

# USL

TM

RAISE YOUR  
GAME





ONE OF THE MOST  
**PROMINENT**  
PROFESSIONAL SOCCER  
LEAGUES IN THE WORLD

**31 TEAMS**  
IN 20 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





# 2017 LEAGUE FOOTPRINT

USL MARKETS REACH MORE THAN  
75 MILLION PEOPLE



# USL™ TEAM OWNERSHIP



Owned by Berke Bakay, CEO of Kona Grill, Mark Detmer, Managing Director of JLL; Tim Riester, Founder and CEO of RIESTER advertising; Dave Stearns, Co-Founder and CEO of Connect Wireless; Jim Scussel, Co-Founder of Four Peaks Brewing Company; Richard Hauser, President and Owner of Capital Real Estate, Inc.; Brandon McCarthy, veteran MLB pitcher for the Los Angeles Dodgers; Grammy Award winning artist and producer Diplo, entertainment lawyer David Rappaport, Kevin Kusatsu and Pete Wentz of Fall Out Boy.



Owned and led by Carl Lindner III, co-CEO of American Financial Company. Lindner family has owned or held investments in Chiquita Brands International and MLB's Cincinnati Reds.



Spurs Sports & Entertainment  
Owner of San Antonio Spurs and led by Peter Holt, CEO of HoltCat, the largest Caterpillar dealership in the U.S.



Owned by Bob Funk Jr. and Tim McLaughlin. Funk is the owner and president of Prodigal LLC., which previously operated Professional Bull Rider event and AHL's OKC Barons. McLaughlin serves as vice president of Industry Relations at AdvancePierre Foods.



Owned by Herbert Simon, chairman of Simon Property Group and real estate mogul. Simon Property Group is the largest real estate investment trust in the U.S. Simon also owns the Indiana Pacers of the NBA, Indiana Fever of the WNBA and sits on the board of the Cheesecake Factory.



Owned by Ed Ragain, founder of ME Engineering, a sports lighting engineering firm, long-time member of the Olympic Broadcast Committee.



James Keston, the Chief Investment Officer of LARO Properties, a diversified investment company headquartered in Los Angeles. Founded in 1993, LARO Properties specializes in investments in real estate, private equity funds, hedge funds, direct equity investments and publicly traded securities.



Owned by Alonzo Cantu, CEO of Cantu Construction, Chairman of Lone Star National Bank and founder of Doctors Hospital at Renaissance Valley FC and owner of the RGV Vipers of the NBA D-League.



Sac Soccer & Entertainment Holdings, LLC led by Kevin Neagle. Other investors include Warren Smith, former EVP of Sacramento RiverCats, and Meg Whitman.



Led by Robert Engel, head of Investment Banking and Capital Markets at Wells Fargo Securities, and Jim McPhilliamy, a long-time sports executive and managing partner of the Charlotte Hounds of Major League Lacrosse.

# USL™ TEAM OWNERSHIP



Owned and operated by Ottawa Sports and Entertainment Group which also owns the Ottawa Redblacks of the CFL and Ottawa 67's of the OHL.



Managed by Jon Neace, Surendra Ramanna, Wayne Estopinal and Mike Mountjoy. Neace founded Assured Neace Lukes, the 24th largest private insurance broker in the U.S.. Ramanna is CEO of TRC Engineering. Estopinal founded TEG Architects and Mountjoy is chairman of Mountjoy Chilton Medley accounting firm.



Owned by Bill Edwards, businessman, financier, real estate developer, recording company executive, entertainment promoter, and philanthropist.



Owned by Eric Bowman, serial technology entrepreneur whohelped found SPARC and Infinite Takes. SPARC was ranked as the #1 fastest-growing software company in America in 2013. Infinite Takes leverages proprietary transcoding technologies to deliver seamless, high-quality live-streaming video, made popular by the Jacksonville Jaguars of the NFL.



Owned by Rob Ukrop and family, the Ukrops operated supermarkets in Richmond and the surrounding area until 2010 until selling the chain.



Headed by Dale and Jeff Hubbard,co-chairmen of the Tulsa Drillers, Tulsa's Class AAA minor-league baseball team.



Owned by Tuffy Sallenberger, owner and president of Sallenberger Construction, one of the premier land development companies servingthe Energy industry.



Majority-owned by Nashville Soccer Holdings LLC and businessman John R. Ingram. Additional owners include David Dill, President& COO of Lifepoint Health;Marcus Whitney, CO-Founder & President of Jumpstart Foundry, a healthcare innovation fund; and Chris Redhage, Co-Founder of ProviderTrust, a healthcare technology company.



Owned and operated by David and WendyDworkin, managing partners of LLD Enterprises. The Dworkins are also minority owners of the Sacramento Kings of the NBA.



Led by Eric Pettis, the president of Pennsylvania Pension Planners, Inc.and Comprehensive Financial Associates, Inc. The City Islanders also recently added, as an investor, Susquehanna Capital Corp., a stock holding company that holds 100% of the stock of the Tuckerora Wayne Insurance Company, which manages approximately \$100 million in assets a year.



