LOUDOUN UNITED PARTNERSHIP OVERVIEW

Leesburg, Virginia
SEGRA FIELD

STADIUM INFORMATION:
• Opened in August, 2019
• Located in Bolen Park in Leesburg, VA
• 5,034 Capacity
• 168 Premium Seats and 8 Luxury Suites

SPORTING EVENTS:
• Loudoun United FC
  • D.C. United’s USL Affiliate Club
• Washington Spirit *partial season
  • NWSL - Professional Women's Soccer
• Old Glory DC
  • Major League Rugby

ADDITIONAL EVENTS:
• Youth Sports Practices & Games
• USSSA Softball Opening Ceremonies
• Battle of the Burn High School Football
• Loudoun County Chamber of Commerce
ABOUT THE CLUB

COMPETE IN THE USL CHAMPIONSHIP
• Division 2 Soccer
  • 27 clubs across the country
• Championship, League 1, and League 2
• National media partnership with ESPN+
• Most Recent World Cup Qualifying
  • 21 players represented 13 nations
• 34 match season March - October (17 home matches)

FIRST PROFESSIONAL TEAM IN NORTHERN VIRGINIA

PATHWAY FOR THE NEXT D.C. UNITED STARS
PATHWAY FOR THE NEXT D.C. UNITED STARS

Notable Players:

Ted Ku-DiPietro
Jackson Hopkins
Griffin Yow
Donovan Pines
Kevin Paredes
67% of Loudoun United Fans are Male.

40% of fans have a household income of over $125,000 per year.

15% of fans have a household income of over $100,000 per year.

70% of fans are between the ages of 20-49.

Social Media Followers
- Instagram: 15,500
- Twitter: 6,400
- Facebook: 6,500

*Per 2022 ticket sales data, website date, and social media data.
YOUTH SOCCER FOOTPRINT

- Youth soccer **dominates** the Loudoun County and DC Metro Area

- 550,000+ kids in the DMV currently play soccer, which has continued to grow over the last 20 years

- Loudoun United is committed to engaging this growing community through an all-encompassing strategy, enhancing experiences at Segra Field and in the community
SIGNAGE

• 3’ x 20’ Field Board, viewable in-stadium and on broadcast (*see photo*)

• Large format signage in front of main stadium seating areas

• Luxury Suite Naming Rights + Signage

• Box Office Naming Rights + Signage
DIGITAL

• Man of the Match
• Player of the Week
• Tackle of the Match
• Full Time Score Presenting Sponsor (see below)
• Player(s) to Watch

"Moment of the Match" highlight clip (see above)
BROADCAST: ESPN+

- Pre-game, half-time, post-game shows (see below)

- Broadcast Scorebug - every match televised on ESPN+ (see above)

- :15 and :30 TV Commercial Spots on ESPN+

- Many partnership elements have ESPN+ broadcast inclusion – corner kicks, yellow cards, moment of the match, etc.
MATCH ENTITLEMENT

• E.g. “First Responders Night Presented by XYZ”

• 4’ x 6’ Front Gate Banner

• Group Midfield or Sideline Tickets

• Ceremonial First Kick

• Social/Website Inclusion

• Concourse Activation

• Two (2) Public Address Announcements at match
ADDITIONAL ELEMENTS

• Player Escorts – youth walk out with starting lineups *(see photo)*

• Matchday Hub Website Ad

• Goals, Corner Kicks, Substitutions, 1st Half, 2nd Half are all elements that can be sponsored
  • In-stadium + Broadcast + Social Media opportunities

• Activation Space/Table

*If you are looking for traditional and/or non-traditional marketing & community avenues, Loudoun United FC can create ideas for you!*
SEASON TICKETS

• V.I.P. Premium Season Tickets, Unlimited buffet & Two drink tickets per person (Red sections)

• Midfield Season Tickets (Purple sections)

• Sideline Season Tickets (Orange Section)
HOSPITALITY

• 24 Person Suite

• Unlimited buffet & two drink tickets per person

• Private seating area

• Heated/Cooled indoor space

• Field level viewing experience
Get Started

Click here to submit your info