



United Soccer League

LEAGUE OVERVIEW

WELCOME TO USL



The United Soccer League (USL) is the largest professional soccer organization in North America, possessing nearly a decade of experience in bringing the world's game to communities across the United States and Canada.

Overseeing the **USL Championship**, **USL League One**, and **USL League Two**, the organization is built on a proven and recognized model in international football and counts more than 100 clubs in its membership.

U.S. PROFESSIONAL SOCCER LANDSCAPE



The U.S. Soccer Federation sanctions three divisions of professional soccer in the United States. The divisions are separated by standards regarding ownership net worth, market size, stadium size as well as additional criteria.

PROFESSIONAL	DIVISION I	The Major League Soccer (MLS) logo, which is a shield divided diagonally with a red top-left half containing the letters 'MLS' and three white stars, and a white bottom-right half.	Major League Soccer occupies the highest level of professional soccer in North America (Division I). Major League Soccer and United Soccer Leagues announced a multi-year agreement in 2013 designed to enhance the development of professional players in North America.
	DIVISION II	The United Soccer Leagues Championship logo, featuring the letters 'USL' in white on a black background, a white star on a gold background to the right, and the word 'Championship' in white on a gold background below.	The USL Championship is the world's largest Division II professional soccer league, with representation in more than 30 markets across 20 U.S. States and one Canadian province for the 2018 season. Nashville SC, Fresno FC, Las Vegas Lights FC and others will join the USL in 2018, continuing the league's expansion to major markets, with more on the horizon.
	DIVISION III	The United Soccer Leagues League One logo, featuring the letters 'USL' in white on a black background, a white number '1' on a blue background to the right, and the words 'League One' in white on a blue background below.	Launching in 2019, USL League One will bring professional-level soccer to millions of fans across the country, which currently do not have access to the pro game. League One will give fans in new markets a team to call their own, bolstering civic pride and generating a positive economic impact for their community. Representing 10 markets in inaugural season, expansion markets are already slated for 2020 and beyond.

U.S. PROFESSIONAL SOCCER LANDSCAPE



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PROFESSIONAL	DIVISION I		
	DIVISION II		

U.S. SOCCER PRO LEAGUE STANDARDS

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



USL Championship Division II Professional Soccer



USL League One 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

OWNERSHIP



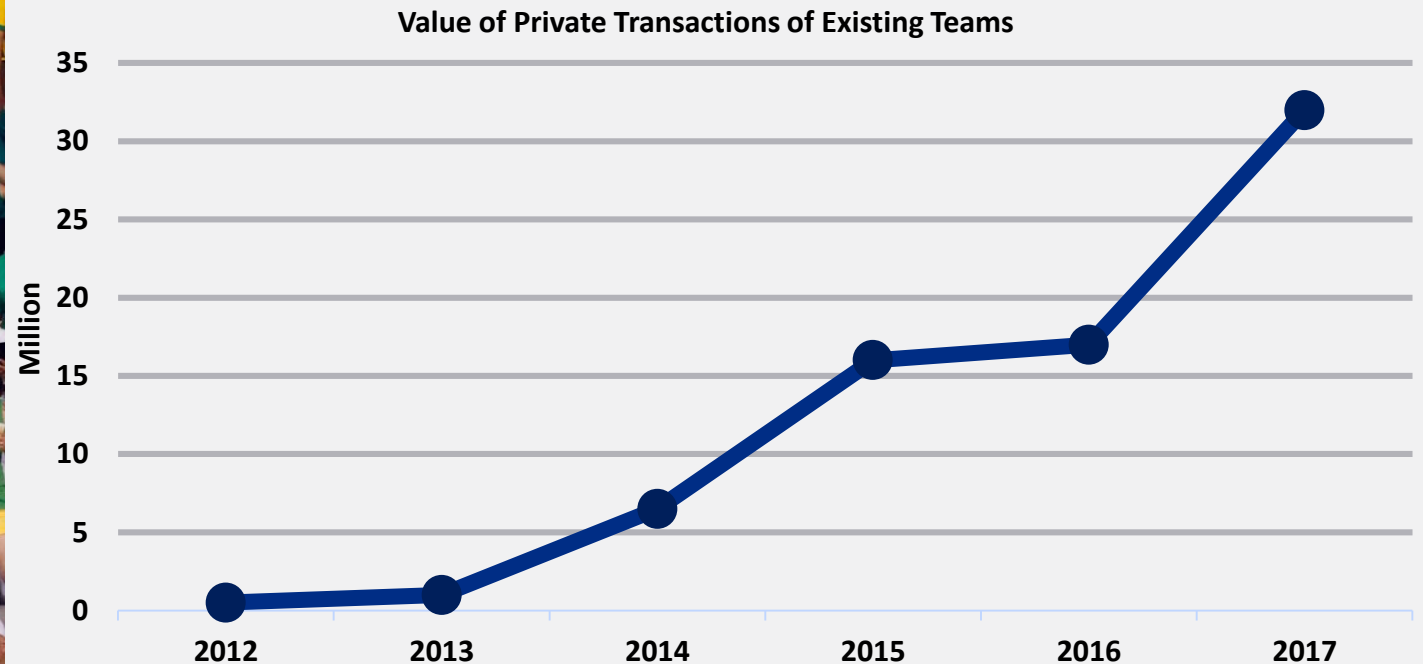
USL features dedicated, experienced club ownership with financial stability. A growing number of these groups have owned or currently own clubs in a wide variety of sports leagues including the MLS, NBA, NBA G-League, MLB, MiLB, NHL, MLL, WNBA, ECHL, and NWSL.



