

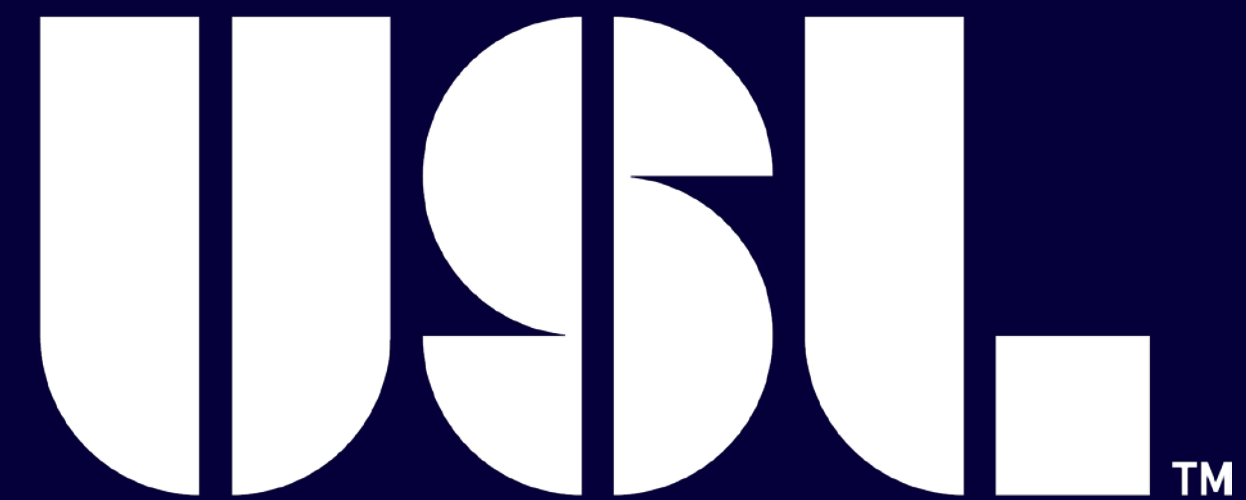
A large, dense crowd of soccer fans is shown in a stadium at night. Many fans are wearing purple shirts, and several are holding up purple scarves. In the upper center, a flare is being held, emitting a bright orange flame. The fans have expressions of intense excitement, with many shouting and their arms raised. The background is filled with more fans and the structure of the stadium.

# USL™

United Soccer League

**WE ARE UNITED.**





## LARGEST PROFESSIONAL SOCCER LEAGUE

In The United States And Canada

## 35 TEAMS

In 21 U.S. States And Two Canadian Provinces

## MORE THAN DOUBLED IN SIZE

Since 2014

## STRONG LOCAL OWNERSHIP GROUPS

In Major Markets Positioned For Long-term Success

## INCREASING FRANCHISE VALUATIONS

Proven Through Private Ownership Transactions



# 2017 LEAGUE FOOTPRINT

USL MARKETS REACH  
MORE THAN 75 MILLION PEOPLE



## 12 Of Top 30 US DMAs Represented

New York  
Los Angeles  
Tampa  
Phoenix  
Seattle  
Orlando

Sacramento  
St. Louis  
Charlotte  
Pittsburgh  
Portland  
Nashville

\*Fresno, Las Vegas and Nashville join competition in 2018.

\*Austin & Birmingham join competition in 2019.



# USL OWNERSHIP

USL features dedicated, experienced club ownership with financial stability. A growing number of these groups have owned or currently own clubs in a wide variety of sports leagues including MLS, NBA, NBA D-league, MLB, NHL, MLL, WNBA, ECHL, and NWSL.



