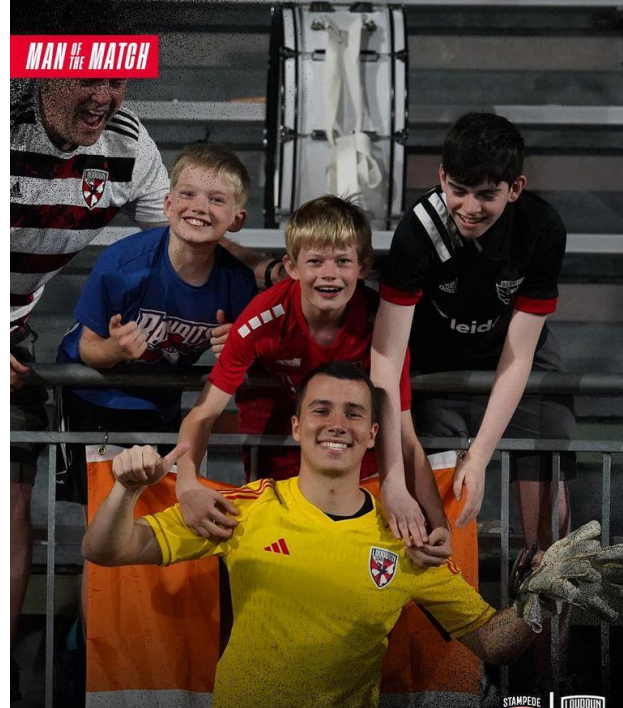




LOUDOUN UNITED PARTNERSHIP OVERVIEW

Leesburg, Virginia



LOUDOUN UNITED FC & SEGRA FIELD

Loudoun United FC and Segra Field is an industry-leading sport and entertainment property in Northern Virginia providing world-class experiences for our fans, players, partners, and communities.

Attain Sports and Entertainment

Four Teams. Three Venues. Two Ventures. One Brand and One Promise.

- ▶ Our leaders share a passion and enthusiasm for increasing access to fun and affordable, family-friendly entertainment that creates magical memories.
- ▶ Our strategy is to provide:
 - an insanely great game-day fan experience
 - a strengthened commitment to community partnerships
 - a focus on delivering amazing customer service
 - the use and leverage of purpose-driven practical innovation
 - a significant investment in the professional growth and development of our growing team of athletes, coaches, and staff.



SOCCER IS THE FASTEST-GROWING MAJOR TEAM SPORT

By any measure, soccer is growing in the United States, with an estimated \$85 million U.S. adult followers. The sport has seen a significant increase in popularity, gaining 52% more fans from 2012 to 2019, according to Gallup, far outpacing the growth of other major teams sports, including basketball, baseball, and American football.

GROWTH OF MAJOR U.S. TEAM SPORTS

2012-2019



USL FANS OVER-INDEX ON SPONSOR SUPPORT

USL Fans vs. the General Population – Statements agreed with about advertising

211

I like to support my teams by buying products from their sponsors

155

Advertising helps me choose what I buy

124

I love recommending things for people to try

197

I take notice of who sponsors the sporting events I watch

148

Sponsorship can help keep companies socially relevant

142

I would consider spending a short amount of my time to interact with a promotional stand or event

221

If you sponsor my team, I will buy your products

Source: YouGov Profiles+
USA 2023-02-05



SOCCER'S ONCE-IN-A-LIFETIME RUNWAY

Building off the incredible momentum of the 2022 Men's World Cup and as the world turns to the 2023 Women's World Cup, soccer will be featured on the world's stage – driving increased exposure and coverage in the United States and reaching a fever pitch with the 2026 FIFA World Cup hosted on U.S. soil.