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.



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

Ticket Sales

Ticket sales provides an immediate impact on the local economy in a direct and indirect manner as most tickets are subject to taxation by the municipality in addition to the direct spend.

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.

Hospitality Experiences

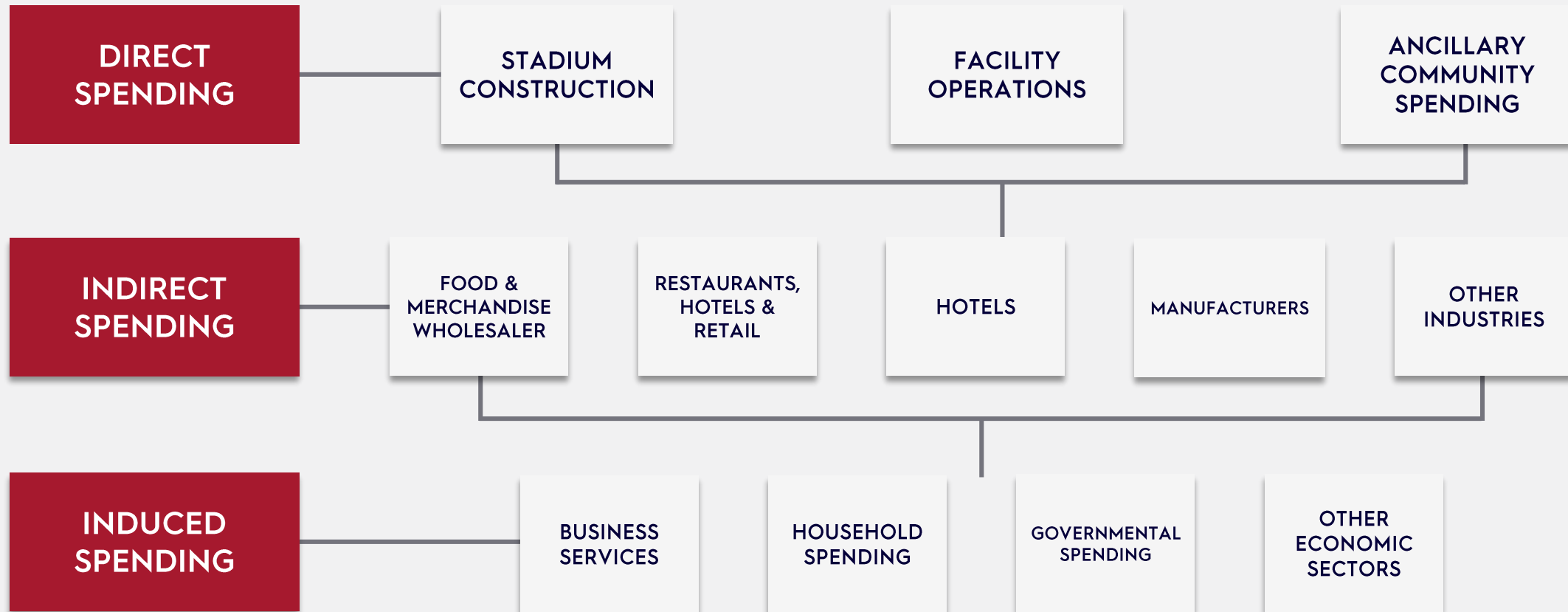
Hospitality within and outside of the stadium elevates the fan's event experience while providing premium atmospheric opportunities and continued spending.

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.