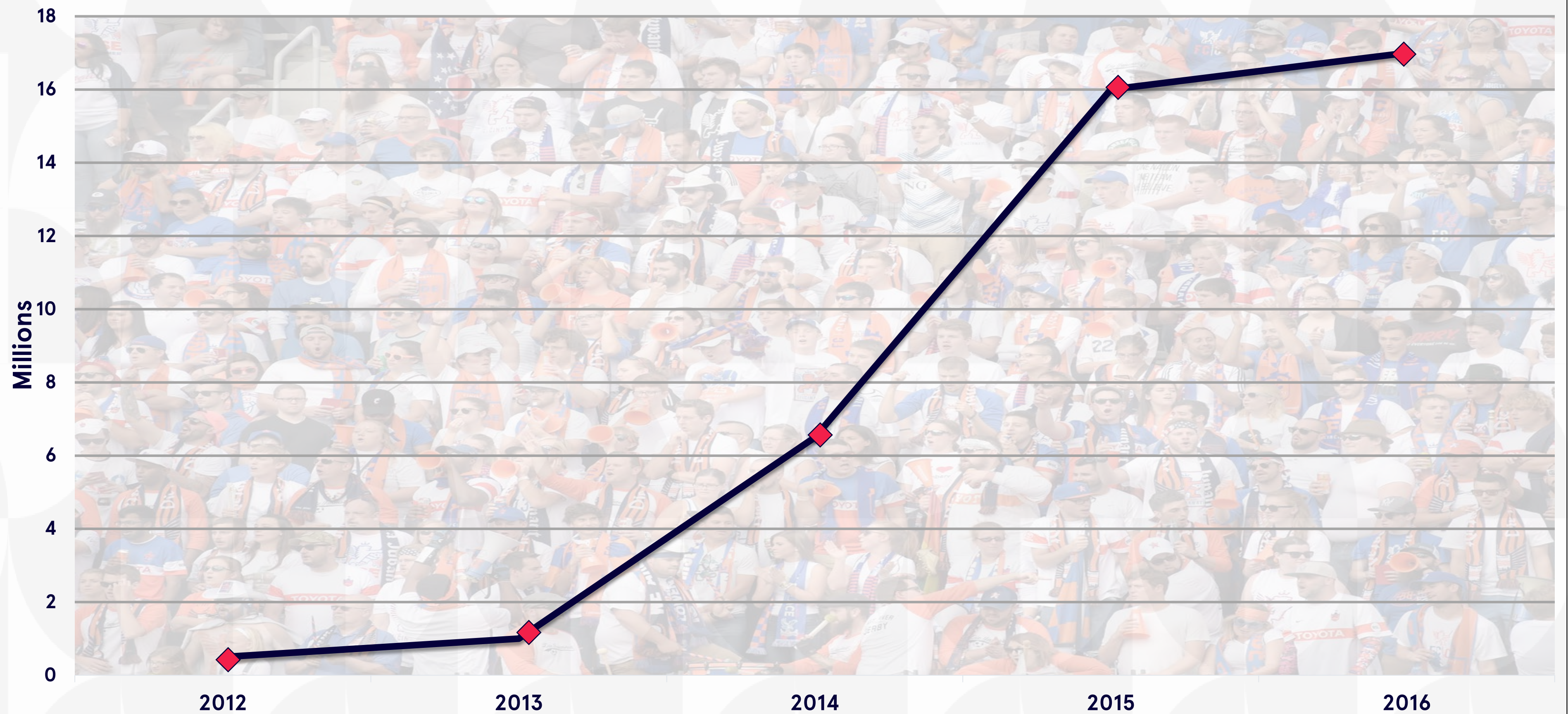
TM



# USL FRANCHISE VALUATIONS

Increasing franchise valuations for each owner is the goal of USL. Through stable operations and support services, the league provides a platform for each franchise to continue to grow within its market.

**Value of Private Transactions of Existing Teams**





# LOCAL MARKET ECONOMIC IMPACT

Driving sustainability through developing the next generation of fans, building fan affinity and corporate exposure. The club also generates sports tourism revenues and boosts employment.

## **MERCHANDISE SALES**

Club Merchandise Sales Provide Opportunities For Fans to Display Their Community Loyalty While Providing Opportunities to Generate Local Economic Impact Through Community Vendors and Suppliers.

