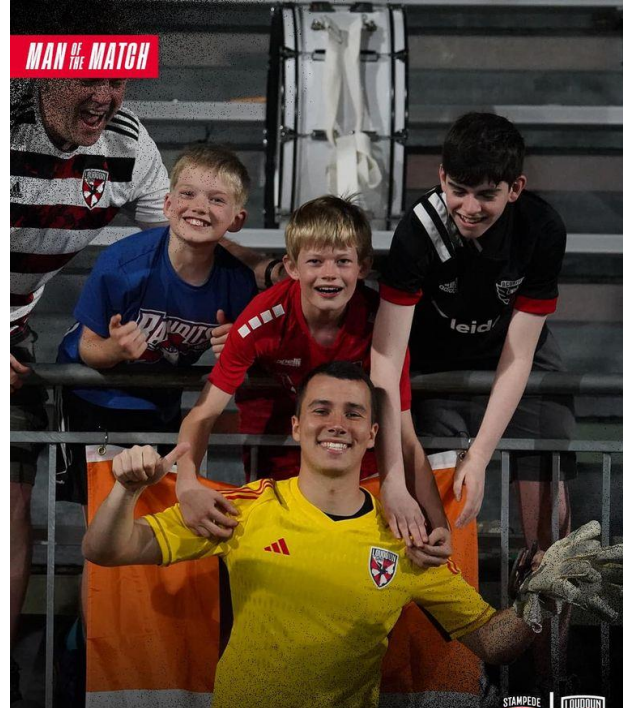




# **LOUDOUN UNITED PARTNERSHIP OVERVIEW**



## 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.



# Fan Bases and Positive Response to Sponsorship



- When compared against other major sports leagues, USL fans rank the highest in their response to sponsorship activation

# MOMENT IN TIME FOR SOCCER IN THE US

Over the next 5 years, the United States will be the number one destination for many of the best and biggest soccer events in the world. Now is the time for brands to target, communicate, and **build a legacy** with a nationwide audience of soccer fans



2024

2025

2026

2028



# 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







# Segra Field Events

**Segra Field has hosted nearly 100 events over the last two years.**

## Past Events:

- Lamar Hunt U.S. Open Cup
- Sounds of Segra Concert Series
- Ethiopia vs Guyana International Men's Soccer Friendly
- Taste of NoVa Food, Beer, Wine Festival
- Nerf Mania
- Family Fun Night
- Segra Field Movie Nights
- UPSL National Finals





# About the Club

Loudoun United FC





# Loudoun United FC

## FIRST PROFESSIONAL TEAM IN NORTHERN VIRGINIA

- COMPETE IN THE USL CHAMPIONSHIP
  - 24 clubs across the country
- National media partnership with ESPN+
- Local media partnership with DC News Now/CW
- Avg. **8,715** Broadcast Viewers/Match in 2024
- 34 Game Season: March – October
  - 17 Home Matches

- **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
- **10%** attendance growth from 2023 to 2024  
2024 Attendance: 2,929 fans/match





