



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.



 **RAVENTEK PARK**
HOME OF VA REVOLUTION



**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.



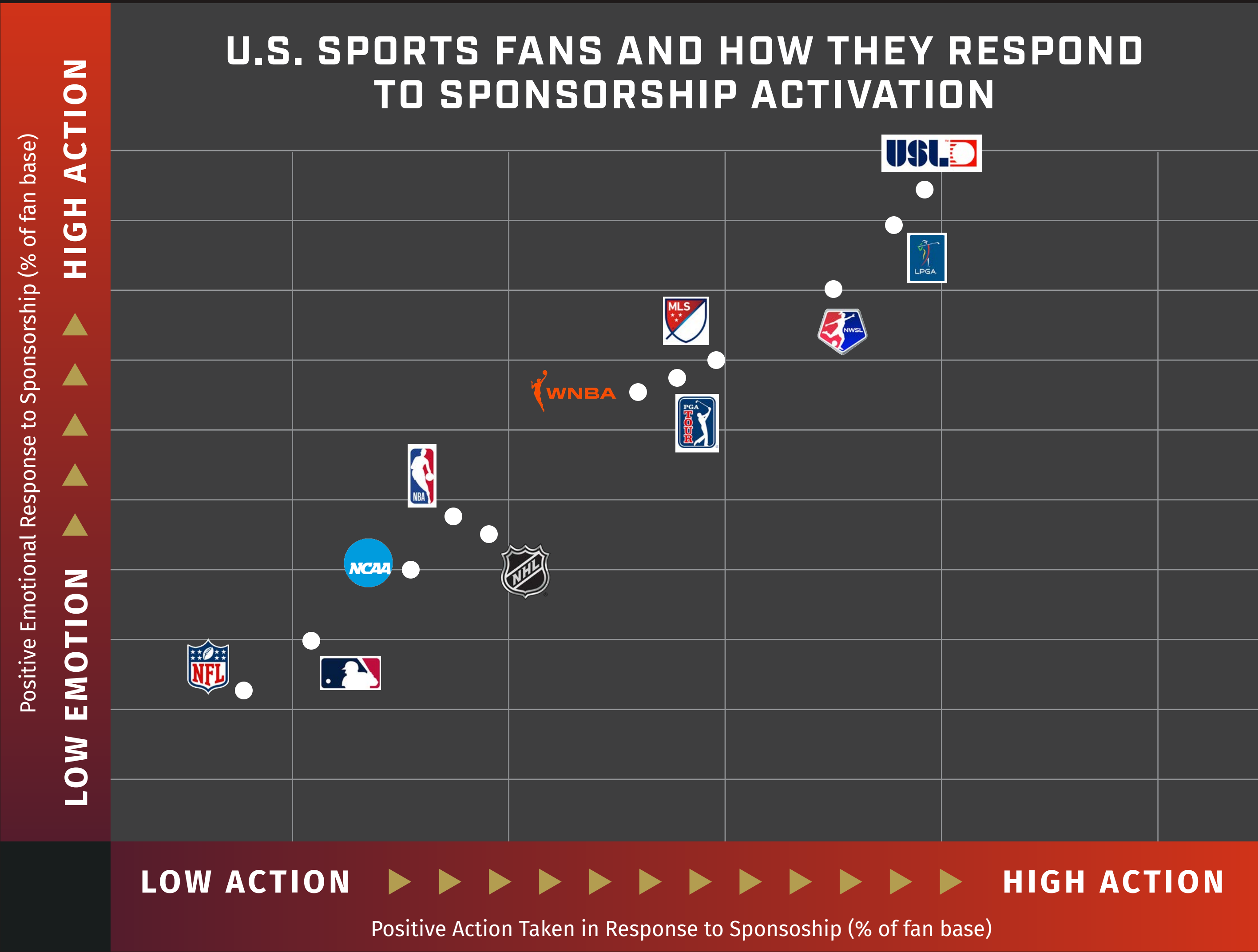
As the National Training Center for Loudoun United (USL Championship), DC Power (USL W), MLS NEXT, and Girls Academy, RavenTek Park is home to the region's **most promising young talent**.

