



TWO VENUES. ONE PLATFORM.  
**ONE PATHWAY:  
YOUTH TO PRO.**

# Where America's Wealthiest County Meets the Game's Fastest-Growing Platform

Segra Field and RavenTek Park unite to create Northern Virginia's premier sport ecosystem, a seamless connection between professional competition, elite player development, and community engagement under one unified platform.

Home to Loudoun United FC and Virginia Revolution SC, the platform delivers a complete pathway from grassroots to professional play, and an unmatched opportunity for partners to reach audiences across every level of the game.



# TWO PLATFORMS FOR PARTNERSHIP

## RAVENTEK PARK

- 37-acre private campus, home to *Virginia Revolution SC*
- 726,000+ annual visitors across tournaments, camps, and training programs
- National Training Center for two professional teams
- Features: restaurant, rooftop bar, classrooms, gym, performance area, and pro locker rooms

## SEGRA FIELD

- 5,000+ seat professional venue (expanding to 8,500 in 2026)
- 205,000+ annual visitors from matches, concerts, and community events
- Home of *Loudoun United FC*, broadcast nationally on ESPN and locally on DC News Now



# FUTURE OUTLOOK

## SEGRA FIELD:

Expansion to 8,500 seats beginning in 2026, adding additional professional teams alongside Loudoun United, expanding community events, and introducing a full concert programming lineup.

## RAVENTEK PARK:

Redevelopment of the expansive “Barn” building into a coffee shop, team store, and office headquarters.



**SEGRA  
FIELD**

**PARTNERS GROW WITH US: MORE FANS, MORE TOUCHPOINTS, MORE COMMUNITY MOMENTS.**



# THE USL ADVANTAGE

America's fastest-growing professional soccer league, the USL Championship is rapidly emerging alongside MLS.

In 2028, it will launch USL Division One and implement promotion and relegation, a first in U.S. sports.

The Jägermeister Cup will further unite both divisions, expanding national reach and fan engagement.



## 24 CLUBS

Competing across 24 U.S. markets

## 30 GAMES PER CLUB

(15 home + 15 away)

## 720+ GAME EXPOSURES

(Each match delivers two team and market touchpoints – home & away)

# REACHING MILLIONS OF FANS NATIONWIDE.

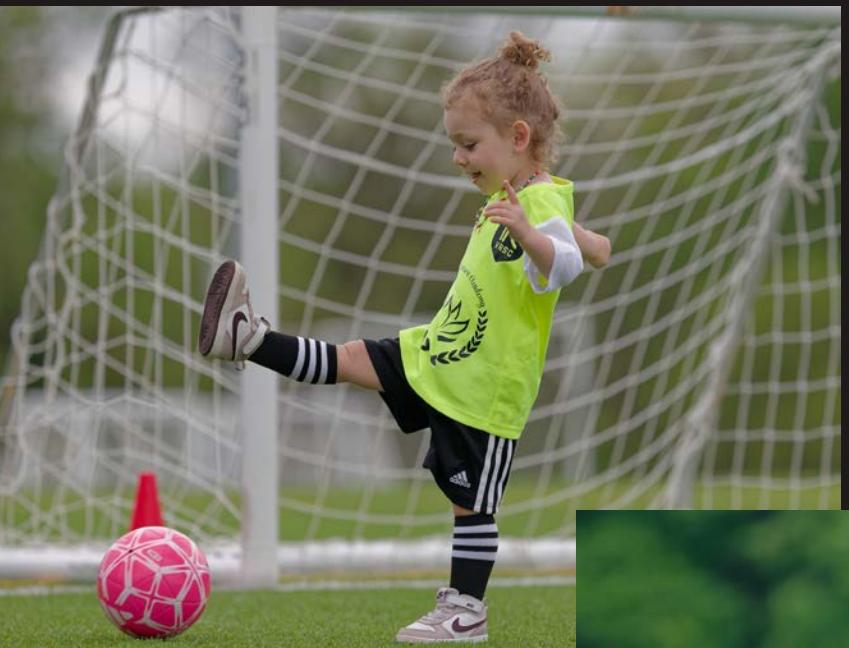


# THE VA REVOLUTION ADVANTAGE

Virginia Revolution delivers a complete pathway, developing athletes 18 months to 18 years through elite coaching, world-class facilities, and academics at our full-time private school, Revolution Sports Academy.