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
 - 17 Home Matches
 - March - October
- Expected Total Attendance: 46,000



SEGRA FIELD EVENTS

2023 EVENTS:

- Lamar Hunt U.S. Open Cup
 - 3 Games: April 5, April 26, May 10 (MLS – Columbus Crew)
- LoCo Food Truck Festival
 - May 13
- McClean Bible Church Service
 - May 21
- USL-W - VA Marauders vs. NOVA FC
 - June 9
- Taste of NoVA Food, Beer, Wine Festival
 - June 11
- Sounds of Segra Field Concert Series
 - June 16, July 21, August 18, October 20
- USL League 2 - VA Marauders vs. NOVA FC
 - July 3
- Ethiopia vs. Guyana Men's National Teams International Friendly
 - August 2
- UPSL National Championships
 - August 4 and 6
- VA Revolution Cup
 - September 2 and 3
- LoCo Kids Fest
 - September 5
- Inova Family Field Day
 - September 9
- Loudoun SHRM Day
 - September 12
- Movies on the Pitch & Trunk-or-Treat
 - October 27
- **Total Projected Additional Events:**
 - **21+ events: 35,000 expected attendance**



ABOUT THE CLUB

- COMPETE IN THE USL CHAMPIONSHIP
 - 24 clubs across the country
- National media partnership with ESPN+
- 34 Game Season: March – October
 - 17 Home Matches
- FIRST PROFESSIONAL TEAM IN NORTHERN VIRGINIA



LOUDOUN UNITED DEMOGRAPHICS



67% of Loudoun United Fans are Male.

70%

of fans are between the
ages of 20 & 49.

40%



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

15%



of fans have a household
income between \$100,000 &
\$125,000 per year

Social Media Followers

- Instagram: 18,800
- Twitter: 6,882
- Facebook: 10,000

*Per 2022 ticket sales data, website data, and social media data.

