Strike Force with valuable data about their fans. This information can be used to improve the team's overall marketing and sales efforts, as well as to better understand the fans' needs and wants. Geno Gerbo, General Manager of the San Diego Strike Force, has been behind this idea of enhanced fan engagement and real-time interaction since first meeting Steve and Rich in 2019. Mr. Gerbo is adamant about creating a community of fans around the Strike Force Brand, but more importantly, he sees SmartPatch as being an extension of the heart of the Strike Force organization and is looking forward to this technology introducing Professional Indoor Football to more people and allowing greater outreach in general for all that the Players, Coaches and Front Office personnel do for the community.



The Strike Force organization is committed to providing their fans with the best possible experience, and partnering with SmartPatch is a natural extension of this commitment.

The entire community can expect great things from the San Diego Strike Force in the coming season, and partnering with SmartPatch is sure to enhance the fan experience and community outreach, in a big way.

The San Diego Strike Force is a professional indoor football team that is part of the Indoor Football League (IFL). The season of play runs from March through August and consists of 16 teams across the country. Indoor Football is fast-paced, high scoring and a thrill to watch.

For those unable to attend the game in person, games are televised and archived on YouTube. <https://www.youtube.com/@IndoorFootballLeague>

To learn more about SmartPatch and how to bring this technology to your business, go to SmartPatch.com or contact Christian Barry, Director of Business Development, by email at Hello@SmartPatch.com or by calling (800) 872.8778.

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the Possibilities...*™

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