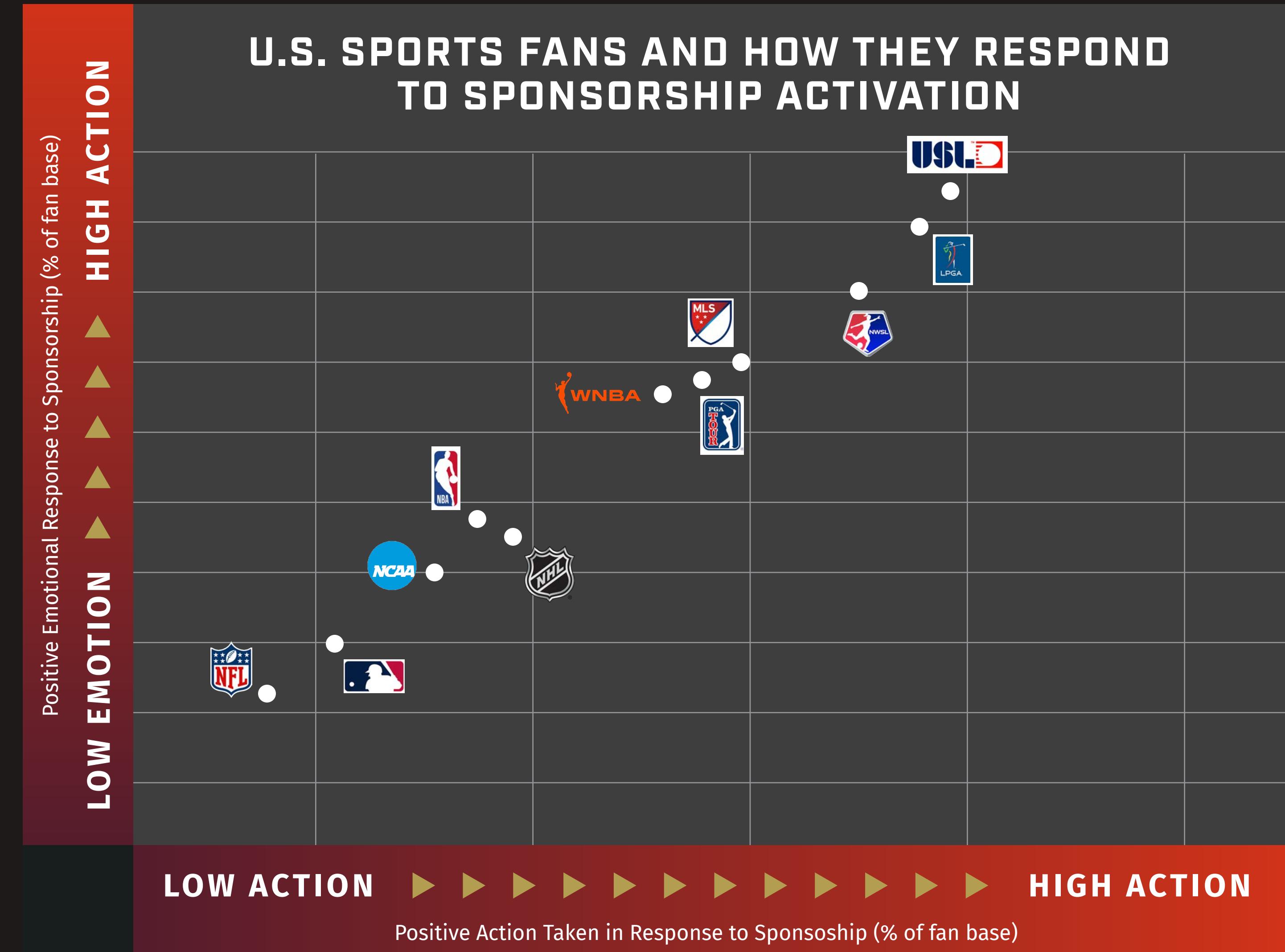
As the National Training Center for Loudoun United (USL Championship), DC Power (USL W), MLS NEXT, and Girls Academy, RavenTek Park is home to the region's **most promising young talent**.



We are also a premier soccer destination, hosting major tournaments and events, USL friendlies & DC United Academy games, creating powerful engagement for fans, families, and future stars.

# THE USL ADVANTAGE

USL FANS:  
#1 IN SPONSOR  
ENGAGEMENT  
NATIONWIDE



# MOMENT IN TIME FOR SOCCER

THE UNITED STATES IS ENTERING  
A GOLDEN ERA FOR SOCCER.

The United States is entering its golden era. Soccer is now the **#1 youth sport in Northern Virginia and surging nationwide**. Over the next five years, the U.S. becomes the global epicenter of the game, a right place, right time opportunity for brands to connect with millions.