## **CORPORATE PARTNERSHIPS**

Grassroot Initiatives Provide Tremendous Opportunities for Corporate Partners to Generate A Positive Impact On The Local Community Through On-Site and Community-Based Activations.

## **TICKET SALES**

Ticket Sales Provides An Immediate Impact On The Local Economy In A Direct An Indirect Manner As Most Tickets Are Subject To Taxation By The Municipality In Addition To The Direct Spend.

## **HOSPITALITY EXPERIENCES**

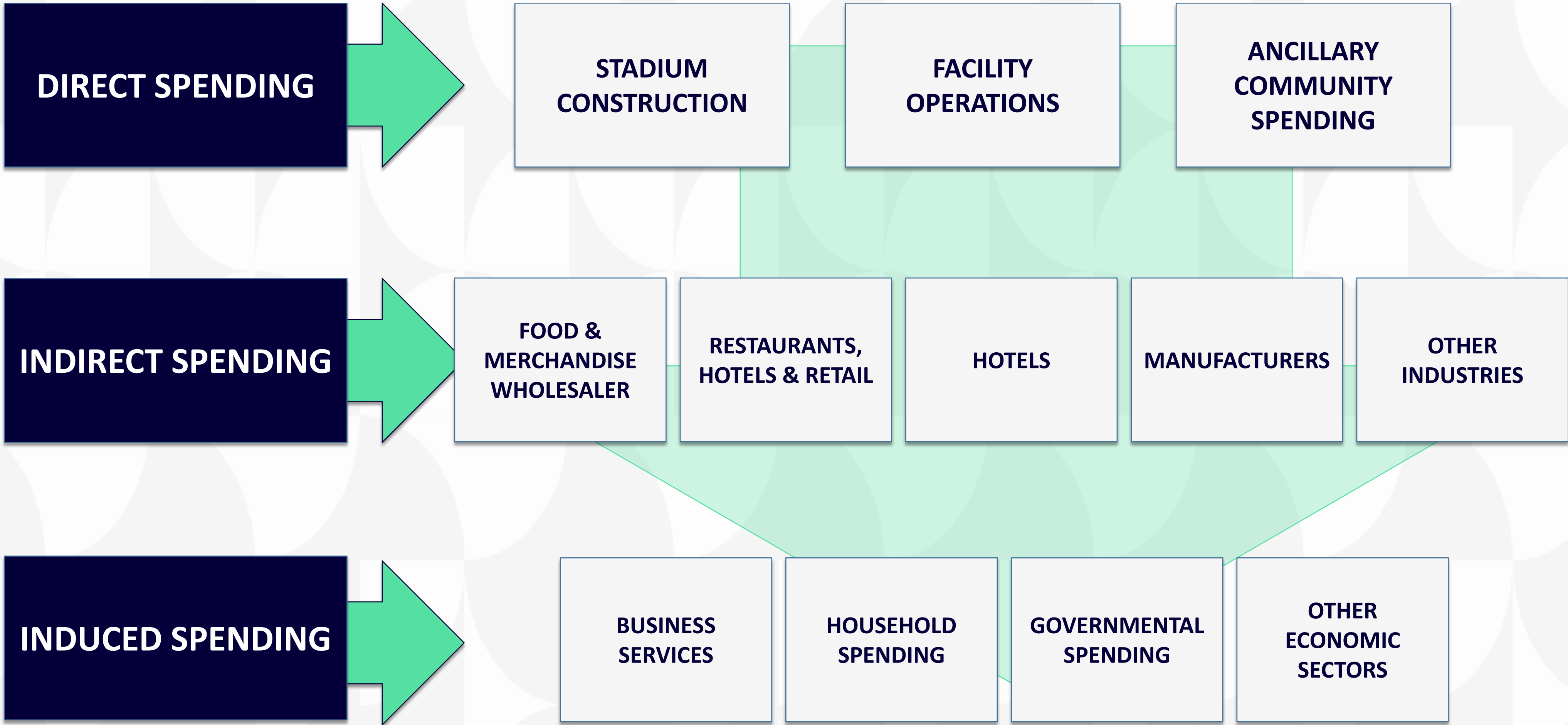
Hospitality Within and Outside Of The Stadium Elevate The Fan's Event Experience While Providing Premium Atmospheric Opportunities And Continued Spending.