LOCAL MARKET ECONOMIC IMPACT

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



LOCAL MARKET ECONOMIC IMPACT

Spending	Jobs	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
Admissions	Security Guards		
	Non-Player Staff		
Outside Stadium			
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

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 55 talented sports industry professionals dedicated to providing exceptional service to club owners, team personnel, players and fans.

League Departments

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



BY THE NUMBERS



**561 Regular Season
Matches**



**2.8 Million +
Passionate Fans**



1.5 Million +
Online fans of USL Teams



32 Million
2017 Impressions



28.8 Million
2017 minutes watched

PLAYER PROGRESSION

USL is comprised of a robust player development program which the USL owns and operates. The USL Championship, USL League One and USL League Two provide a robust ladder for the advancement of professional soccer in the US.



Division II Professional
36 TEAMS | 1,000+ Players



Division III Professional
10 TEAMS | 250+ PLAYERS



U23 Pre-Professional
74 TEAMS | 2,450 PLAYERS

USL PRODUCTIONS

The USL invested \$10 million to establish the USL Broadcast Center, housed in Ft. Lauderdale, Florida. The broadcast center provides a single-location for all USL content curation while providing the infrastructure for state-of-the-art broadcast production.

Robust Live Match & On Demand Content Delivery

Live Action Delivery

In 2018, all 561 matches were (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.

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



PRODUCTIONS

ESPN Partnership

The 2018 season marks the league's launch on the new ESPN+ OTT direct-to-consumer subscription streaming service. All USL matches are available on the new platform, placing the USL alongside Major League Soccer, the English Football League and UEFA National League among other globally recognized soccer properties.

Through the partnership with ESPN the league continues to increase its exposure through linear and digital broadcasts. Programing includes the USL Game of the Week Series on the ESPN system of networks, as well as increased coverage on ESPNFC.us.



DIGITAL NETWORK

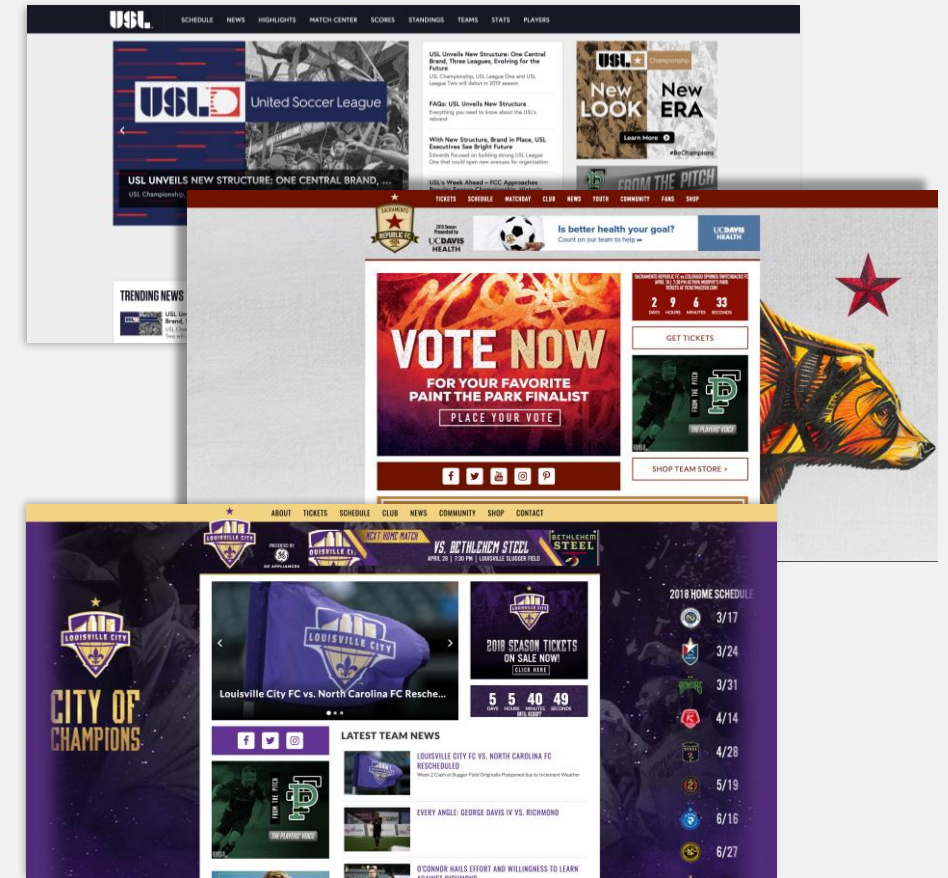
A comprehensive digital-first network providing unparalleled access for fans, partners and clubs league-wide.

