



# 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






# LOUDOUN UNITED DEMOGRAPHICS



**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 data, and social media data.

# YOUTH SOCCER FOOTPRINT

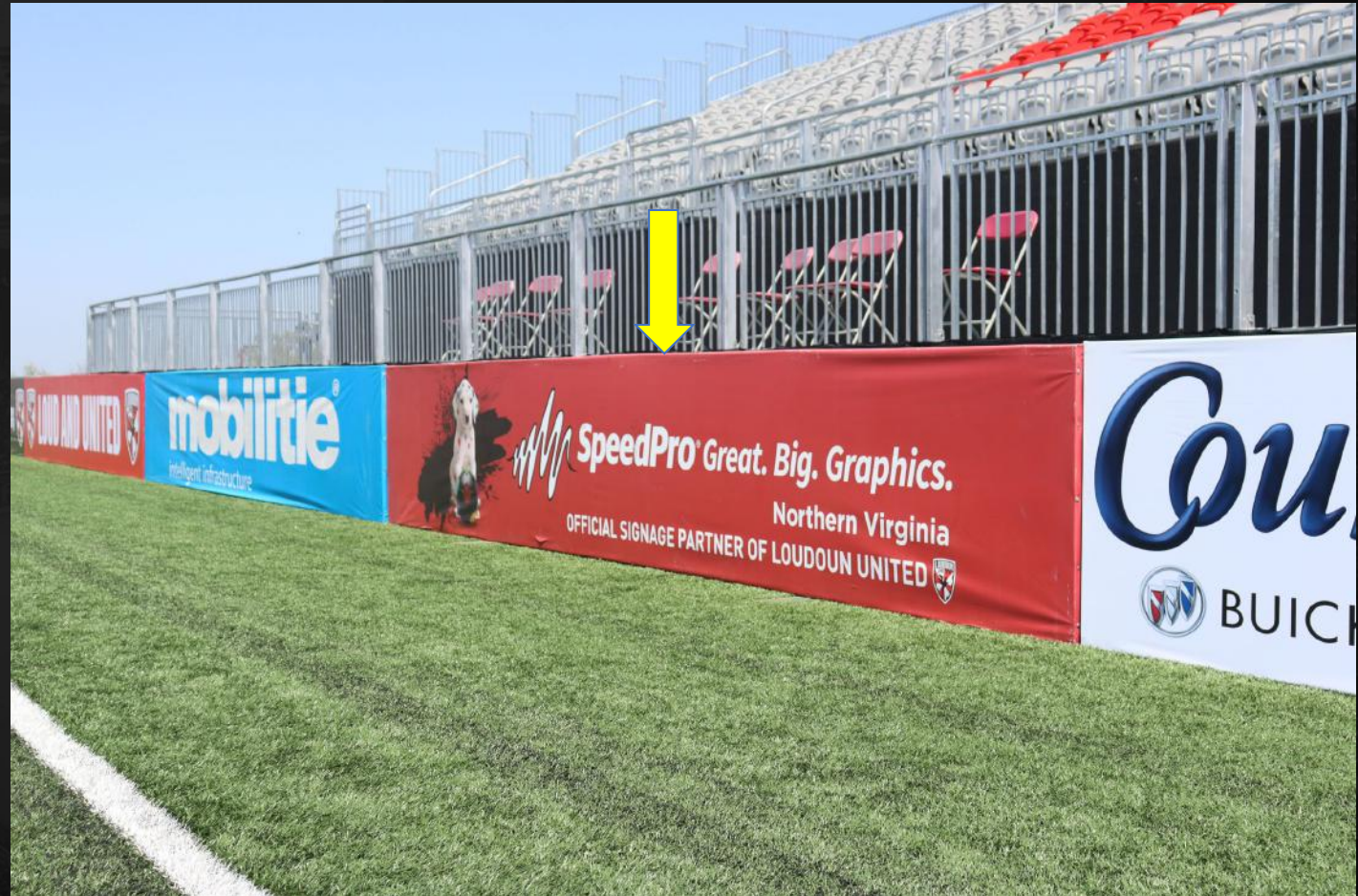


- Youth soccer **dominates** the Loudoun County and DC Metro Area
- 550,000+ kids in the DMV currently play soccer, which has continued to grow over the last 20 years
- Loudoun United is committed to engaging this growing community through an all-encompassing strategy, enhancing experiences at Segra 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