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

LOUDOUN UNITED FC



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



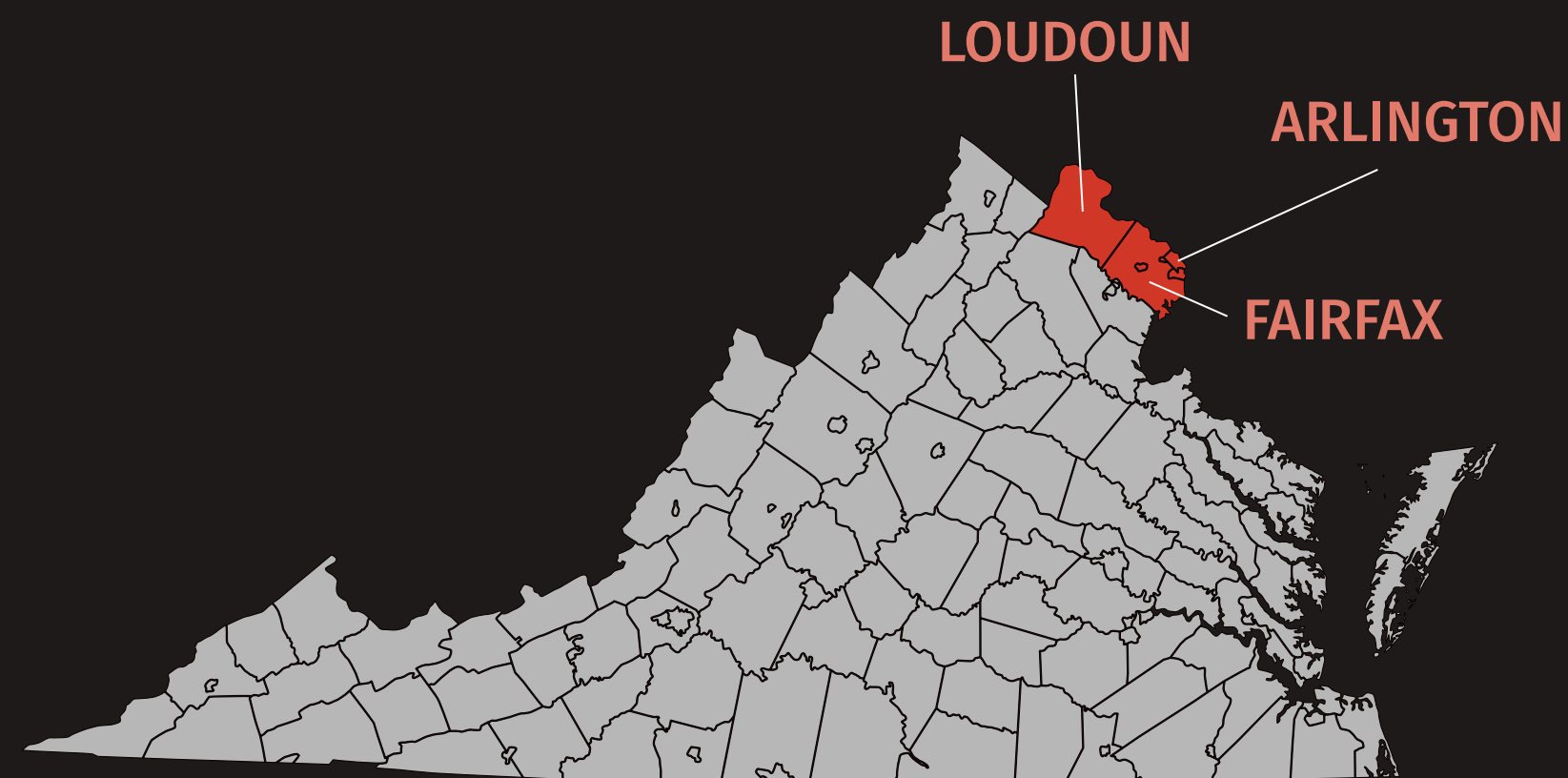
EMAIL NEWSLETTER

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

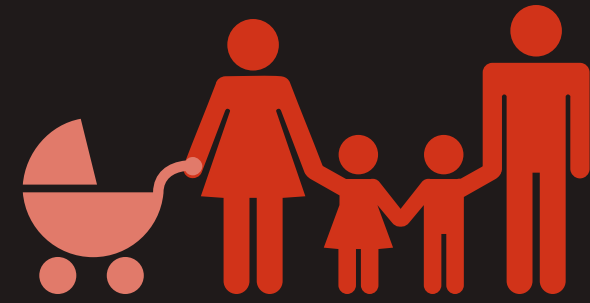
NORTHERN VIRGINIA