# Loudoun United FC Demographics

**67%** of Loudoun United Fans are Male.

**70%** of fans are between the ages of 20 & 49.

**33%** of fans have a household income of over \$150,000 per year.

**22%** of fans have a household income between \$100,000 & \$150,000 per year

## Social Media Followers

Instagram: 25,300

Twitter: 7,300

Facebook: 23,000

Newsletter: 48,000

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

# Community Impact



## 2024 COMMUNITY REPORT

### TICKET DONATIONS

\$150k

6K TICKETS DONATED TO NON-PROFIT ORGANIZATIONS

\$187.5k

7.5K TICKETS DONATED TO LOCAL SCHOOLS IN LOUDOUN COUNTY



### COMMUNITY OUTREACH

243 COMMUNITY HOURS

81 EVENTS ATTENDED



### LOUDOUN UNITED FC YOUTH CLINICS

7

TOTAL CLINICS

642

KIDS IMPACTED



### HURRICANE RELIEF

\$1,500

DONATED FROM FANS AND ANCHOR BAR NOVA TO TAMPA BAY AMERICAN RED CROSS

18

SCHOOLS VISITED IN LOUDOUN COUNTY AND FAIRFAX COUNTY IN 2024

### INAUGURAL HOMETOWN HERO OF THE YEAR AWARD



AWARDED TO STERLING VOLUNTEER FIRE COMPANY (SVFC) FIREFIGHTER TREVOR BROWN

### 2024 LOUDOUN UNITED HERO KIT



A KIT DEDICATED TO FIRST RESPONDERS TO RECOGNIZE THEIR IMPORTANCE WITHIN THE LOUDOUN COUNTY COMMUNITY

### LOUDOUN UNITED FC TREE TRACKER

79

TREE SAPLINGS PROVIDED TO LOUDOUN COUNTY



### LOUDOUN UNITED FC NONPROFIT NIGHT

AUGUST 24  
LOUDOUN UNITED FC vs. RHODE ISLAND FC

### PARTICIPATING ORGANIZATIONS:

Loudoun Education Foundation  
Girls on the Run  
Dulles South Food Pantry  
Women Giving Back  
The Arc of Loudoun  
Bethany House of Northern Virginia  
Shelter House of NOVA  
Drew Stieg Aspiring Wellness Program  
The Family One  
Southwestern Youth Association NOVA

### KICKS FOR KIDS!

THE KICKS FOR KIDS PROGRAM PROVIDES BUSINESSES AND INDIVIDUALS WITH AN AVENUE TO SUPPORT UNDERPRIVILEGED, AT-RISK, AND DISADVANTAGED YOUTH THROUGHOUT THE LOUDOUN COUNTY AREA.









# Partnership Elements



# SIGNAGE

- 3' x 20' Field Board (*photo*)
  - In-stadium presence
  - Viewable on ESPN+ (5,600 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
  - Beer Garden





# VIDEOBOARD SIGNAGE



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



# 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: 2,690 fans/match
      - 2x more % growth than any other USL Championship Club
  - 2024 attendance: 2,929 fans/match
- Community Appearances:
  - Historically, 20 player community appearances from March-October wearing the kit and 70 total community appearances March-October where kit photos were used in sales collateral
- Broadcast
  - 34 games broadcast on ESPN+
  - 17 home games broadcast through multi-year TV partnership with DC News Now and CW50 local linear tv
  - Average of 8,715 viewers per match
- Social Media Platforms
  - 18,861 Facebook followers
  - 25,000 Instagram followers
  - 7,414 Twitter followers
- Walking billboards
  - 450 adult + youth kits sold as of July 2024

# 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

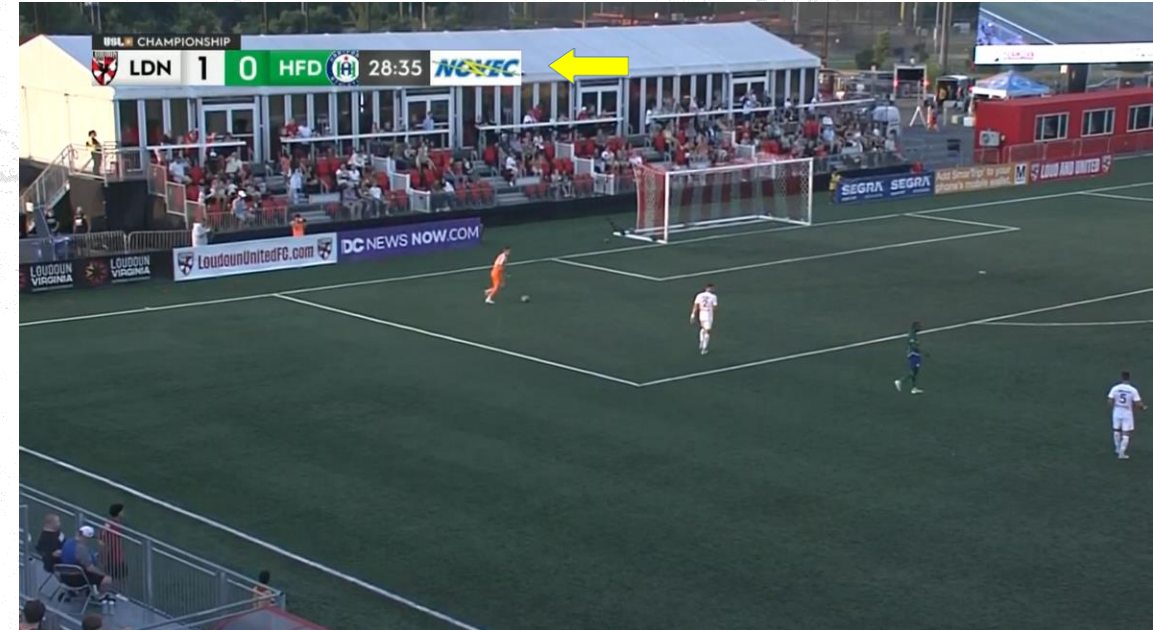
- Man of the Match
- Player of the Week
- Save of the Match (*see below*)
- Full Time Score Presenting Sponsor (*see right*)
- Player(s) to Watch
- 30-Day Sweepstakes