INTEGRATED SEASON, MATCH AND PLAYER STATS

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

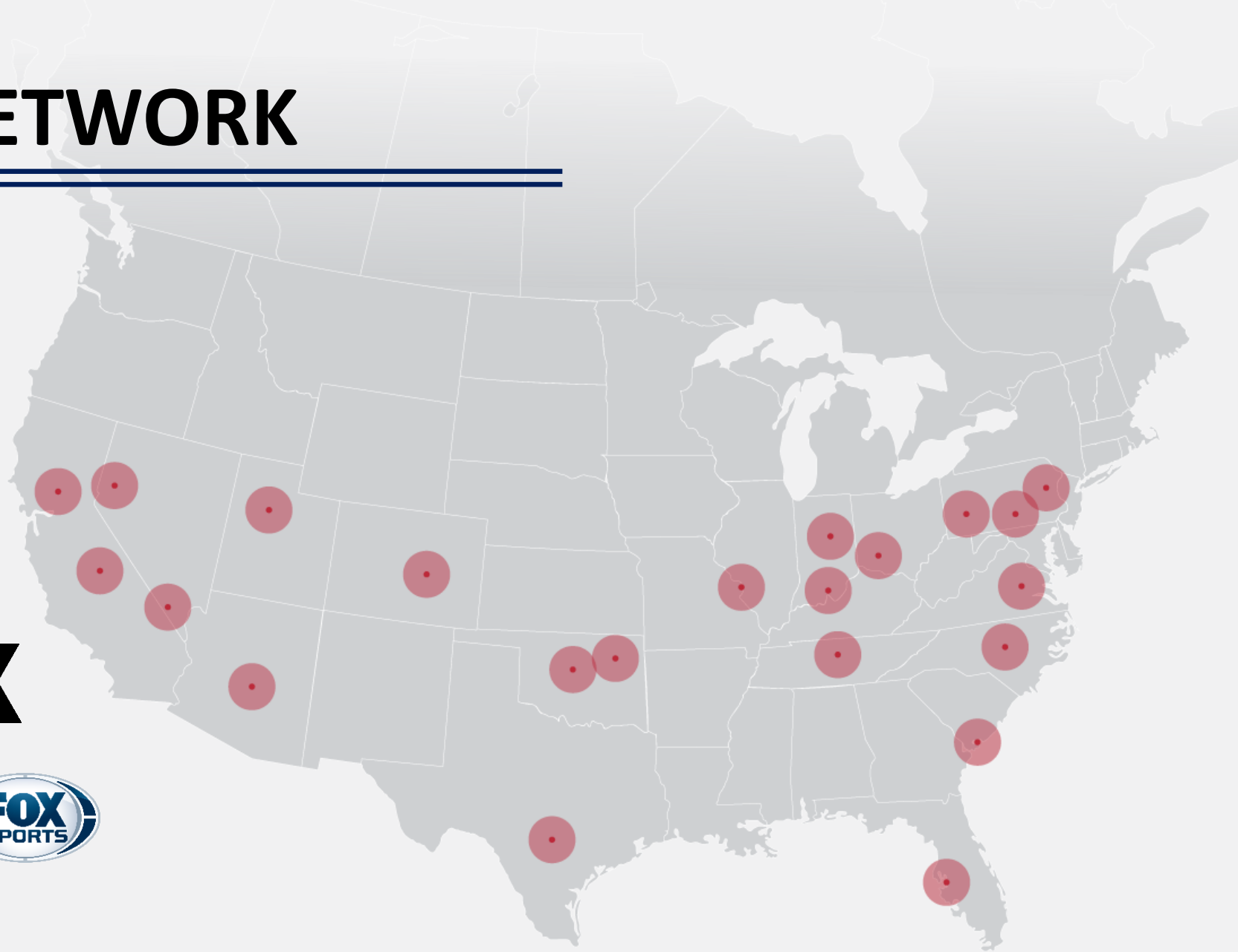
DESIGNED FOR MOBILE CONSUMPTION

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