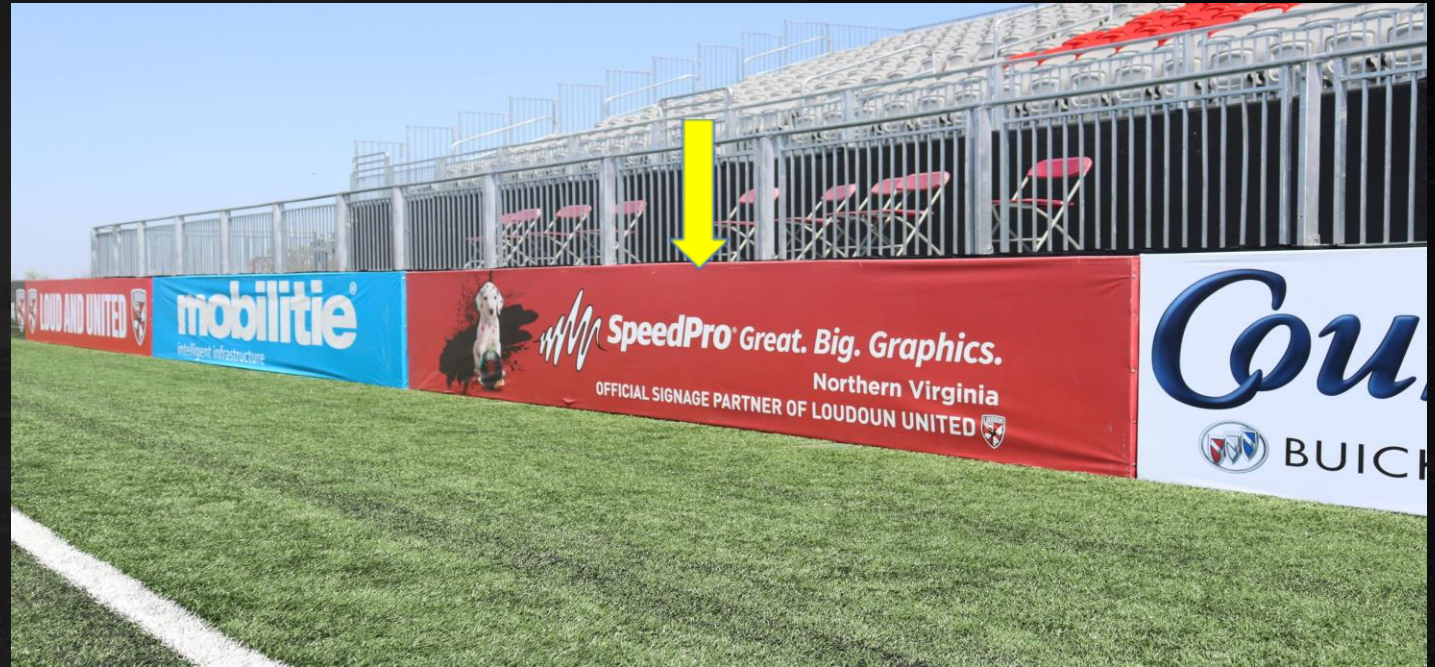
YOUTH SOCCER FOOTPRINT



- 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 (*photo*)
 - In-stadium presence
 - Viewable on ESPN+ (7,100 viewers/match)
- Large format signage outside front entrance (*photo*)
 - Viewable by fans entering & exiting Segra Field
- Naming Rights + Signage
 - Hospitality Suites Area
 - Midfield VIP Premium Seats
 - Box Office
 - Team Shop
 - Kids/Fan Zone



VIDEOBOARD SIGNAGE



Static and rotating placements on brand-new videoboard. Many opportunities include videoboard inclusion: *corner kicks, yellow cards, goals, stoppage time, and more!*

KIT PARTNER



Front of Kit



KIT PARTNER

Back of Kit



Sleeve of Kit



Kit Statistics

- In-stadium:
 - 71% attendance growth from 2022 to 2023
 - 2023 Attendance: 2,700 fans/match
 - 3x more % growth than any other USL Championship Club
- Community Appearances:
 - 16 player community appearances in 16 weeks from March-June 2023 wearing the kit
 - 32 total community appearances March-June 2023 where kit photos were used
- Broadcast
 - 34 games broadcast on ESPN+
 - An average of 5,000 viewers per match through May 2023
- Social Media Platforms
 - 8,200 Facebook likes – 44% increase YOY
 - 18,400 Instagram likes – 28% increase YOY
- Walking billboards – logo on kit for merchandise
 - 200 kits sold as of June 2023

Fan Experience Zones



- Party Zone Naming Rights + Signage
- LUFC Beer Garden Naming Rights + Signage
- Kids/Fan Zone Naming Rights + Signage
- LoCo Craft Corner Naming Rights + Signage
- All have inclusions on website, social media, & marketing collateral

DIGITAL

- Man of the Match
- Player of the Week
- LUFC Mobile App Opportunities
- Full Time Score Presenting Sponsor (see right)
- Player(s) to Watch
- 30-Day Sweepstakes



• "Save 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*)

- Many in-stadium opportunities have ESPN+ broadcast inclusion – *corner kicks, yellow cards, moment of the match, etc.*

BROADCAST

Every match televised on ESPN+

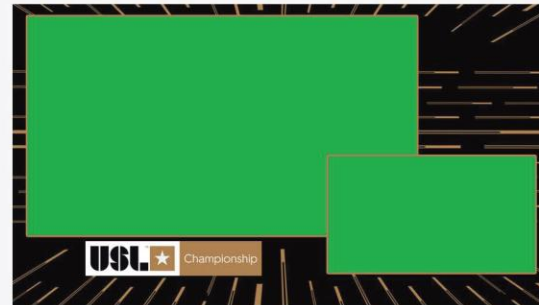
- :15 and :30 TV Commercial Spots on ESPN+ - Pre-game & halftime
- In-game boxes (below)

BOXES

2-Box Standard



2-Box BL LR



3-Box



Splitscreen



MATCH ENTITLEMENT



- E.g. "Match Presented by XYZ"
- 4'x 6' Front Gate Banner
- Group Midfield or Sideline Tickets
- Ceremonial First Kick
- Social/Website Inclusion
- Opportunity for Inclusion on Giveaway Item
- Concourse Activation
- Two (2) Public Address Announcements at match
- Logo on Videoboard during PA Announcements

Match Entitlement (Continued)