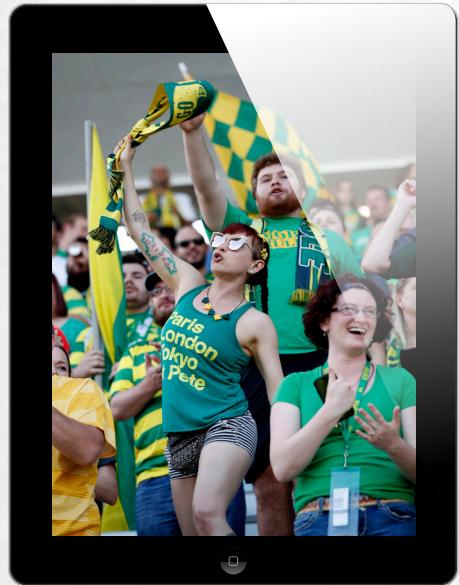
Led by Jim Kavanaugh andTom Strunk, CEO and CFO of World Wide Technology. Owned by St. Louis Scott Gallagher soccer club.

# 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 the MLS, NBA, NBA D-league, MLB, NHL, MLL, WNBA, ECHL, and NWSL. Cumulative net worth of USL ownership (exclusive of MLS-owned clubs) is \$4 billion.



# USL™ BY THE NUMBERS



## PASSIONATE FANS

# 580 REGULAR SEASON MATCHES



**1.3 MILLION**  
TOTAL FANS OF USL & TEAMS



**146 MILLION**  
IMPRESSIONS



**10.5 MILLION**  
MINUTES WATCHED





## 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**



## USL BROADCAST CENTER

\$10 million investment over the next three years 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.

## ESPN & SIRIUS XM 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 580 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.

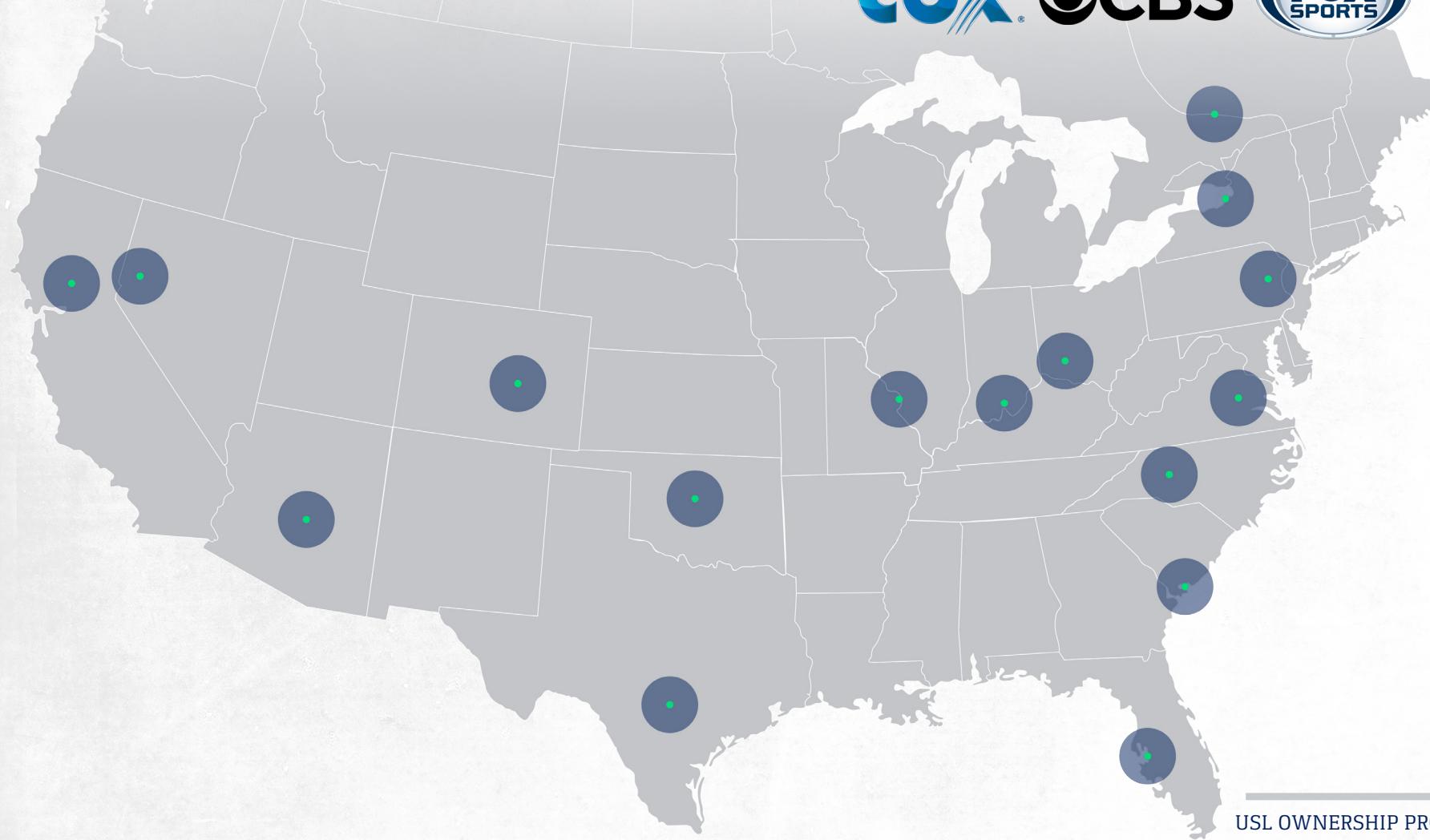
**Content Development:** For social media flash-access consumption (web shows and exclusive feature-driven content) with access to the state-of-the-art video archive of integrated and searchable footage.