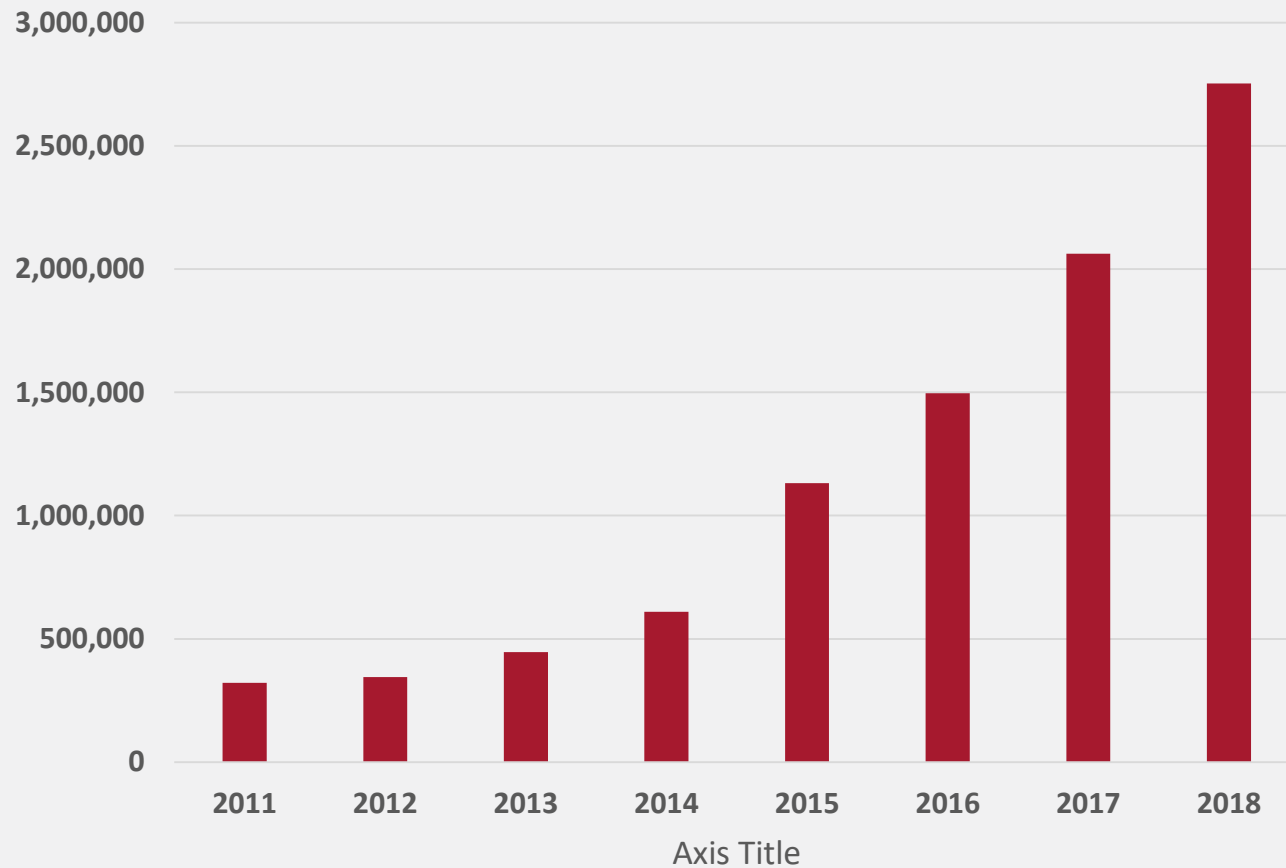
TELEVISION NETWORK

The USL Television Network features local broadcast agreements in 22 markets with a reach of more than 33 million households.