LOUDOUN UNITED FC









**LOUDOUN MADE,
LOUDOUN GROWN**

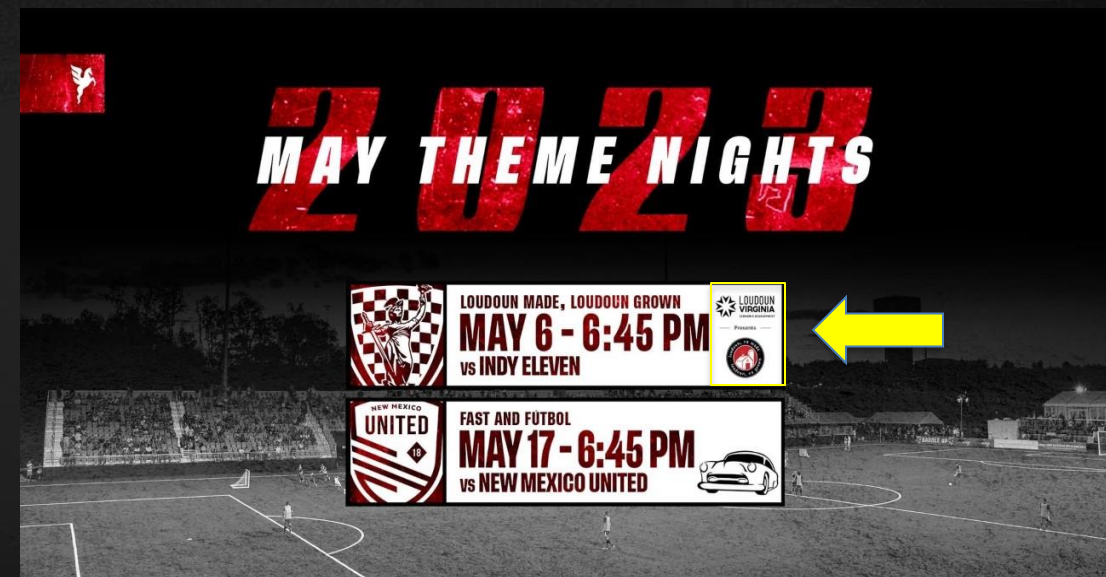
LOUDOUN UNITED VS EL PASO LOCOMOTIVE FC

SATURDAY, APRIL 30 | 5:45 PM
vs EL PASO LOCOMOTIVE FC
SEGRA FIELD

LOUDOUN VIRGINIA
ECONOMIC DEVELOPMENT
Presents
LOUDOUN VS MESA
LOUGAN, VA BRANCH

A yellow arrow points to the Loudoun Virginia Economic Development logo.

TICKETS AND PROMOTIONS			SCHEDULE	TEAM SHOP	SEGRA FIELD	CLUB	NEWS
WED, JULY 27 8:00PM EST							
	HOME	Monterey Bay FC				D.C. United Night	TICKETS
SAT, JULY 30 7:15PM EST							
	HOME	LA Galaxy II				Youth Soccer Night Soccer Ball Giveaway *First 500 Fans	TICKETS
SAT, AUG 6 7:15PM EST						SEGRA	
WED, AUG 10 9:00PM EST							
	AWAY	San Antonio FC					
WED, AUG 20 7:15PM EST							
	HOME	Atlanta United 2				Education Night	TICKETS
SAT, AUG 27 8:30PM EST							
	AWAY	FC Tulsa					
WED, AUG 31 8:00PM EST							
	AWAY	Memphis 901 FC					
SUN, SEP 4 7:15PM EST							
	HOME	Pittsburgh Riverhounds				Childhood Cancer Awareness Night	TICKETS
SAT, SEP 10 10:00PM EST							
	AWAY	Sacramento Republic FC					



2023

MAY THEME NIGHTS

LOUDOUN MADE, LOUDOUN GROWN
MAY 6 - 6:45 PM
vs INDY ELEVEN

FAST AND FUTBOL
MAY 17 - 6:45 PM
vs NEW MEXICO UNITED

A yellow arrow points to the Loudoun Made, Loudoun Grown match.