TELEVISION NETWORK

17 MARKETS WITH A REACH OF  
MORE THAN 10 MILLION HOUSEHOLDS





## GROWING INTEREST IN SOCCER & ATTENDANCE AT USL MATCHES



INCREASE IN **INTEREST** IN SOCCER IN US  
(2011 - 2015)



INCREASE IN **TOTAL ATTENDANCE**  
(2011 - 2016)

# USL™ 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**

GENERAL POPULATION

USL FANS

47%

61%

AGED 44 & UNDER

10%

42%

HH INCOME > \$100K

69%

91%

ATTENDED SOME COLLEGE

# USL™ DIVERSE HISPANIC MARKETPLACE



LA GALAXY II  
LOS ANGELES, CA



NEW YORK RED BULLS II  
NEW YORK, NY



ORANGE COUNTY BLUES FC  
IRVINE, CA



ORLANDO CITY B  
ORLANDO, FL



PHOENIX RISING FC  
PHOENIX, AZ



RGV FC TOROS  
EDINBURGH/MCALLEN, TX



SAN ANTONIO FC  
SAN ANTONIO, TX



SACRAMENTO REPUBLIC FC  
SACRAMENTO, CA

54  
MILLION

HISPANICS MAKE  
UP THE NATION'S  
YOUNGEST, AND  
FASTEST-GROWING  
DEMOGRAPHIC

40%

OF OVERALL  
MLS ATTENDANCE  
COMES FROM  
HISPANIC FANS

16.5  
MILLION

TOTAL NUMBER  
OF HISPANICS  
LIVING IN  
USL MARKETS

\$1.2  
TRILLION

HISPANIC'S  
BUYING  
POWER

# USL™ MLS PARTNERSHIP

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

EXTENDING THE REACH, OPERATIONAL CAPACITY AND PLAYER PROFILE OF EACH CLUB



USL.



## 11 USL - MLS FORMAL CLUB AFFILIATIONS

PROVIDED PLAYER MOVEMENT AND CLUB SYNERGISTIC OPPORTUNITIES



# USL™ 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.

## 12 SOCCER-SPECIFIC STADIUMS

PROVIDE UNPARALLELED MATCH EXPERIENCE FOR PLAYERS AND FANS

## INCREASING STADIUM CAPACITY TO 10,000

CLUBS CREATING PHASING PLANS TO INCREASE FACILITY CAPACITY

## USL – HOK PARTNERSHIP

PROVIDE STATE-OF-THE-ART STADIUM DESIGN CONSULTATION AND VENUE EXPERTISE

## MAXIMIZE REVENUE GENERATION

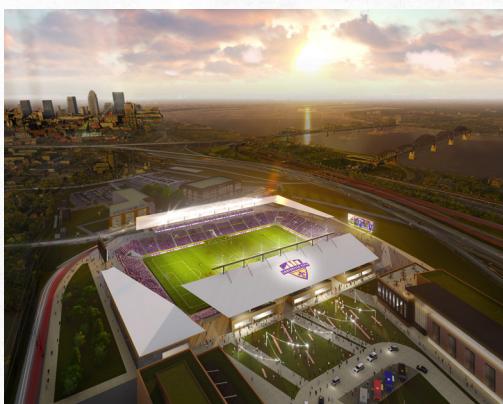
ESTABLISHING THE STADIUM AS A COMMUNITY FOCAL POINT TO HOST EVENTS ON NON-MATCH DAYS TO CREATE A NEW REVENUE STREAM.



RIO GRANDE VALLEY FC



RIO GRANDE VALLEY FC



LOUISVILLE CITY FC | RENDERING



LOUISVILLE CITY FC | RENDERING

# USL™ 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.



OFFICIAL DATA PARTNER

## 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.

The image displays four screenshots of the USL Digital Network interface. Top left: A desktop view of the homepage featuring a large image of two players, news headlines, and a newsletter sign-up section. Top right: A mobile phone screen showing a player's profile picture and match details. Bottom left: A desktop view of a team page for the Rochester Rhinos, featuring a large image of a player, match statistics, and social media links. Bottom right: A desktop view of a club page for San Antonio FC, showing a group photo, match details, and ticket purchase options.

# USL™ 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.



USL.<sup>TM</sup>



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