ATTENDANCE AT USL MATCHES

Attendance At USL Matches



**USL Attendance
has increased by
more than 850%
since 2011**

USL FAN PROFILE

1.3x

**HIGHER LIKELIHOOD TO BE
MILLENNIALS**

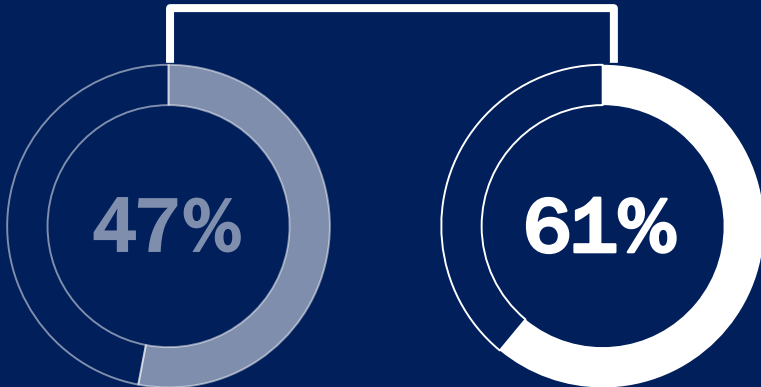
4.2x

**HIGHER LIKELIHOOD TO BE
AFFLUENT**

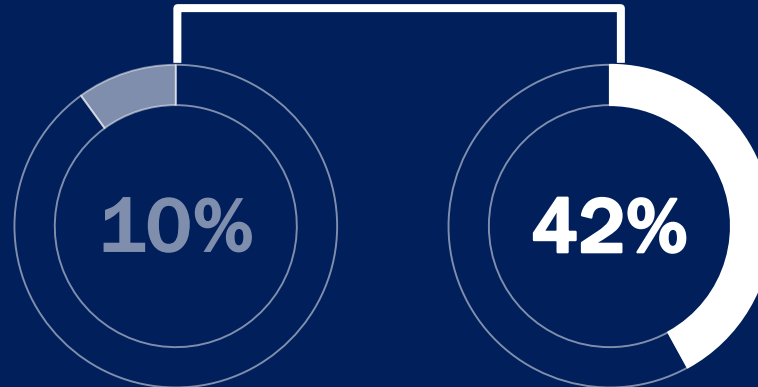
1.3x

**HIGHER LIKELIHOOD TO BE
EDUCATED**

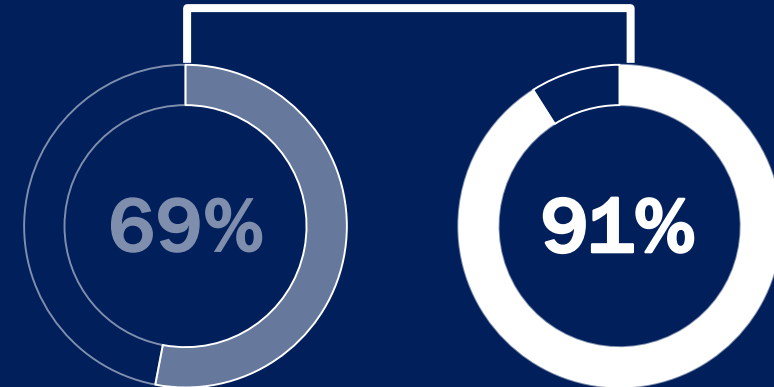
Aged 44 & Under



HH Income > \$100K



Attended Some College



GENERAL POPULATION USL FANS

SOCCER SPECIFIC STADIUMS



Rio Grande Valley FC



San Antonio FC



Phoenix Rising FC



Louisville City FC

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

15 Soccer-Specific Stadiums

- Provides unparalleled match experience for players and fans
- Projected to surpass \$500M stadium investment over next 4 years
- On-pace to add another 10 stadium builds by 2020
- 3 League one clubs have announced their desire to launch soccer specific stadiums by 2021

Increasing Stadium Capacity to 10,000

- Championship-level clubs creating phasing plans to increase facility capacity

USL-Odell Partnership

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

Maximize Revenue Generation

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

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

Winter Summit

End-of-the-year business meetings that celebrate the past season while preparing for the next. The Winter Summit is a key event for clubs to gather as a community to share best practices.

Mid-Year Board of Governors

The mid-season gathering of owners and executives designed to streamline communication between the teams and the league. The strategic meeting provides the opportunity for the league and clubs to address strategic initiatives and league operations.

Broadcast Production Seminar

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





Championship





The USL Championship League is one of the most prominent **Division II** professional soccer leagues in the world, reaching a population of more than **84 million**, fueling the growth of professional soccer in North America.

Featuring **33 clubs** competing in 2018 with seven expansion clubs to join in 2019, the USL Championship is the **fastest-growing professional soccer league** in North America.

The league's proven and sustainable business model continues to build **fan engagement**, drive revenue growth and increase **franchise valuations**.

2019 LEAGUE FOOTPRINT

19 of Top 30 US DMAs Represented

New York	Seattle	Pittsburgh
Los Angeles	Sacramento	Portland
Tampa	St. Louis	Nashville
Phoenix	Charlotte	Chicago
Atlanta	Raleigh	Hartford
Indianapolis	Philadelphia	Washington D.C.
Oakland		

27 of the Top 50 DMAs Represented





League One



USL LEAGUE ONE

THE FOUNDATION OF PROFESSIONAL SOCCER

Kicking off in 2019 with **10 Founding Members**, USL League One provides direct access to professional soccer to millions of fans throughout North America.

USL League One is built on the **successful foundation of the USL Championship** and will establish local professional teams in markets, creating meaningful economic impact in each community.