2025  
FIFA Club World Cup



2026  
FIFA World Cup



2028  
Olympic Games

# AUDIENCE & REACH

Millions of impressions across platforms, reflecting steady growth and deep engagement across Loudoun County and the Greater D.C. market.

## OVERALL REACH

**81K+**  
combined followers  
across social  
platforms

**MILLIONS**  
of annual  
impressions across  
digital and  
broadcast channels

**931K+**  
total annual visitors  
across both venues

**68K+**  
email subscribers  
with above-average  
engagement

A PROFESSIONAL STAGE AND FAMILY HUB IN ONE OF AMERICA'S MOST AFFLUENT, HIGH-GROWTH MARKETS, NORTHERN VIRGINIA

# MEDIA & DIGITAL REACH

Date range July 29-Oct 26, 2025

## VIRGINIA REVOLUTION SC



### FACEBOOK

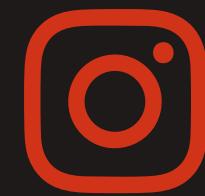
4,100 followers

55K reach

449k views

4K content interactions

19K page visits



### INSTAGRAM

4,928 followers

79.4K reach

1.6M views

14K content interactions

24K profile visits



### FACEBOOK

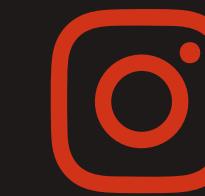
36K followers

1.8M reach

6.7M views

144K content interactions

177K page visits



### INSTAGRAM

28.6K followers

541K reach

5.5M views

96K content interactions

63K profile visits



### X/TWITTER

7.5K followers

448,000 impressions

engagements:

