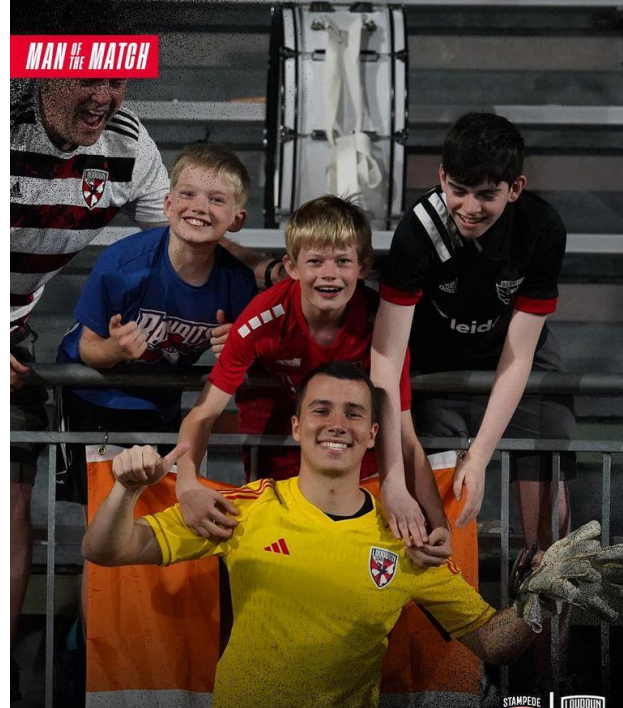




LOUDOUN UNITED PARTNERSHIP OVERVIEW

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
- 2023 Attendance: Approx.. 50,000



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
- University of the District of Columbia men's soccer ECC Quarterfinals
 - November 1
- Santa in the Suite
 - November 11
- U.S. Open Cup Qualifiers – NOVA FC
 - November 18

- **Total Additional Events:**
 - **24+ events: 35,000 attendance**



ABOUT THE CLUB

- COMPETE IN THE USL CHAMPIONSHIP
 - 24 clubs across the country
 - National media partnership with ESPN+
 - Local Broadcast DC News Now/CW (Home Matches)
 - 34 Game Season: March – October
 - 17 Home Matches

- FIRST PROFESSIONAL TEAM IN NORTHERN VIRGINIA

- **130%** attendance growth from 2021 to 2022

2022 Attendance: 1,600 fans/match

- 2x more % growth than any other USL Championship Club

- **68%** attendance growth from 2022 to 2023.

2023 Attendance: 2,700 fans/match

- 2x more % growth than any other USL Championship Club

IMPACTING COMMUNITIES AT SCALE

200+
Communities

42
U.S. States

2
Canadian
Provinces



Championship



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: 19,000
- Twitter: 6,954
- Facebook: 10,000

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

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:
 - 68% attendance growth from 2022 to 2023
 - 2023 Attendance: 2,700 fans/match
 - 2x more % growth than any other USL Championship Club
- Community Appearances:
 - 21 player community appearances from March-October 2023 wearing the kit
 - 70 total community appearances March-October 2023 where kit photos were used
- Broadcast
 - 34 games broadcast on ESPN+
 - An average of 5,000 viewers per match through September 2023
 - Launching a multi-year TV partnership with DC News Now and CW50 to broadcast all home matches on local linear tv starting in 2024
- Social Media Platforms
 - 10,000 Facebook likes – 44% increase YOY
 - 18,900 Instagram likes – 28% increase YOY
- Walking billboards – logo on kit for merchandise
 - 230 kits sold as of September 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+

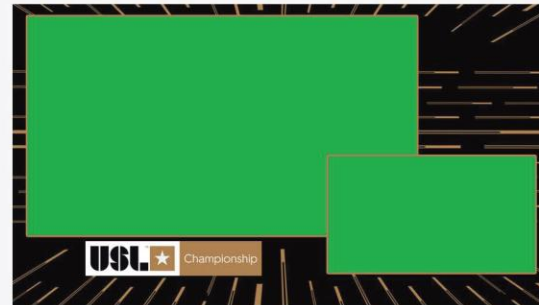
- :15 and :30 TV Commercial Spots on ESPN+ - Pre-game & halftime
- In-game boxes (below)

