

# FOOTBALL CLUB TUCSON

TUCSON'S PROFESSIONAL SOCCER ORGANIZATION



LUZ DUARTE  
WPSL

DERI CORFE  
USL LEAGUE ONE

BRANDON SANCHEZ  
USL PRO ACADEMY



*Building a community  
with you in mind.*





Catalina High School Soccer Team  
Community Corner Participants 2021

## FOOTBALL CLUB TUCSON

FC Tucson is Southern Arizona's preeminent soccer club. Founded in 2011 as an amateur side, we have grown to encompass a professional men's team, a championship-winning amateur women's team and a youth professional academy program for top regional talent. We annually host preseason events for top professional soccer teams in the U.S.



The men's professional team is inaugural member of United Soccer League (USL) League One. USL is North America's largest professional soccer organization.



The women's team consists of high-level youth, college, and adult players primarily from Southern Arizona, and is a member of the Women's Premier Soccer League (WPSL).



FC Tucson Pro Academy is also a founding member of the USL Academy program, which provides a free elite youth platform to offer a clearly-defined path for top youth prospects to reach the professional level.



FC Tucson annually hosts preseason events for professional soccer teams in January-February, bringing the top players and teams in U.S. soccer to Arizona.



## WE ARE FORGING A COMMUNITY

### OUR MISSION STATEMENT

FC Tucson is dedicated to providing championship soccer to Southern Arizona. A club for all of Tucson, FC Tucson is committed to providing a unique game-day experience and building a template for success in everything we do.

### OUR VISION

FC Tucson will be a nationally recognized premier soccer club, showcasing the best local talent and creating a memorable game-day experience, which gives the community a sense of identity, pride and inspiration.

## OUR CORE VALUES

- CELEBRATE COMMUNITY
- INCLUSIVITY & TEAMWORK
- CHAMPIONSHIP CULTURE

ALL WE NEED IS YOU!



# US SOCCER PYRAMID

FC Tucson is currently a member of the USL League One and Women's Premier Soccer League (WPSL). Founded in 2010, the USL has established itself as a destination for global stars, career professionals and emerging talent. USL Championship, USL League One and USL League Two provide a ladder for men's players and technical staff to move up. The USL's W League will begin play in 2022, and the USL Super League in 2023, providing the same opportunities on the women's side. The USL Academy provides a true path to professional play for young men between ages 14 and 19.



# USL LEAGUE ONE

FC Tucson was an inaugural member of USL League One in 2019, and became an independent professional club two years later. We reached the semifinals of the USL League One playoffs in 2021. Prior to moving to the professional ranks, FC Tucson was a successful team in the USL League Two (formerly Premier Development League).

In the PDL, it reached the playoffs in six of seven seasons, and advanced to the conference finals four times. Current MLS stars Aaron Long, Aaron Herrera and Donny Toia were part of those early teams.

# WPSL

The Women's Premier Soccer League (WPSL) is the longest active women's soccer league in the United States. Established in 1998, the WPSL has grown at an average of 12% over its 23-season history.

FC Tucson embodies the #SheStartsInTucson motto, as the team consists of high-level youth, college, and adult players primarily from Southern Arizona. Founded in 2013 by the Tucson Soccer Academy (TSA), the team came under the umbrella of FC Tucson in 2015. FC Tucson finished first in its division five times. It completed the 2021 season undefeated (7-0-1) and won the Desert Conference championship.

# PRO ACADEMY

The purpose of the USL Academy is to create optimal player development environments and provide local youth prospects the best chance of reaching the professional level through a free scholarship opportunity. All league-approved USL Academy programs are required to meet a set of minimum standards.

The FC Tucson Pro Academy exemplifies #ItStartsInTucson, providing youth players in Southern Arizona with a free pro player development pathway. The program also presents coaching opportunities and solidifies the link between the Tucson professional team and Southern Arizona youth soccer.

# PRESEASON

Since 2011, FC Tucson has hosted preseason training and game for top professional clubs across the United States. The weather of Southern Arizona, combined with the hotels, amenities and first-class fields make Tucson the optimal host city. FC Tucson provides the staffing and experience to put on a best-in-class experience for teams and their fans. MLS and USL Championship teams have brought in \$10M of tourist revenue each year.

Global stars such as David Beckham, Clint Dempsey and Thierry Henry have participated in preseason in Tucson. Another example of #ItStartsInTucson, six times an eventual MLS Cup finalist has started the year in Tucson, while three times an eventual USL Championship finalist took part in our preseason events.