ADDITIONAL ELEMENTS

- Player Escorts – youth walk out with starting lineups (*see photo*)
- Matchday Hub Website Ad
- Corner Kicks, Goals, Substitutions, 1st Half, 2nd Half
 - In-stadium + Broadcast + Social Media opportunities



Home Game Activation Space

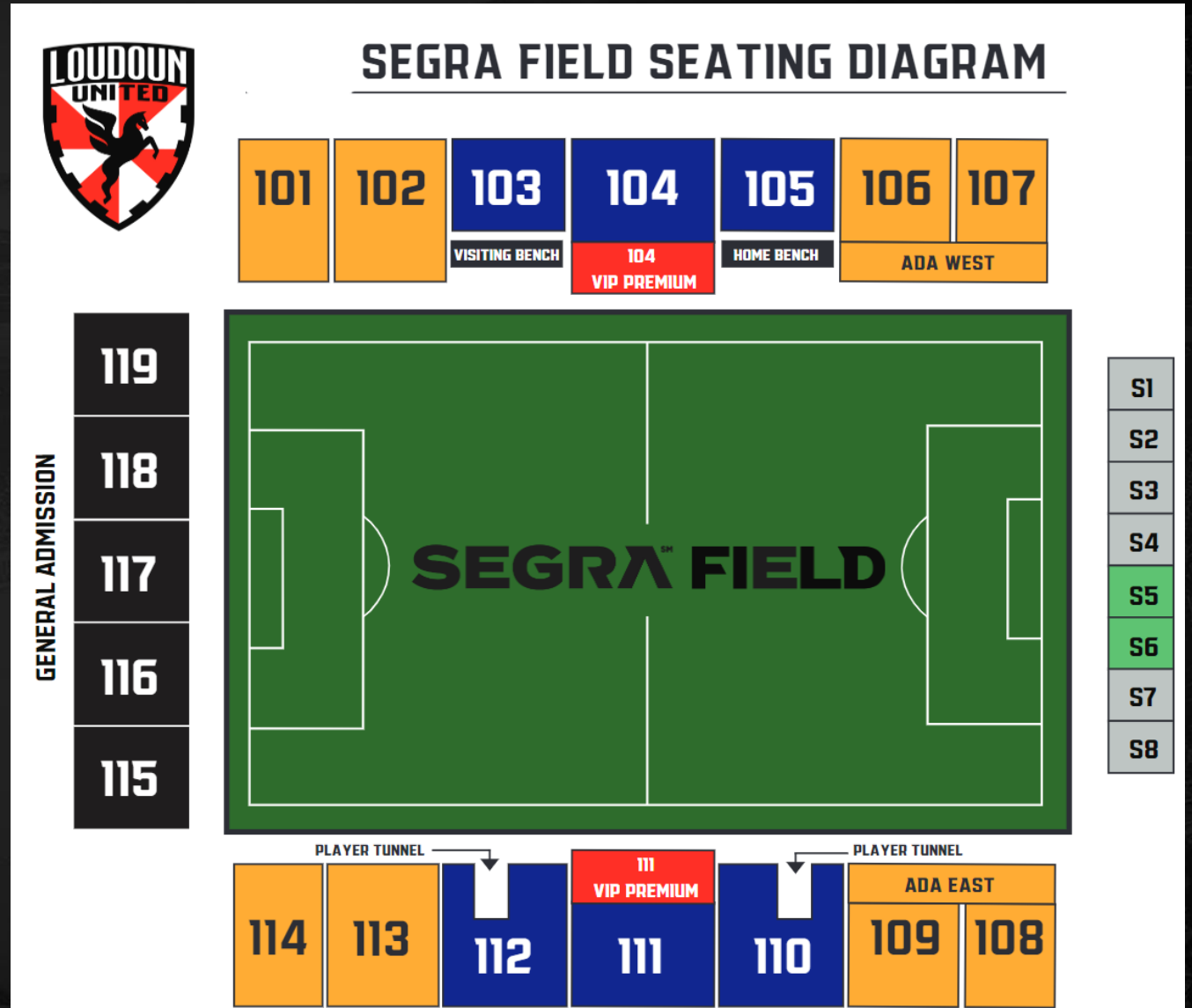


- Home games with a 10x10 space for an activation table/tent

Games mutually agreed upon.

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



Suite Nights (Cont.)



PITCH LEVEL PARTY ZONE HOSPITALITY



Includes:

- Semi-Private / Private field level area
- Minimum 50 capacity – Maximum 200
 - Domestic beer included from gates open through halftime. Unlimited water.
 - Food included
 - Cocktail tables in field level area
- Access to Section 107 seats
- Private bar & bartender in field level area
- Match Mutually Agreed Upon



Get Started

[Click here to
submit your info](#)