BOXES

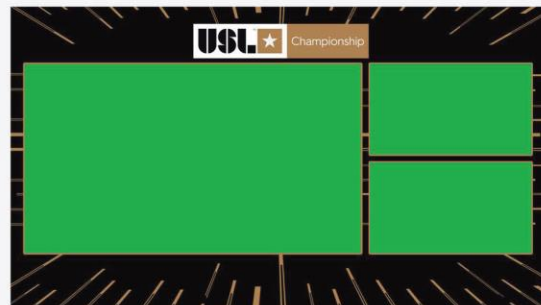
2-Box Standard



2-Box BL LR



3-Box



Splitscreen



Match Entitlement Night

- Match Presented by...
- 4'x 6' Front Gate Banner
- 25 Wing or 50 sideline tickets to the match
- Ceremonial First Kick
- Concourse Activation Space
- Two (2) PA Announcements During the Match
- Logo Include on Videoboard During PA Announcements
- Opportunity for co-branded giveaway item
- Social/Website Inclusion












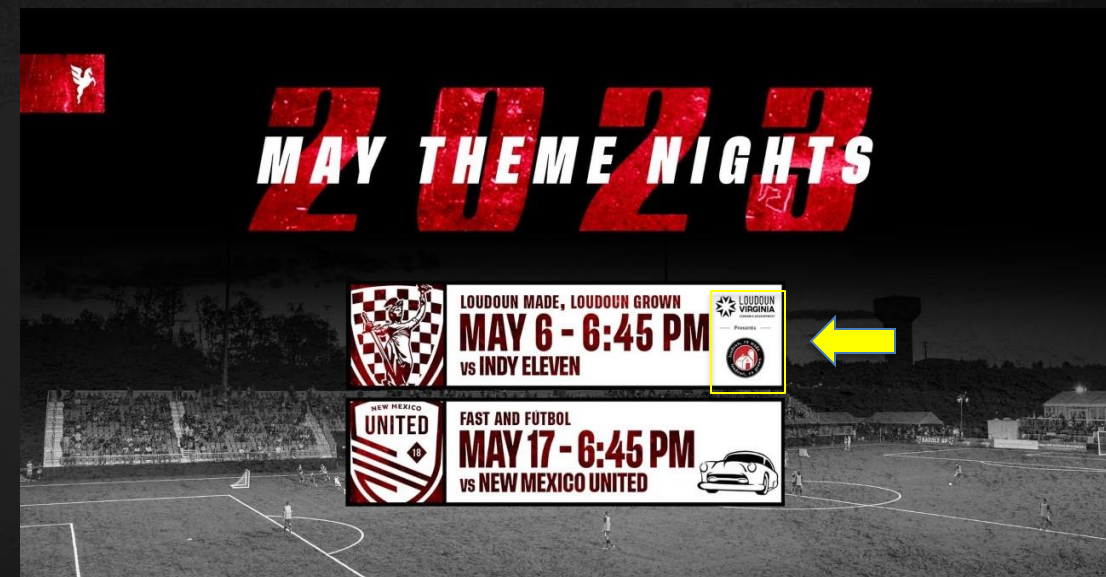
Theme Night Examples:

- Home Opener
- Fireworks Night
- United Against Cancer Night
- Camp Day

Match Entitlement (Continued)