# KIT PARTNER



Front of Kit



# KIT PARTNER

Back of Kit



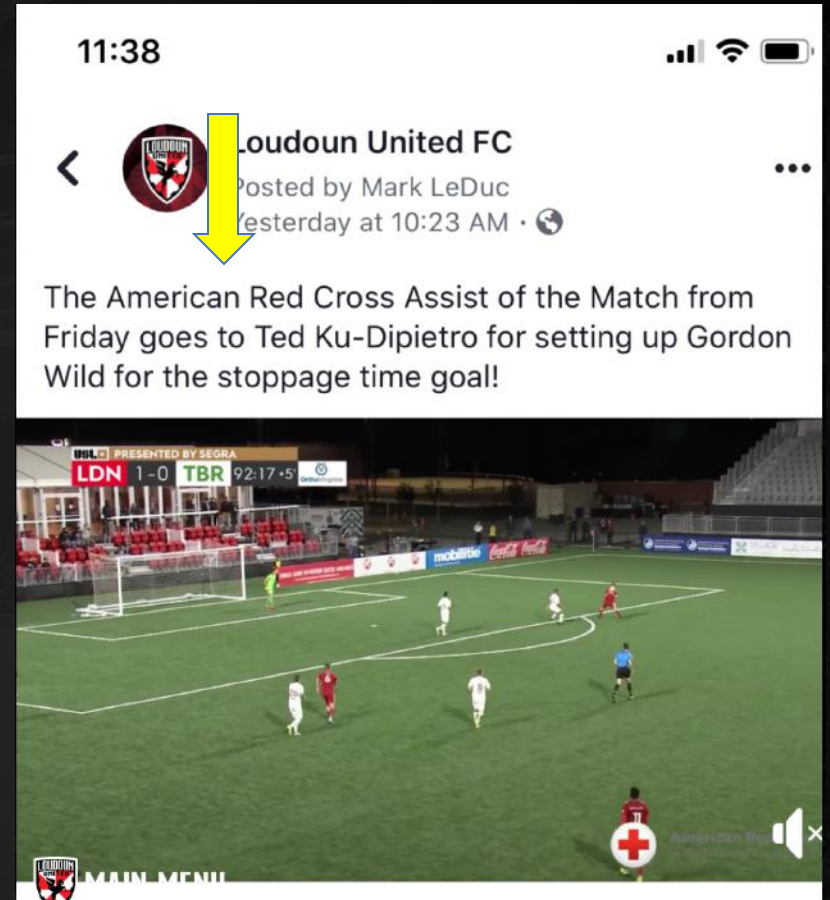
Sleeve of Kit





# DIGITAL

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

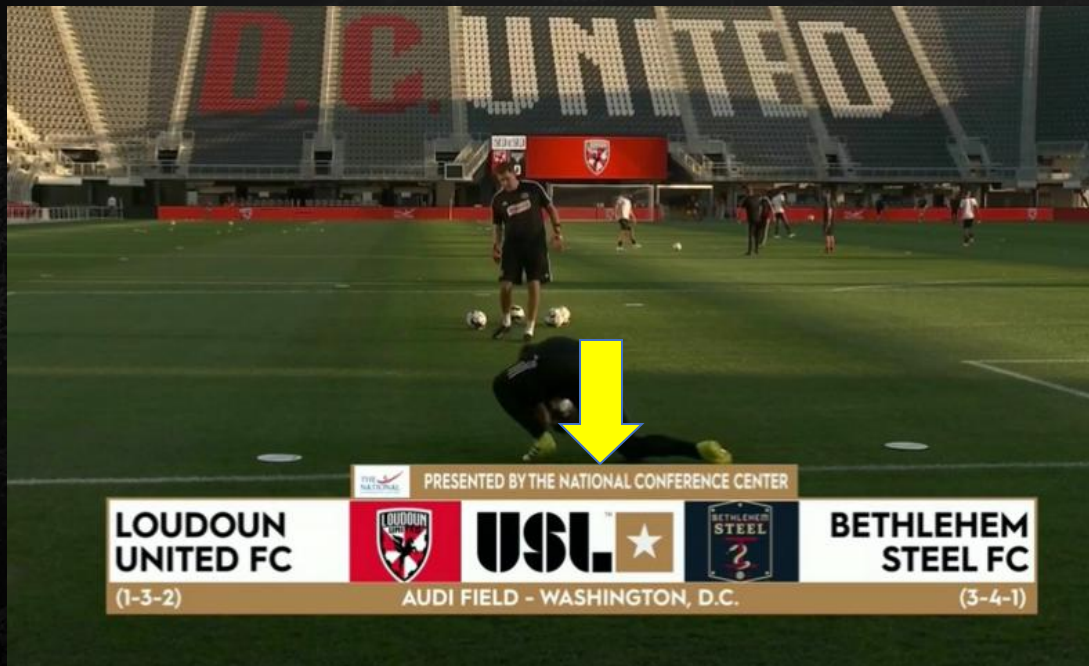


- “Moment of the Match” highlight clip (*see above*)