16.5K

2K

profile visits



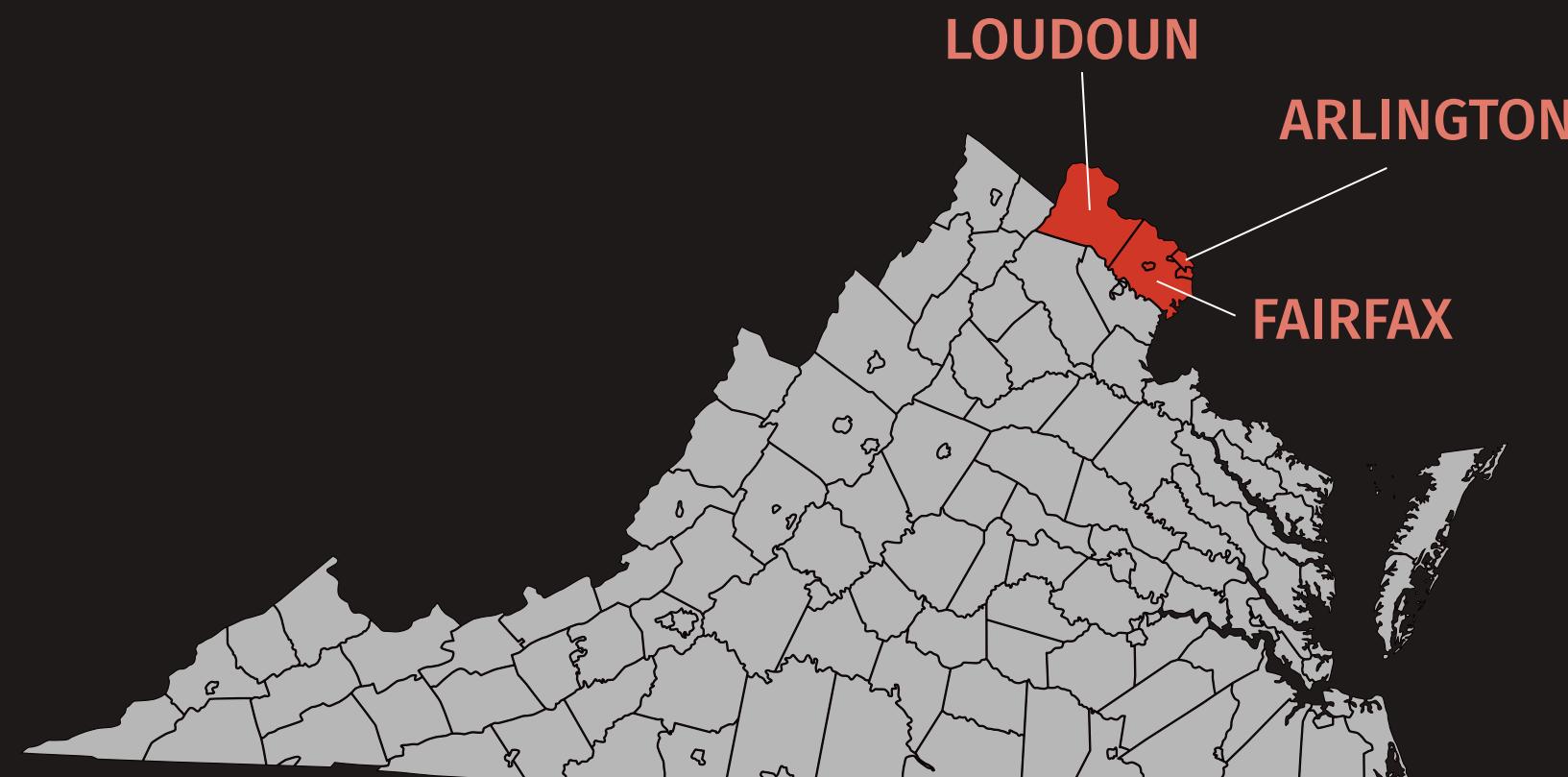
### EMAIL NEWSLETTER

VRSC: 12,345 subscribers, 52% average open rate /// LUFC: 56,000 subscribers

# NORTHERN VIRGINIA

## ONE OF AMERICA'S STRONGEST MARKETS

It offers brands unparalleled access to affluent, family-centric households with strong discretionary spending power.



Ranked among the **highest-earning counties** in the nation.