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

LARGER
HOUSEHOLDS

3+
PEOPLE
Average household size

Median
Household
Income
\$150-178K



Highly educated &
influential consumers

62%+
hold a bachelor's degree or higher



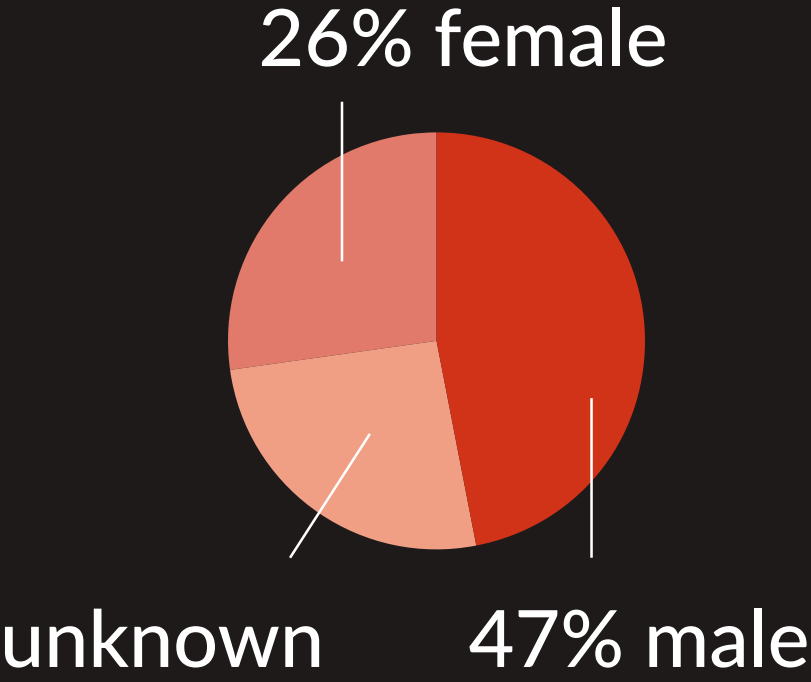
Premium spending
in sports, entertainment,
health & wellness