# LOCAL MARKET ECONOMIC IMPACT

USL continues to drive direct, indirect and induced spending through sports tourism.





# LOCAL MARKET ECONOMIC IMPACT

The USL Division III club will drive comprehensive economic impact touch points for the local economy inside and outside of the stadium of play.

SPENDING	JOB	INCOME	STATE & LOCAL REVENUE
INSIDE STADIUM			
Admissions	Administration	Salaries	State Sales & Use Taxes
Concessions	Maintenance	Wages	Local Sales Tax
Parking	Concessionaires	Business Profits	Liquor Taxes
Premium Seating	Ticketing Personnel	Giving	Property Taxes
Advertising	Parking Personnel		Seat User Charges
	Security Guards		
	Non-Player Staff		
OUTSIDE ARENA			
Restaurant	Waiters/Waitresses	Salaries	State Sales & Use Taxes
Bars	Bartenders	Wages	Local Sales Tax
Lodging	Hospitality Management	Business Profits	Hotel Taxes
Transportation	Hotel Employees	Giving	Car Rental Taxes
Entertainment	Transportation Workers		Liquor Taxes
Retails	Musicians		Property Taxes
	Retail Staff		
CAPEX			
Architectural and Engineering	Professionals	Salaries	State Sales & Use Taxes
Trades	Management	Wages	Local Sales Tax
Materials	Skilled and Unskilled Labor	Business Profits	Hotel Taxes
Equipment	Vendors and Suppliers	Giving	Car Rental Taxes
Other Costs			Liquor Taxes

SOURCE: Nashville Predators February 2012 Economic Impact



# LOCAL MARKET ECONOMIC IMPACT



Recent market analysis concluded a new soccer-specific stadium in Louisville, KY would generate an economic impact of more than **\$195.3 million** over a 20-year period, with an annual value of more than **\$5.7 million**.



The recent construction of the \$34 million soccer-specific stadium in Edinburg, Texas will generate an estimated economic impact of **\$84 million**.



Sacramento Republic FC's pursuit of MLS has generated a study that a new stadium will generate an economic impact of more than **\$1 billion** over a 30 year period, including **\$30.5 million** of annual economic activity.



# LEAGUE OPERATIONS

The USL operates an expansive league office comprised of more than 17 departments, featuring more than 50 talented sports industry professionals dedicated to providing exceptional service to club owners, team personnel, players and fans.

## LEAGUE DEPARTMENTS INCLUDE:

- Analytics & Strategy
- Broadcast & Video
- Business Development
- Club Services
- Commercial Ventures
- Communication & Public Relations
- Competition
- Compliance
- Digital Media
- Events
- Finance
- Governance
- Human Resources
- League Expansion
- Legal
- Marketing
- Player Development





# USL BY THE NUMBERS

Generating revenue through increased fan base and impressions

## PASSIONATE FANS

17M



## MATCHES

480



## SOCIAL PLATFORMS



1,126,098  
Total Fans of USL Teams



138,391  
USL Total Social Fans



One  
Dedicated Streaming Channel





# USL VALUES & ATTRIBUTES

- **UNITED** ACROSS NORTH AMERICA



Valuable,  
Sustainable  
League, Spanning  
Grassroots To Top  
Tier

- **UNITED** AS FANS



Passionate Fans  
Committed  
To Their Clubs

- **UNITED** AS TALENT



Providing  
Opportunities To  
Growing Mass Of  
Players, Referees,  
& Executives In  
The United States

## UNITED IN BUILDING THE NEXT GENERATION SPORTS LEAGUE

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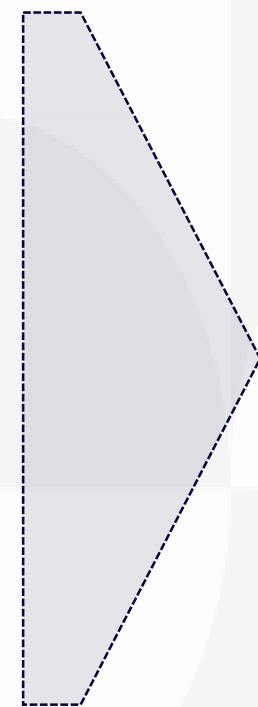


# USL & PLAYER PROGRESSION

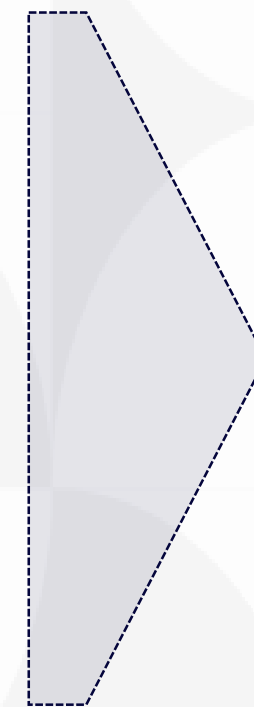
USL is supported by a robust player development program which the USL owns and operates. The PDL, USL Division III and USL provide a robust ladder for the advancement of professional soccer in the US.



