

Abstract

Creative Project: The Brickyard Battalion's Influence on Civic Pride and Involvement

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The Brickyard Battalion's Influence on Civic Pride and Involvement is a qualitative creative project that looks at civic passion for Indianapolis through the lens of soccer, the local club, Indy Eleven, and the local supporter group The Brickyard Battalion. The project aims to understand the Brickyard Battalion's effect on civic pride and engagement of its members as they cheer on their club, Indy Eleven using traditional supporter group subculture methods from across the world. The project briefly explores the history of global supporter group cultures and how that translates to the United States supporters group culture such as the following. Why do supporters cultures attach themselves to civic symbols and community engagement? What makes supporters group culture different from other traditional American sports fandom? This paper researched what the Brickyard Battalion does to engage in civic pride and community, and if the Brickyard Battalion influences its members to have more civic pride and be more civically engaged due to the Brickyard Battalion's way of supporting its club, Indy Eleven. In conclusion, the Brickyard Battalion does not cause its members to become more passionate about their community, or be civically involved, but rather attracts people who are already engaged in that space.