69%
identify as soccer fans:
deep market penetration

2025 DEMOGRAPHICS

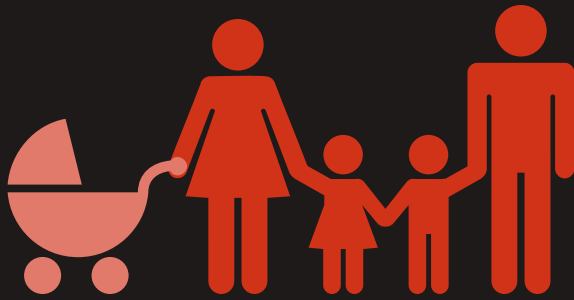
LOUDOUN UNITED



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

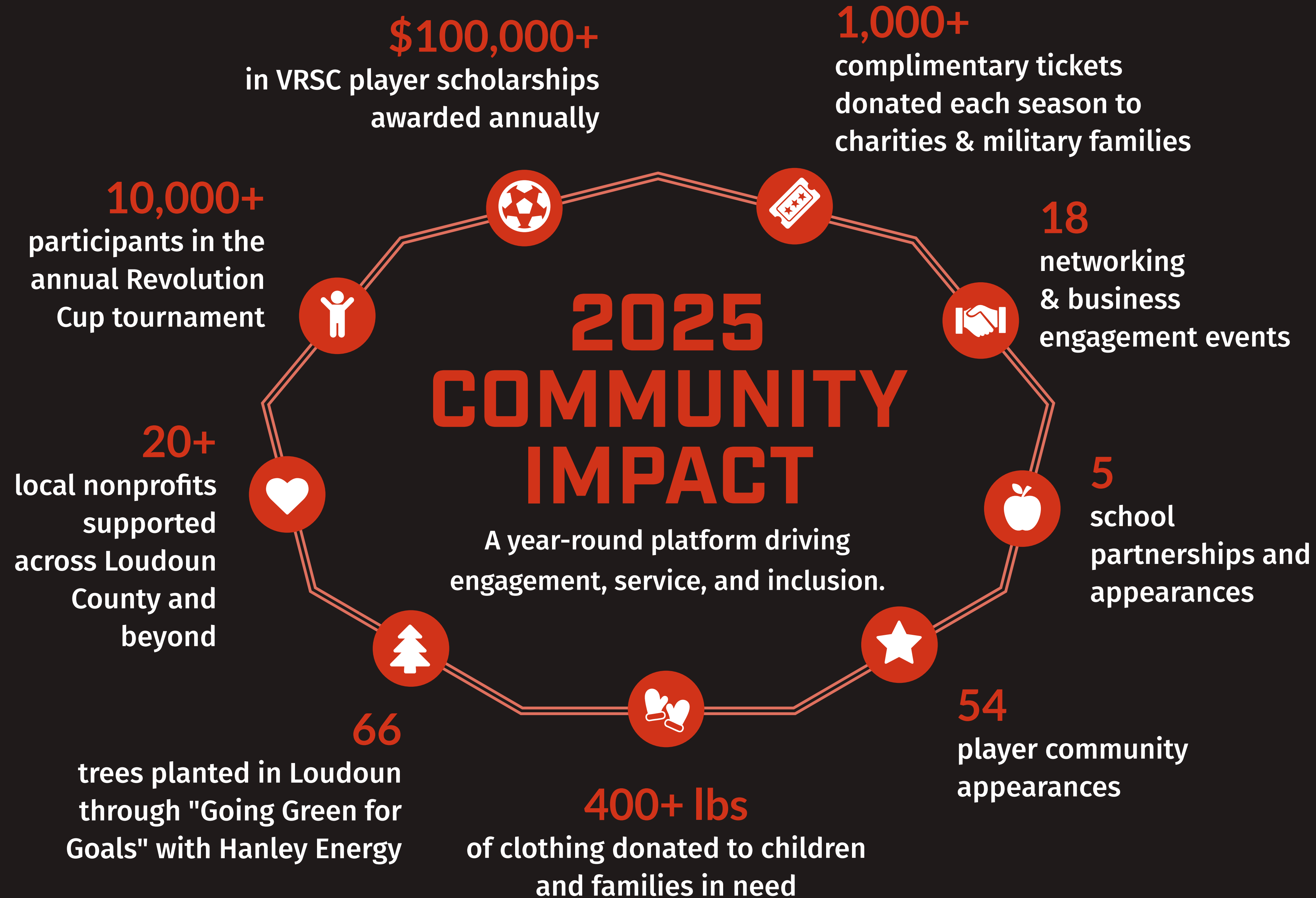


726,000
Visitors Per Year



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

HIGHLY EDUCATED, FAMILY-FOCUSED, COMMUNITY-DRIVEN



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