U23 Pre-Professional



Division III  
Professional  
*Kicking Off 2019*



Division II  
Professional

**72 TEAMS**  
**2,450 Players**

**8-12 TEAMS**  
**350 Players**

**31 TEAMS**  
**1,000+ Players**



# USL PRODUCTIONS



## USL BROADCAST CENTER AT VISTA WORLDLINK

**\$10 million** investment over the next three years establish the USL Broadcast Center, housed in Ft. Lauderdale, Florida and the league's broadcast platform. Built on location of the **Vista Worldlink** headquarters, the broadcast center provides a single-location for all USL content curation while providing the infrastructure for state-of-the-art broadcast production.



## ESPN PARTNERSHIP

Provides matches throughout the season on **ESPN linear** and digital platforms including game of the week, content sharing with **ESPN FC** and development of USL-specific content to be driven by the ESPN platforms.



## ROBUST LIVE MATCH & ON-DEMAND CONTENT DELIVERY

**Live Action Delivery:** All 527 matches (more than 1,000 hours) broadcast via USL national linear platform and digital streaming platform providing national and international exposure

**Content Distribution Platform:** Available for delivery anywhere in the world, including digital, local tv and national broadcast.

**Content Development:** For social media flash-access consumption (web shows and exclusive feature-driven content) with access to the state-of-the-art video archive for to integrated and searchable footage.





# DIGITAL NETWORK

A comprehensive **digital-first network** providing unparalleled access for fans, partners and clubs league-wide.

## INTEGRATED SEASON, MATCH AND PLAYER STATS

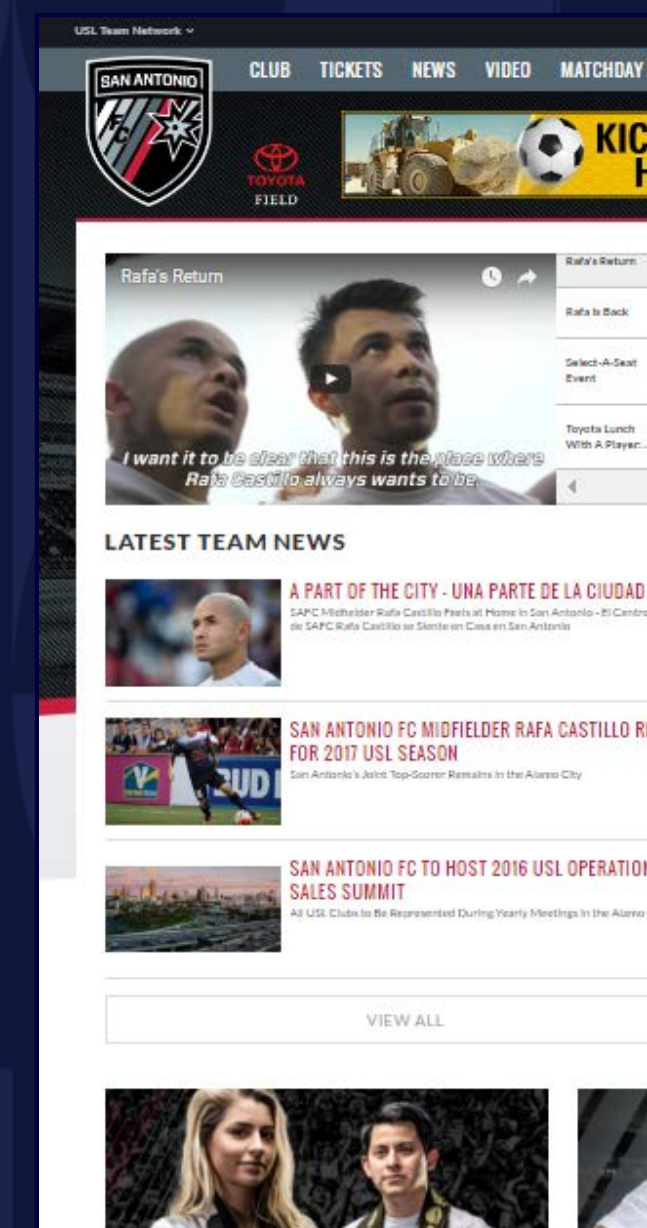
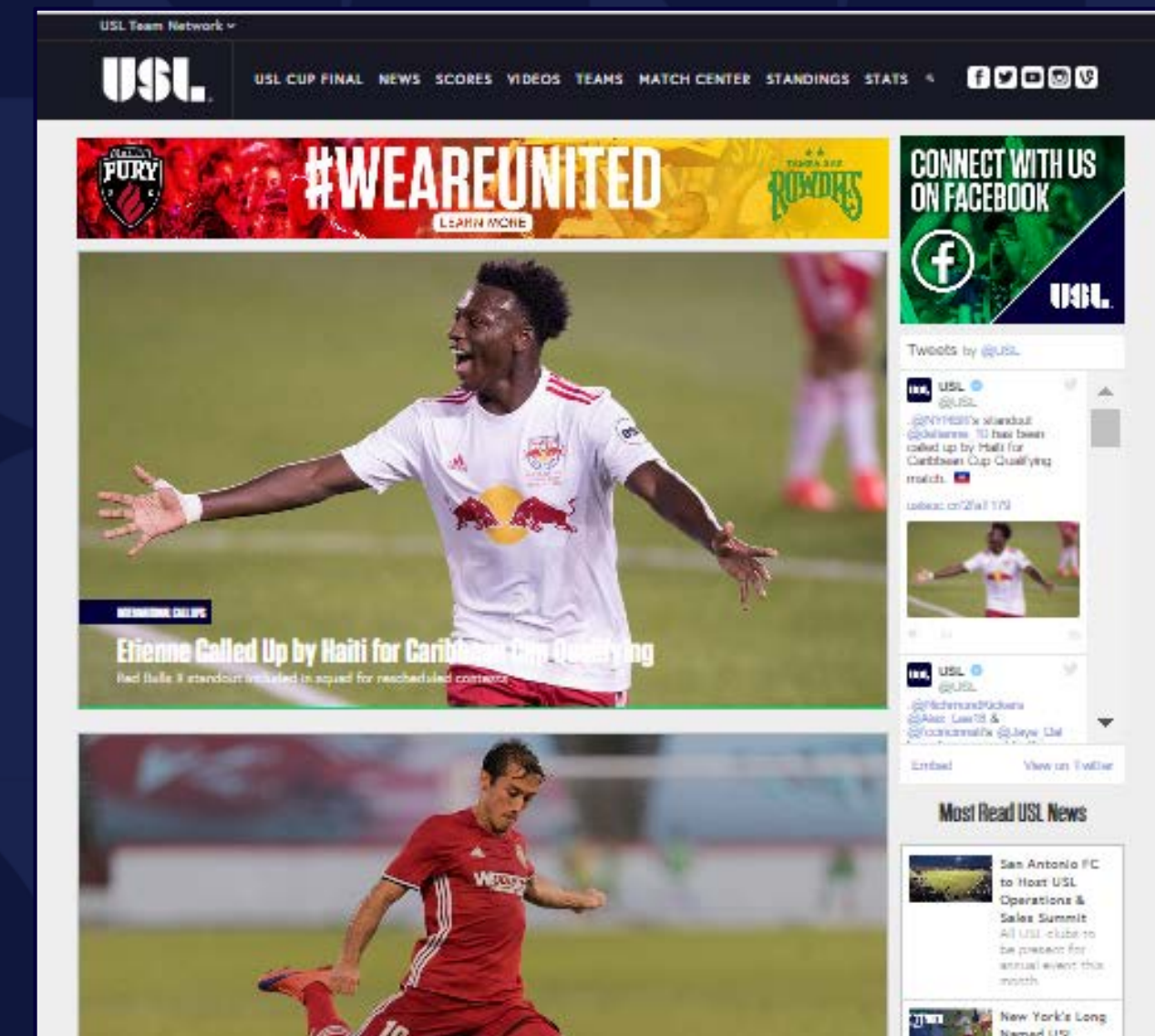
All USL matches will be powered by **OPTA Sports Analytics**. The in-depth detail will provide dynamic insights to enhance engagement across broadcast, technical and fan channels.