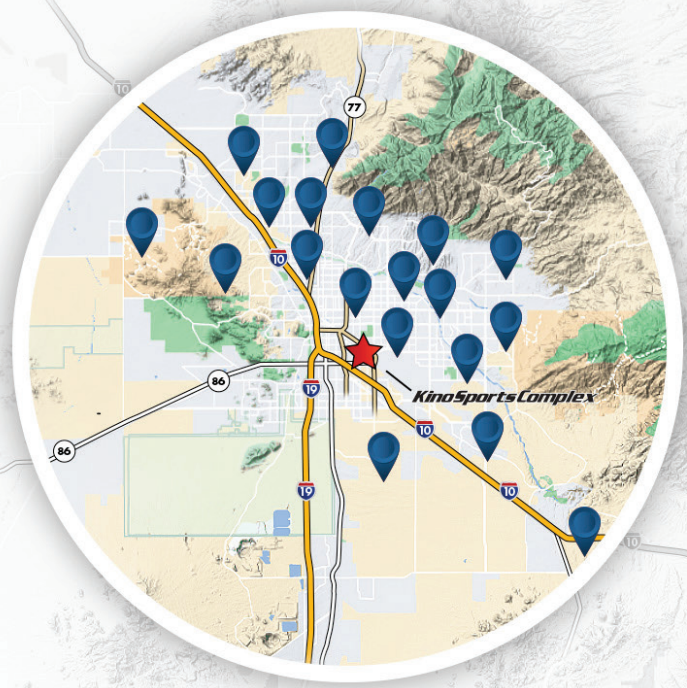
# FAN DEMOGRAPHICS

| UP & COMING FAMILIES        | PLAYFUL EMPTY NESTERS       | MILLENNIALS                 | IN STYLE PROFESSIONALS      |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
|                             |                             |                             |                             |
| 31 YEARS OLD<br>3.6 HH SIZE | 56 YEARS OLD<br>2.2 HH SIZE | 33 YEARS OLD<br>1.8 HH SIZE | 43 YEARS OLD<br>2.5 HH SIZE |

## FAMILY ORIENTED AND COMMUNITY CENTRIC FANS

**USL FAN PROFILE:**  
 1.3X HIGHER LIKELIHOOD TO BE MILLENNIALS  
 4.2X HIGHER LIKELIHOOD TO BE AFFLUENT  
 1.3X HIGHER LIKELIHOOD FOR HIGHER EDUCATION

### 25 MILE PRIMARY MARKET AREA



# COMMUNITY REACH

As the second largest city in Arizona, Tucson represents a variety of demographics in which FC Tucson draws its fans from. From Oro Valley in the north to Summit and Vail in the south, the club encompasses a geographic footprint with a large and diverse population.

Our core customers reside within a 25 mile radius of our home stadium, and are the following segments:

- 41% OF FANS TRAVEL 19+ MILES TO ATTEND GAMES
- 30% OF FANS ATTEND 2+ HOME GAMES PER SEASON
- 46% OF OUR FANS ARE BETWEEN THE AGES OF 25-44
- WHITE COLLAR PROFESSIONALS
- FIRST RESPONDERS AND MILITARY
- YOUNG PROFESSIONALS
- YOUTH SOCCER FAMILIES

**PRIMARY MARKET AREA (PMA) = 25 MILES**  
**152K+ TARGET MARKET HH WITHIN 25 MILE RADIUS**  
**8-10% MARKET PENETRATION RATE = 6,000 FANS PER GAME**





# BROADCAST & STREAMING



All USL League One matches - home and away - are streamed live to more than 3.5M subscribers around the world. As the next generation of cord-cutters are choosing their viewing à la carte, FC Tucson is uniquely positioned to reach a global audience. Our sponsors and community partners will have dynamic opportunities to showcase their brand and message in the following ways.

## GET NOTICED BY OUR FANS:

- PRE-GAME & HALFTIME SHOWS
- HIGHLIGHTS & REPLAYS ON SOCIAL MEDIA PLATFORMS
- COMMERCIAL SPOTS
- DESIGNED FOR MOBILE CONSUMPTION
- CAPTIVE AUDIENCES
- ESPN+ PARTNERSHIP THROUGH THE 2022 SEASON
- ESPN+ NOW ACCESSIBLE DIRECTLY THROUGH HULU
- MATCH REPLAYS POSTED ON YOUTUBE



- STREAMING VIA SMART TV IS UP 157% YEAR OVER YEAR  
- MORE THAN 3.8K UNIQUE VIEWERS PER MATCH

# SOCIAL & DIGITAL

Today's sports fans are accessing content on their favorite teams in a variety of ways, and FC Tucson is committed to meeting them where they are. Whether it's real-time updates on Twitter, exclusive news and offers through our app, or behind-the-scenes highlights on YouTube, our club has fans covered wherever they follow us.



OUR SOCIAL PLATFORMS REACH MORE THAN 40,000





## PRINT ADVERTISING

The visual power of the Beautiful Game, is undeniable and with an in-house design team, FC Tucson produces cutting edge artwork designed to captivate the eye, support guerilla marketing, and deliver brand recognition across multiple mediums. Our game-day posters become collectors items and our billboards catch the attention of commuters across the city of Tucson.