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



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



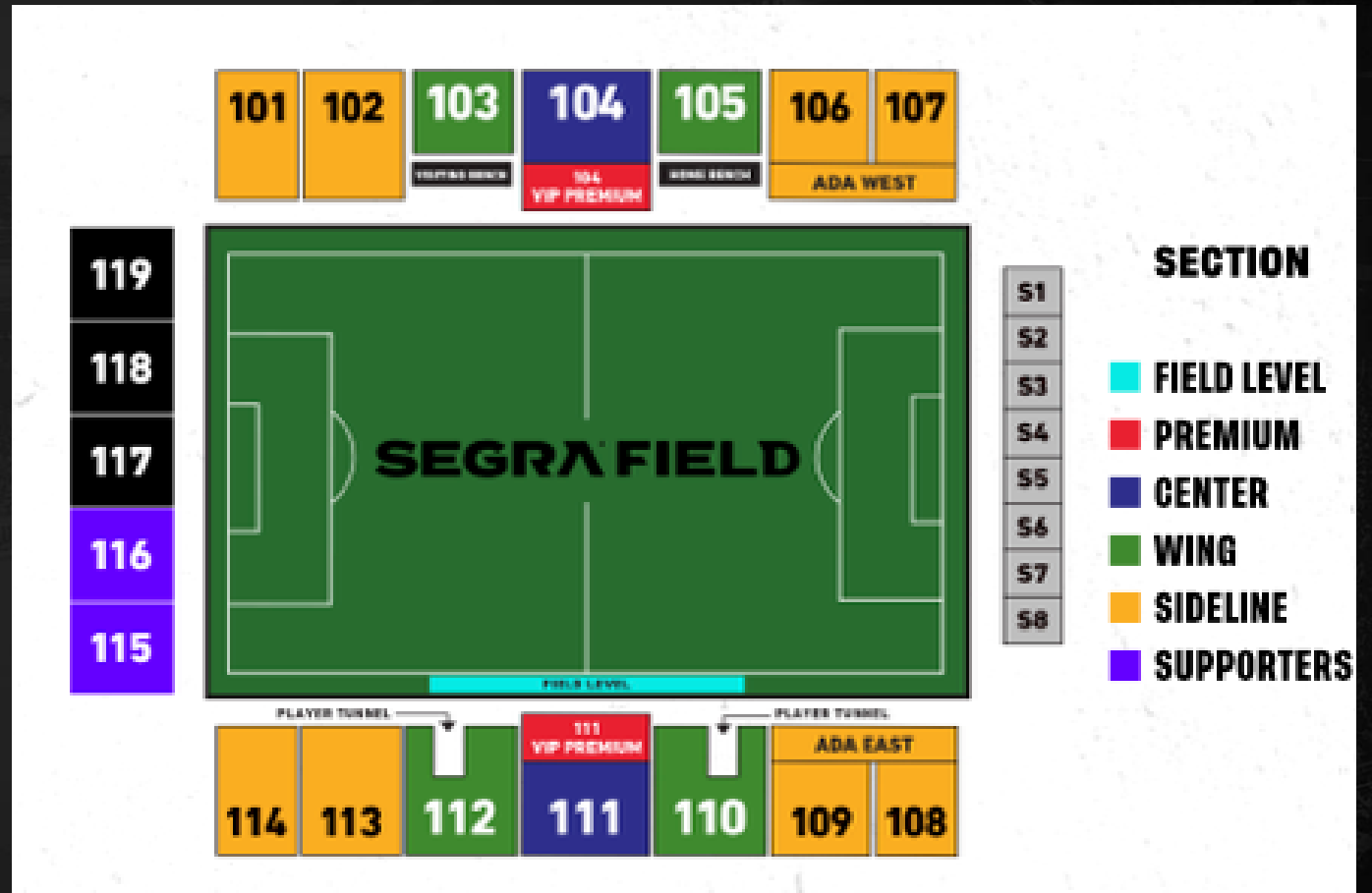
Home Game Activation Space



- 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)
- Field Level Season Tickets, Unlimited buffet & Two drink tickets per person (Light Blue sections)
- Center Season Tickets (Purple sections)
- Wing Season Tickets (Green 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](#)