## DESIGNED FOR MOBILE CONSUMPTION

Placing the fans first, the USL Digital Network boasts a mobile-ready design that will allow fans to watch matches, obtain short-form content and “be in the know” about all things USL from any digital platform.

## ALL USL MATCHES, LIVE IN HD IN THE USL MATCH CENTER

The USL Match Center is the home for all matches throughout the season. Access is available at **no cost** where spectators can tune-in to their favorite teams for a broadcast-quality live HD broadcast.





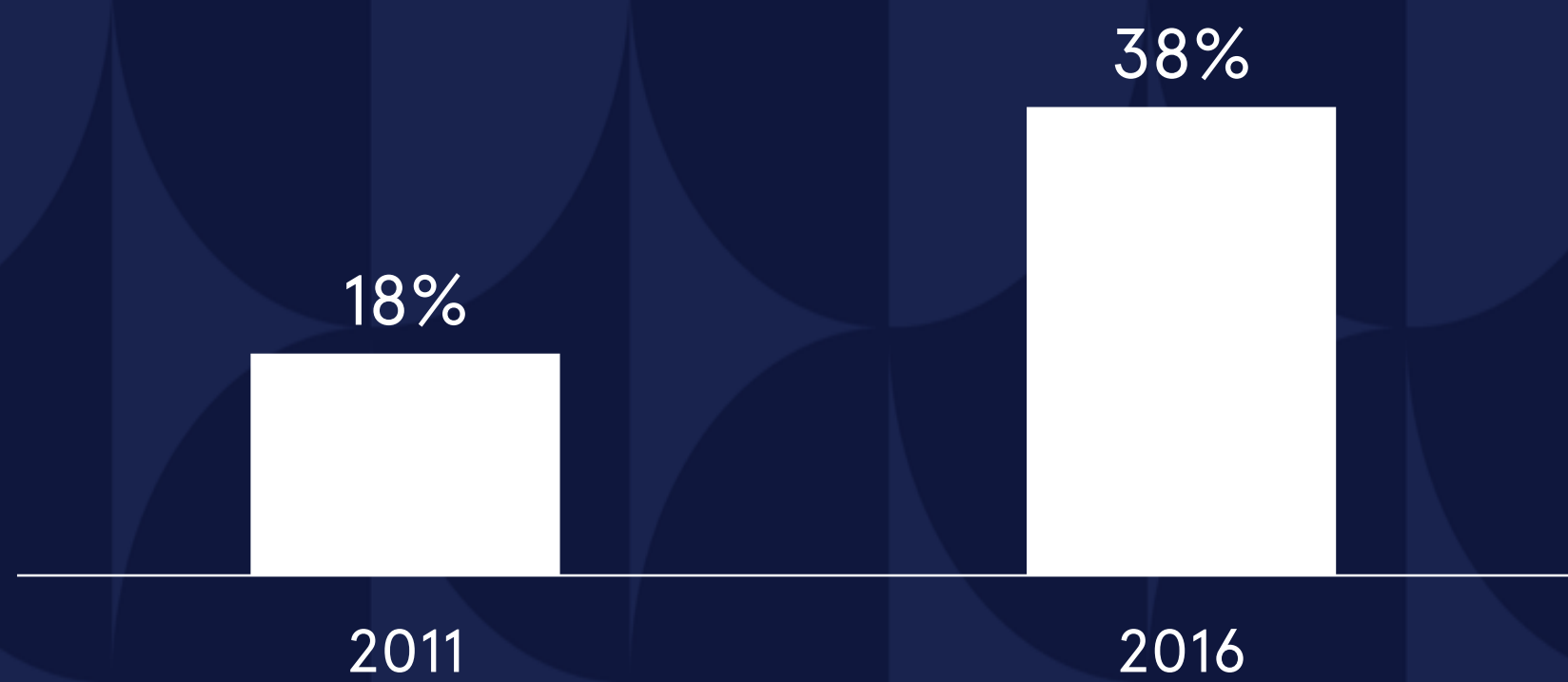
# GROWING INTEREST IN SOCCER & ATTENDANCE AT USL MATCHES

Interest in soccer has more than doubled in the US between 2011 and 2015.

USL attendance has increased dramatically between 2011 and 2016.

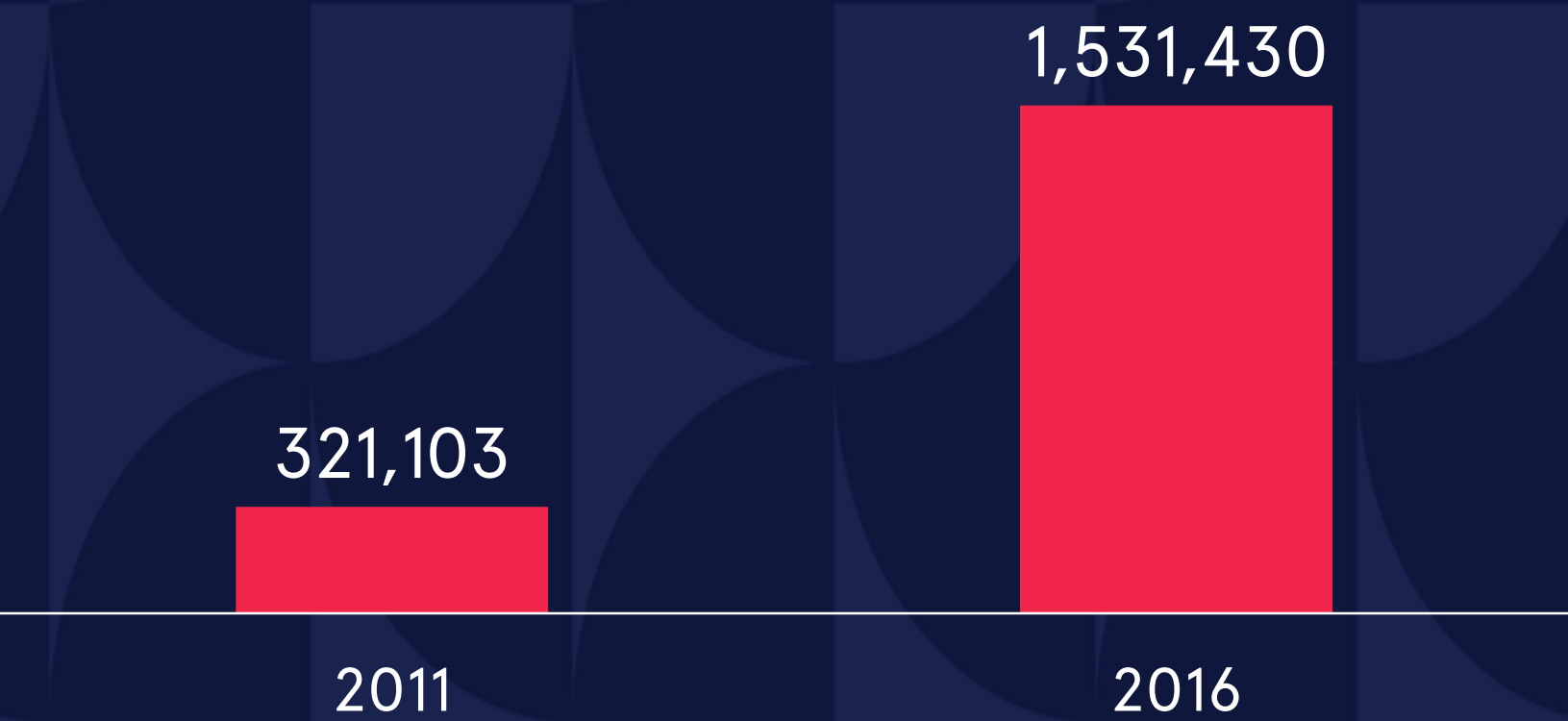
2.1x

Increase In Interest In Soccer In US  
(2011 - 2015)