# 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

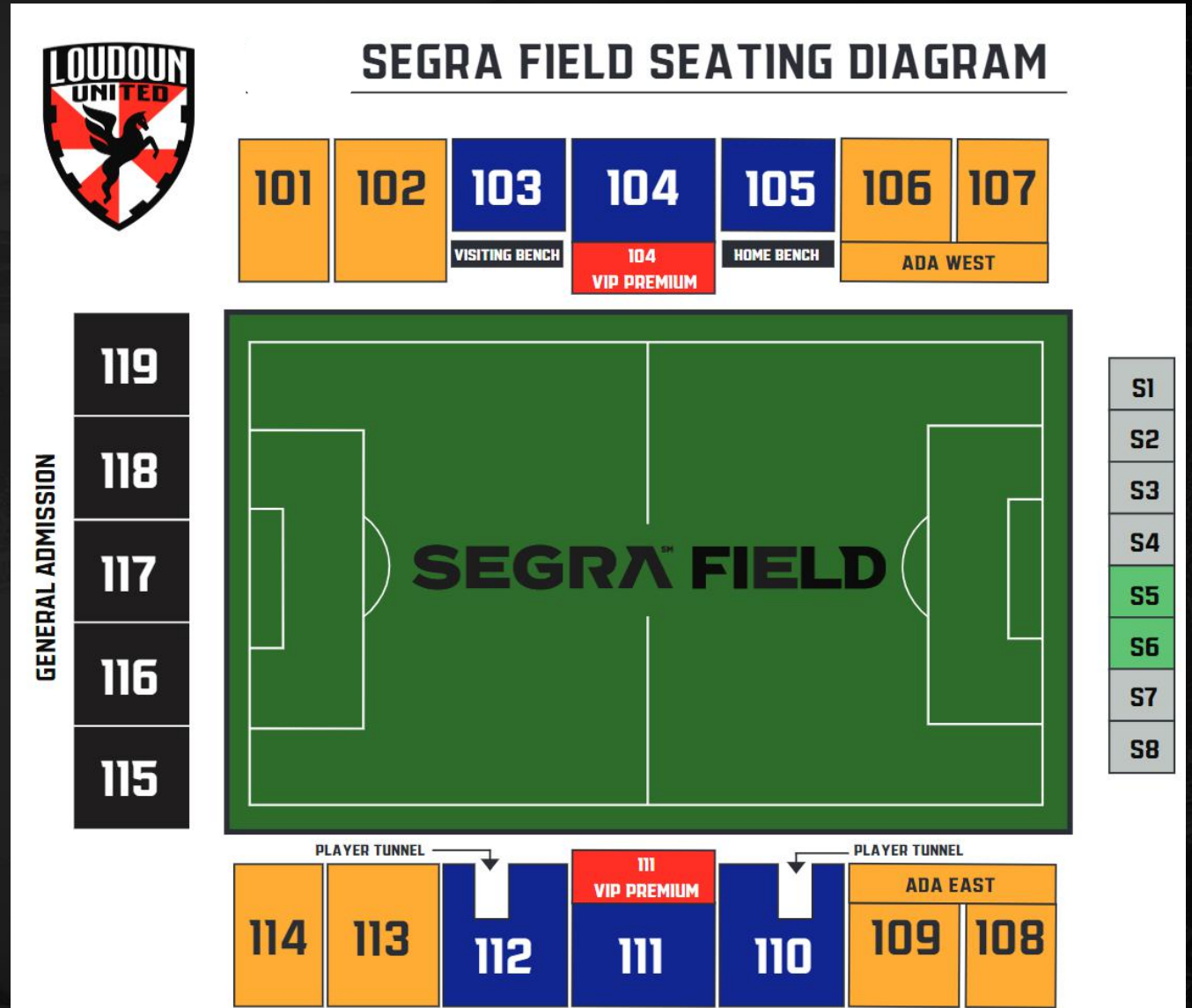


If you are looking for traditional and/or non-traditional marketing & community avenues, Loudoun United FC can create ideas for you!



# 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](#)