# BROADCAST: ESPN+ & DC News Now/CW

- Pre-game, half-time, post-game shows (*see below*)

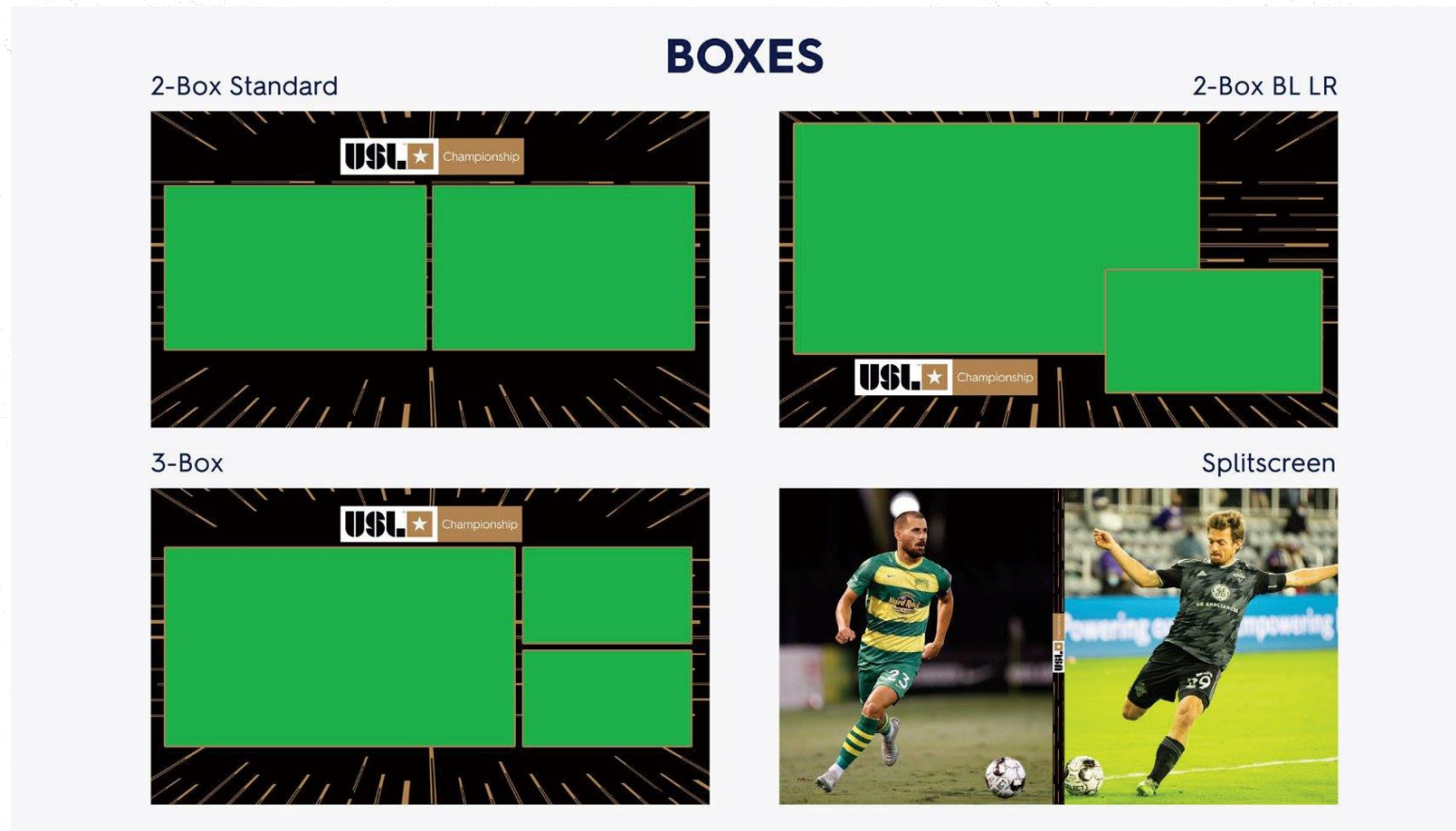


- Broadcast Scorebug - every match televised on ESPN+ (*see above*)
- Home Matches televised on DCNN/CW
- Many in-stadium opportunities have broadcast inclusion – *corner kicks, yellow cards, moment of the match, etc.*



# BROADCAST: ESPN+ & DC News Now/CW

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



# Match Entitlement Night

- Match Presented by You
- 4'x 6' Front Gate Banner
- \$1,500 Ticket Bank
- Ceremonial First Kick
- Concourse Activation Space