4.8x

Increase In Total Attendance  
(2011 - 2016)





# GROWING INTEREST IN SOCCER IN THE US

USL fans are **younger**, more **affluent**, and **educated**



1.3x

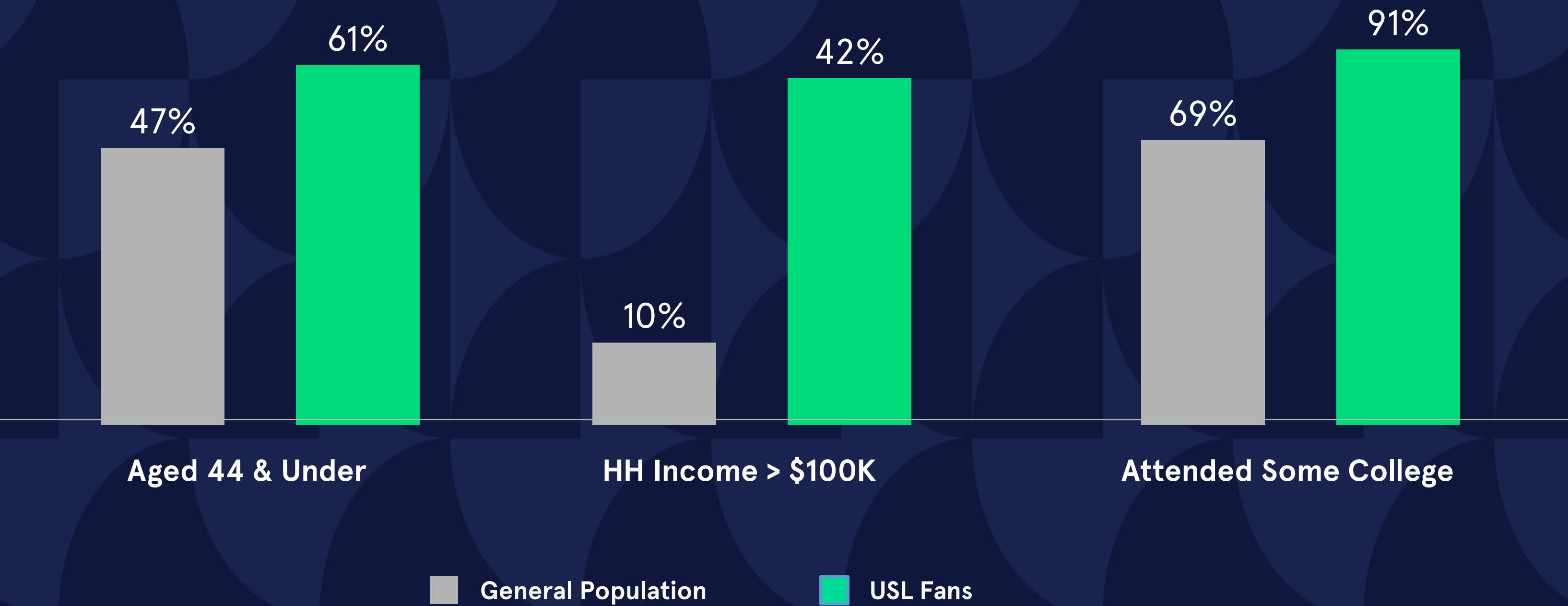
Higher Likelihood To Be  
**MILLENNIALS**

4.2x

Higher Likelihood To Be  
**AFFLUENT**

1.3x

Higher Likelihood To Be  
**EDUCATED**



Source: Nielsen / Repucom SDNA



# THE USL IS WELL REPRESENTED IN THE HISPANIC MARKETPLACE



Phoenix Rising FC  
Phoenix, AZ



New York Red Bulls II  
New York, NY



Orlando City B  
Orlando, FL



Rio Grande Valley FC  
Edinburgh / McAllen, TX



Fresno FC  
Fresno, CA



LA Galaxy II  
Los Angeles, CA



Orange County SC  
Irvine, CA



Sacramento Republic FC  
Sacramento, CA



San Antonio FC  
San Antonio, TX



Las Vegas  
Las Vegas, NV



# MLS PARTNERSHIP



## 10 MLS CLUBS OWN AND OPERATE USL CLUBS IN 2017

Extending the reach, operational capacity and player profile of each club



## 11 USL-MLS FORMAL CLUB AFFILIATIONS

Provided player movement and club synergistic opportunities





# SOCCER-SPECIFIC STADIUMS

By the end of the decade, the goal remains for all USL clubs to compete within **soccer specific stadiums** in which the clubs have greater, if not total control of all stadium assets and inventory.

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## 12-SOCCER-SPECIFIC STADIUMS

Provide unparalleled match experience for players and fans

## STADIUM DESIGN GUIDELINES

Provide state-of-the-art stadium design consultation and venue expertise

## INCREASING STADIUM CAPACITY TO 10,000

Clubs creating phasing plans to increase facility capacity

## MAXIMIZE REVENUE GENERATION

Establishing the stadium as a community focal point to host events on non-match days to create a new revenue stream.

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# DEVELOPMENT PLATFORMS

The league creates specific opportunities for clubs to gather and share best practices. The meetings occur at strategic times of the year that allow the clubs to prepare and implement new initiatives.