League One will target markets with population between **150,000 & 1 million**, to establish footprint of **30-40 teams**

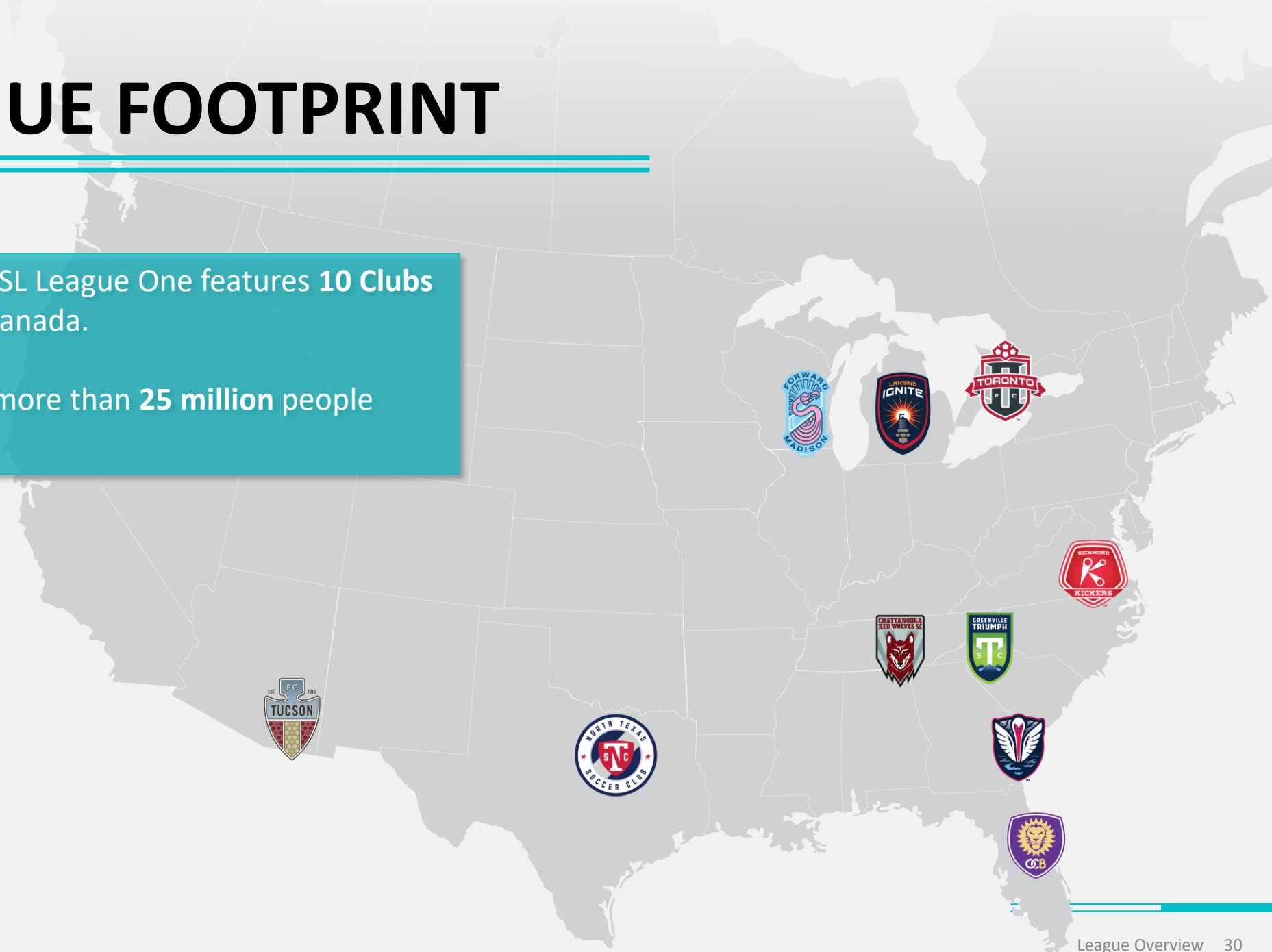
League One will cultivate **homegrown talent** to compete at the highest level while building a locally-sourced fan base



2019 LEAGUE FOOTPRINT

The Inaugural season of USL League One features **10 Clubs** throughout the U.S. and Canada.

USL League One reached more than **25 million** people across 10 markets.