- Two (2) Videoboard & Public Address Inclusions During the Match
- Opportunity to have Logo Included on Co-Branded Giveaway Item
- Social/Website Inclusion

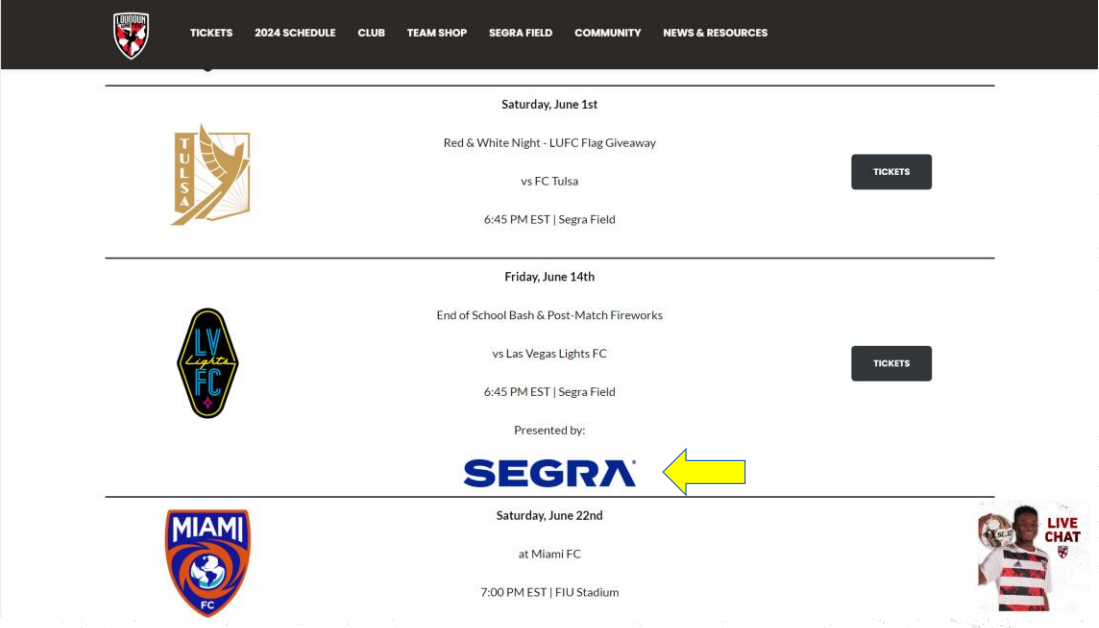


## Theme Night Examples:

- End of School Bash
- Fireworks Night
- 703 Night (July 3rd)
- Camp Day



# Social Media/Website Promotion



# 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 game 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)





# Suite Nights

- 24-person suite.
- Unlimited buffet & two drink tickets per person
- Private seating area & access to inside area





# 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](#)