## SALES & OPERATIONS SUMMIT

Three-day event focused on best-practice sharing and network development.

## WINTER SUMMIT

End-of-the-year business meetings that celebrate the past season while preparing for the next.

## MID-YEAR BOARD OF GOVERNOR

The mid-season gathering of owners and executives designed to streamline communication between the teams and the league.

## BROADCAST PRODUCTION SEMINAR

A pre-season seminar focused on preparing club personnel on live soccer broadcasting techniques, best practices and new technology.







**PROFESSIONAL | PASSIONATE | PROVEN**

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# DIVISION 3 OPPORTUNITY

Uniting **passionate** fans in new markets with the thrill of a **proven, professional** soccer experience.

- USL is uniquely positioned to deploy its **experience, resources** and economies of scale to launch a Division III professional soccer league; further complementing the U.S. Soccer landscape while embodying the values and traditions of the game
- USL Division III will establish local professional teams in target markets, which create meaningful **economic impact** in each community
- USL Division III will target markets with population between **150,000 and 1 million** which are void of professional soccer, resulting in more than **75 million fans** without a home team
- USL Division III will target a total footprint of **30-40 teams**
- USL Division III will cultivate **homegrown talent** to compete at the highest level while building a locally-sourced fan base
- USL Division III will kickoff in 2019



# U.S. SOCCER LANDSCAPE

The U.S. Soccer Federation governs the U.S. National Teams program, three levels of professional soccer within the U.S. as well as amateur and youth soccer.

## PROFESSIONAL SOCCER



### MAJOR LEAGUE SOCCER (MLS)

Division I Professional Soccer



### UNITED SOCCER LEAGUE (USL)

Division II Professional Soccer



### UNITED SOCCER LEAGUE

Division III Professional Soccer





# U.S. SOCCER LANDSCAPE



U.S. Professional Soccer is comprised of three tiers (divisions) based on ownership, stadium standards and market population.



**MAJOR LEAGUE SOCCER (MLS)**  
Division I Professional Soccer



**UNITED SOCCER LEAGUE (USL)**  
Division II Professional Soccer



**UNITED SOCCER LEAGUE**  
Division III Professional Soccer

Ownership Standard	Stadium Standard	Market Population Standard
Owner Net Worth Greater Than \$40,000,000. (\$70,000,000 if a group)	Seating Capacity: 15,000+	Min. 1,000,000
Local Owner with Net Worth Greater Than \$20,000,000	Seating Capacity: 5,000+  Field Dimensions: 110 yards x 70 yards	Min. 750,000
Local Owner with Net Worth Greater Than \$10,000,000	USL Seating Capacity: 3,500+  Field Dimensions: 110 yards x 70 yards	USL Min. 150,000



# LEAGUE STRUCTURE

USL Division III will boast an extensive calendar providing opportunities for league competition and domestic cup competition.

## AFFILIATION

U.S. Soccer Federation,  
Division III Men's Professional Soccer

## COMPOSITION

8-12 Teams in 2019; 12-16 Teams by 2020; 16-20 Teams by 2021

## COMPETITION STRUCTURE

24-28 Matches Played From  
March – October (est.)

## TRAVEL

Predominantly Regional Travel

## DOMESTIC AND INTERNATIONAL COMPETITION

The Regular Season Competition Calendar May Be Augmented With Various Domestic and International Events Including the Lamar Hunt U.S. Open Cup and CONCACAF Champions League.

 **Scotiabank**  
**CHAMPIONS**  
**LEAGUE** CONCACAF





# MARKET IDENTIFICATION

The key to successful professional soccer franchise is properly identifying markets of sustainability and support.

## STRONG LOCAL OWNERSHIP

A strong local ownership provides the ability to operate efficiently while focusing on short-term and long-term developmental goals.



## LOCAL CIVIC SUPPORT

The team generates positive economic impact while providing a family-affordable entertainment option. Working with local officials ensures the club and the city are partners within the community.



## FACILITY THAT MEETS US SOCCER & USL STANDARDS

All stadia within the USL must adhere to the minimum standards set by the league and the U.S. Soccer Federation. Standards address items such as field size and seating capacity.



## POPULATION, DEMOGRAPHICS & CORPORATE BASE

The market's population must meet minimum requirements set by USL in order to provide a base for business. Additionally, the consumer demographics and corporate base are key to the future of the franchise.





# STADIUM DEVELOPMENT

USL's destination 2020 set forth a stadium development initiative for all USL teams to own or become the primary tenant of soccer-specific stadiums.

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The soccer-specific stadium provides the opportunity to generate revenue from hosting additional events throughout the calendar year.

In addition to programming the USL schedule of competition, the facility may also host sporting and special events including:

- Concerts
- Festivals
- High School / College Sports (Soccer, Rugby, Football, Lacrosse)
- Corporate Outings
- National Tournaments



## STADIUM MINIMUM STANDARDS

USL provides all USL clubs with state-of-the-art stadium development guidelines that address a multitude of topics including: Lighting, Field Material, Parking, Luxury Suite & VIP Areas, Locker Rooms, Concessions and Broadcasting.

**SEATING CAPACITY: 3,500+**

Minimum Fixed Seating Threshold

**FIELD DIMENSIONS: 110 X 70**

Minimum Field Dimensions (in yards)

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# CALENDAR

USL’s operational calendar provides tremendous opportunities to generate direct and indirect revenue while sharing economies of scale with parallel sports entertainment options.

JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
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# EXPANSION PROCESS

The USL expansion focuses on three pillars: market, ownership and facility







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PASSIONATE  
PROVEN**

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