LEAGUE BY THE NUMBERS

LEAGUE

10

TEAMS COMPETING
IN 2019

24

PROJECTED TEAM
COUNT FOR 2021

3

TIME ZONES

OWNERSHIP

14

OTHER PROFESSIONAL
SPORTS TEAMS OWNED

5

FEMALE OWNERS

\$409M

COMBINED NET WORTH
OF OWNERSHIP

MARKETS

20,566,999

TOTAL MSA POPULATION OF LEAGUE (MSA)

7,379,080

TOTAL TELEVISION HOUSEHOLDS (DMA)

TV/BROADCAST

140

MATCHES STREAMED THROUGH
LEAGUE MATCH CENTER

12,600

MINIMUM NUMBER OF MINUTES TO
WATCH IN 2019

LEAGUE STRUCTURE

USL League One will boast an extensive calendar providing opportunities for league competition

AFFILIATION

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

COMPOSITION

10 Teams in 2019; 12-16 Teams by 2020; 16-24 Teams by 2021

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.



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 USL League One 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 the league in order to provide a base for business. Additionally, the consumer demographics and corporate base are key to the future of the franchise.



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)

STADIUM DEVELOPMENT

Clubs joining League One are dedicated to providing their fans, visitors, community and opponents with an authentic soccer experience, customized by the home fans and club. In doing so, League One features three new soccer-specific stadiums, equating to more than \$28 million in construction and design and much more in local economic impact.

STATESBORO, GA

South Georgia Tormenta FC, will build a \$25 million, 5,000-seat soccer-specific stadium which will feature the ability to expand to more than 10,000. Designed with a combination of mixed-use retail, commercial and 20,000 square feet of office in addition to the needed locker room, facilities and office space for the club. The stadium is the primary component to a larger real-estate development, exceeding \$100 million in development, that will include two hotels, loft-style residential, stand-alone retail and new road infrastructure.

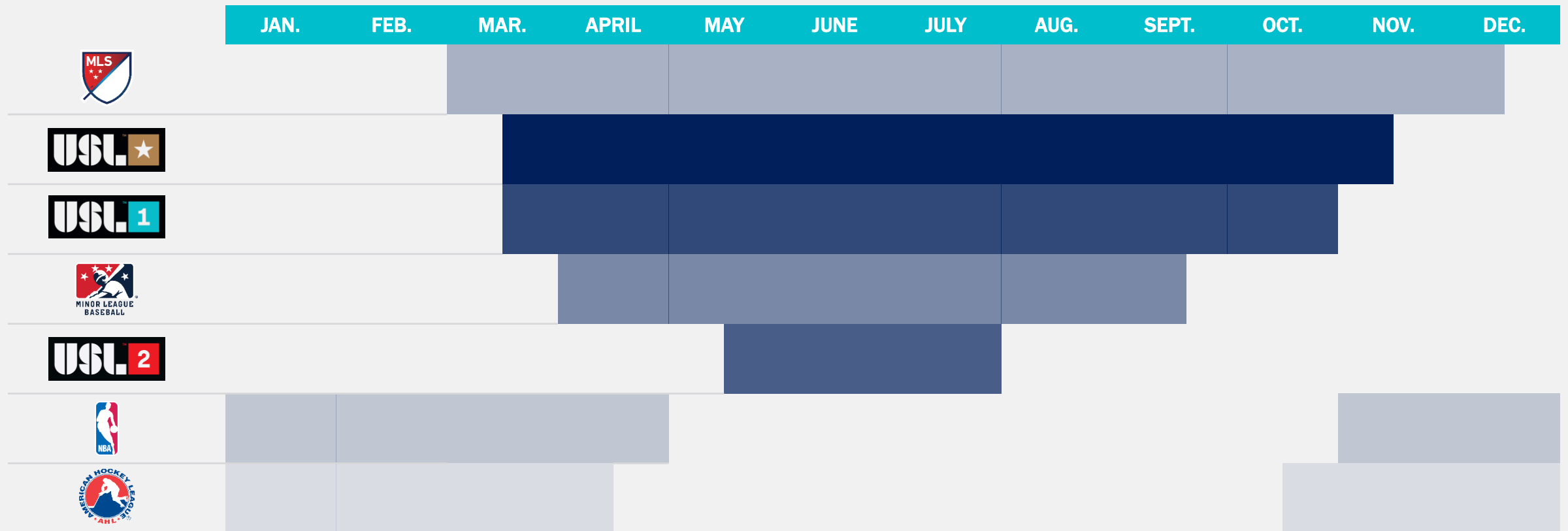
CHATTANOOGA, TN

Red Wolves SC, have designed a 5,000-seat soccer-specific stadium scheduled to open for the 2020 season.



CALENDAR

League One's operational calendar provides tremendous opportunities to generate direct and indirect revenue while sharing economies of scale with parallel sports entertainment options



EXPANSION PROCESS

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





League One

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