TEAM SCHEDULES



THEME NIGHTS



MATCH DAY POSTERS



FLYERS

## STADIUM SIGNAGE

Premium placement with in-stadium signage affords sponsors with the ability to always be part of the action. In creating an environment where your logo is always in the line of sight of fans, stadium signage creates a natural link between your product and the exciting action on the pitch. As a partner of FC Tucson, we can customize campaigns, brand, and taglines to suit your marketing goals. Sports marketing partnerships are a totally unique way to tell your story.



FC TUCSON PROVIDES A FULL SUITE OF PRINT PRODUCTS TO SHOWCASE OR HIGHLIGHT YOUR BRAND

IN GAME SIGNAGE BUILDS BRAND AFFINITY AND PLACES YOUR BUSINESS IN THE CENTER OF THE ACTION





## MATCHDAY ACTIVATION

- PREMIUM FAN ENGAGEMENT
- BUILD BRAND AFFINITY
- OFFER INTERACTIVE DISPLAYS
- STAND OUT IN A CROWD WITH A HIGH-TOUCH EXPERIENCE



**OUR MATCHES ARE MORE THAN WHAT'S ON THE PITCH  
THE COMPLETE GAME-DAY EXPERIENCE IS BUILT TO  
APPEAL TO FANS OF ALL AGES**

## GAME DAY ATTENDANCE

FC Tucson offers a number of customizable formats for attending a match - from Season Tickets and multi-game packages to Hospitality and exclusive Pitch Side seating. The hospitality area is a great way to host your employees, entertain top clients, have a donor event or just enjoy a match with comfort and ease. The hospitality area features a private bar area, pitch side seating near the south end line and an open area to walk freely, chat and mingle. Group tickets are great for corporate outings, birthdays or networking. Book your group or specialty night with us!



**PITCH SIDE ACCESS PROVIDES A PERFECT  
OPPORTUNITY TO NETWORK OR RELAX  
WITH THE BEST VIEW IN THE HOUSE!**

**DON'T WAIT. GET YOUR SEATS TODAY.  
SALES@FCTUCSON.COM  
520-600-3095**





**BARRIO 2 BARRIO  
RILLITO RACE TRACK 2021**

## COMMUNITY OUTREACH

FC Tucson is Tucson's team. Whether it's conducting soccer clinics, our Barrio 2 Barrio initiative or working with at risk youth, FC Tucson strives to use the beautiful game to connect our community in a meaningful way.

### JOIN US TO BRING THE COMMUNITY TOGETHER THROUGH:

- FAN ENGAGEMENT
- MEET-AND-GREETS WITH PLAYERS
- BUILDING THE NEXT GENERATION OF FANS AND PLAYERS
- BUILDING A SENSE OF CAMARADERIE
- FORMING NEW TRADITIONS
- PROVIDING GOODWILL THROUGHOUT SOUTHERN AZ
- WORKFORCE DEVELOPMENT AND INTERNSHIP OPPORTUNITIES
- ENGAGING AND INSPIRING AT-RISK YOUTHS AND FAMILIES



**WE ARE BUILDING THE CLUB  
WITH YOU IN MIND**

**GET INVOLVED. JOIN OUR SOCCER COMMUNITY.  
SALES@FCTUCSON.COM  
520-600-3095**

## UNIFORM ASSETS

Jersey sponsorships are the prime real estate for brand recognition and sponsor visibility in sports. Soccer jerseys offer three premium locations for any sponsor to activate. Brands receive premium visibility with the in-game environment and ancillary benefits as the jersey is seen on nearly all team collateral, worn by fans, and front and center of our digital media presence. We have many ways to highlight your brand on our team gear. Show your pride for Tucson, and the community will show pride for you.

### SPONSOR SLEEVE

### SPONSOR FRONT



### SPONSOR BACK

## MERCHANDISE & APPAREL

Fans love to show their loyalty to their favorite team, and FC Tucson is positioned to meet their needs with a sleek online shopping experience, game-day sales, and an official team store open during the week. We strive to create fresh looks for all ages and can retail any sponsored apparel item. We're committed to quality and excellence with all our merchandise.







FCTUCSON.COM | 520.600.3095 | @FCTUCSON  
3600 S. COUNTRY CLUB RD TUCSON, AZ 85713

#### **TICKETS & GROUP SALES**

SALES@FCTUCSON.COM  
FCTUCSON.COM/TICKETS

#### **PARTNERSHIPS & SPONSORSHIPS**

PARTNERSHIPS@FCTUCSON.COM  
FCTUCSON.COM/COMMUNITY

#### **MEDIA & GENERAL INQUIRIES**

INFO@FCTUCSON.COM  
FCTUCSON.COM/CLUB

#### **WOMEN'S TEAM**

INFO@FCTUCSON.COM  
FCTUCSON.COM/WOMEN

#### **PRO ACADEMY**

INFO@FCTUCSON.COM  
FCTUCSON.COM/ACADEMY