Population  
**1.6M+**

powerhouse growth  
in the D.C. metro

Median  
Household  
Income

**\$150-178K**



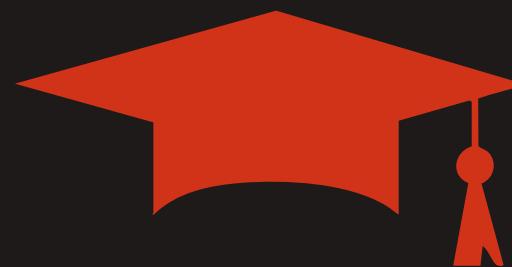
**LARGER  
HOUSEHOLDS**

**3+  
PEOPLE**  
Average household size

Highly educated &  
influential consumers

**62%+**

hold a bachelor's degree or higher



Premium spending  
in sports, entertainment,  
health & wellness

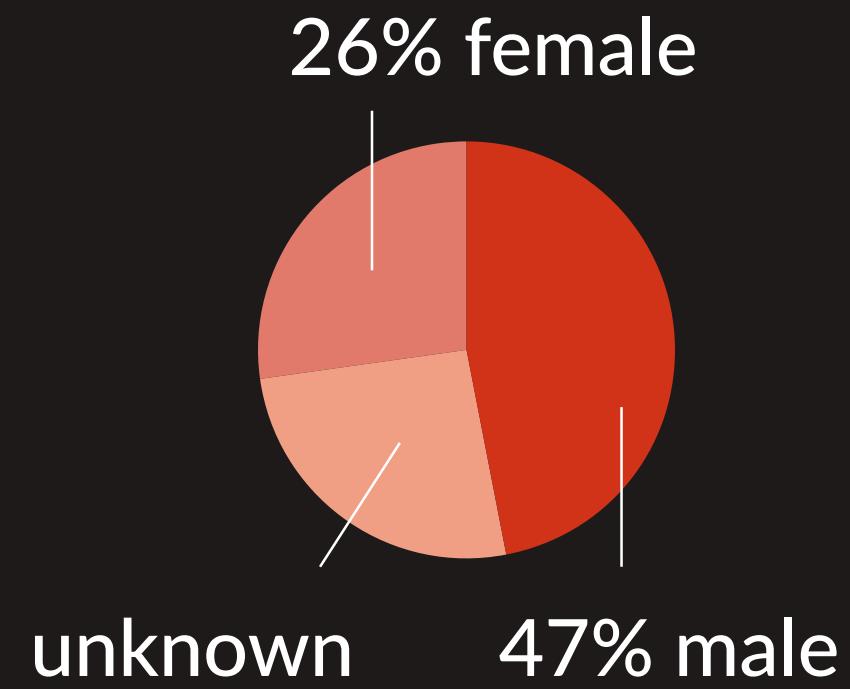


**69%**

**identify as soccer fans:**  
deep market penetration

# 2025 DEMOGRAPHICS

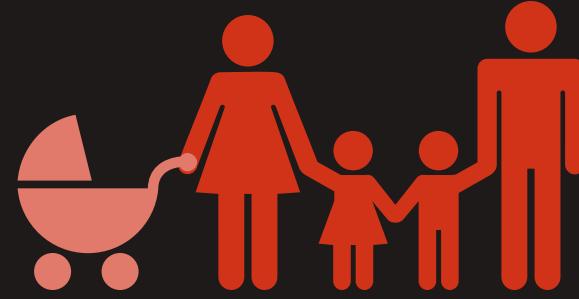
## LOUDOUN UNITED



52%+  
earn over \$150k  
household income



55%  
35-64  
IN AGE



HOUSEHOLDS WITH CHILDREN

48%

(Census Bureau 2020)

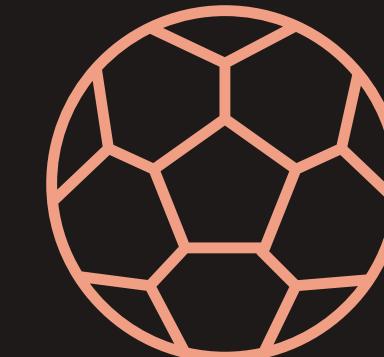
## VIRGINIA REVOLUTION



above-average  
HHI



AGE:  
30-59  
majority



726,000  
Visitors Per Year



key geos:  
Ashburn, Leesburg, Brambleton,  
Purcellville, Chantilly

HIGHLY EDUCATED, FAMILY-FOCUSED, COMMUNITY-DRIVEN

**\$100,000+**

in VRSC player scholarships  
awarded annually

**10,000+**

participants in the  
annual Revolution  
Cup tournament

**20+**

local nonprofits  
supported  
across Loudoun  
County and  
beyond

**66**

trees planted in Loudoun  
through "Going Green for  
Goals" with Hanley Energy

**1,000+**

complimentary tickets  
donated each season to  
charities & military families

**18**

networking  
& business  
engagement events

**5**

school  
partnerships and  
appearances

**54**

player community  
appearances

**400+ lbs**

of clothing donated to children  
and families in need



Free school  
and adaptive  
programs for  
underserved and  
special-needs  
youth



**Year-round  
engagement:**  
corporate field  
days, veteran  
celebrations &  
charitable drives

# PARTNERSHIP VALUE

SEGRA FIELD delivers broadcast visibility, stadium branding, and pro-level activation.

RAVENTEK PARK drives grassroots integration, family loyalty, and daily impressions.

TOGETHER, they offer unmatched year-round dual-channel access, from the professional stage to the community base.



# SAMPLE ACTIVATIONS

- **Facility Naming Rights:** Opportunity to brand the stadiums
- **Kit Sponsorship:** Constant exposure across in-stadium, broadcast, and digital platforms
- **Premium Spaces:** Brand premium spaces
- **Match Day Sponsor:** Full-game brand integration and visibility
- **Field Boards, LED and In-Stadium Branding:** Year-round venue exposure
- **Digital Series:** “Man of the Match,” “Save of the Match,” & more
- **Custom Activations:** Unique giveaways, Coin Toss, Yellow Card, Stoppage Time and more
- **Events and Corporate Hosting:** Participate in community events and host business gatherings



# PARTNERSHIP PACKAGES

## PRO PLATFORM PACKAGE

Segra Field only

- Game kits (jersey branding)
- Stadium field boards & jumbo LED
- Premium experiential spaces & matchday activations
- Digital & content series
- Custom in-match promotions
- Media integration & website presence
- Local Membership Offers: exclusive member rewards; experiences for fans

## COMMUNITY PLATFORM PACKAGE

RavenTek Park only

- Youth game kits
- LED & signage opportunities
- On-site experiential activations
- Digital & content series
- Tournament & camp sponsorships
- Custom promotions & website presence

## UNIFIED PLATFORM PACKAGE

Amplify across both

- Combine Professional + Community
- Seamless storytelling: youth-to-pro pathway
- Maximum touchpoints and visibility: stadium, community, digital, events

# LET'S BUILD TOGETHER

Because what we're building isn't just a club or a venue, it's a movement, a community, and a legacy that will last for generations.





# THANK YOU

SEGRA FIELD  
Loudoun United FC  
42095 Loudoun United Dr,  
Leesburg, VA 20175

RAVENTEK PARK  
Virginia Revolution SC  
19623 Evergreen Mills Road,  
Leesburg, VA 20175