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.
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.

**U.S. PROFESSIONAL SOCCER LANDSCAPE**

- **DIVISION I**: 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 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**: 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.
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.
U.S. SOCCER PRO LEAGUE STANDARDS

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner Net Worth Greater Than $40,000,000. ($70,000,000 if a group)</td>
<td>Seating Capacity: 15,000+</td>
<td>Min. 1,000,000</td>
</tr>
<tr>
<td>Local Owner with Net Worth Greater Than $20,000,000</td>
<td>Seating Capacity: 5,000+</td>
<td>Min. 750,000</td>
</tr>
<tr>
<td>Local Owner with Net Worth Greater Than $10,000,000</td>
<td>USL Seating Capacity: 3,500+</td>
<td>USL Min. 150,000</td>
</tr>
</tbody>
</table>

MAJOR LEAGUE SOCCER (MLS)
Division I Professional Soccer

USL Championship
Division II Professional Soccer

USL League One
Division III Professional Soccer
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.
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.

SOURCE: CS&L International Study for Soccer specific stadium in Louisville, KY
# LOCAL MARKET ECONOMIC IMPACT

<table>
<thead>
<tr>
<th>Spending</th>
<th>Jobs</th>
<th>Income</th>
<th>State &amp; Local Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Inside Stadium</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Admissions</td>
<td>Administration</td>
<td>Salaries</td>
<td>State Sales &amp; Use Taxes</td>
</tr>
<tr>
<td>Concessions</td>
<td>Maintenance</td>
<td>Wages</td>
<td>Local Sales Tax</td>
</tr>
<tr>
<td>Parking</td>
<td>Concessionaires</td>
<td>Business Profits</td>
<td>Liquor Taxes</td>
</tr>
<tr>
<td>Premium Seating</td>
<td>Ticketing Personnel</td>
<td>Giving</td>
<td>Property Taxes</td>
</tr>
<tr>
<td>Advertising</td>
<td>Parking Personnel</td>
<td></td>
<td>Seat User Charges</td>
</tr>
<tr>
<td>Admissions</td>
<td>Security Guards</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Non-Player Staff</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Outside Stadium</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restaurant</td>
<td>Waiters/Waitresses</td>
<td>Salaries</td>
<td>State Sales &amp; Use Taxes</td>
</tr>
<tr>
<td>Bars</td>
<td>Bartenders</td>
<td>Wages</td>
<td>Local Sales Tax</td>
</tr>
<tr>
<td>Lodging</td>
<td>Hospitality Management</td>
<td>Business Profits</td>
<td>Hotel Taxes</td>
</tr>
<tr>
<td>Transportation</td>
<td>Hotel Employees</td>
<td>Giving</td>
<td>Car Rental Taxes</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Transportation Workers</td>
<td></td>
<td>Liquor Taxes</td>
</tr>
<tr>
<td>Retails</td>
<td>Musicians</td>
<td></td>
<td>Property Taxes</td>
</tr>
<tr>
<td></td>
<td>Retail Staff</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CAPEX</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Architectural and Engineering Trades</td>
<td>Professionals</td>
<td>Salaries</td>
<td>State Sales &amp; Use Taxes</td>
</tr>
<tr>
<td>Trades</td>
<td>Management</td>
<td>Wages</td>
<td>Local Sales Tax</td>
</tr>
<tr>
<td>Materials</td>
<td>Skilled and Unskilled Labor</td>
<td>Business Profits</td>
<td>Hotel Taxes</td>
</tr>
<tr>
<td>Equipment</td>
<td>Vendors and Suppliers</td>
<td>Giving</td>
<td>Car Rental Taxes</td>
</tr>
<tr>
<td>Other Costs</td>
<td></td>
<td></td>
<td>Liquor Taxes</td>
</tr>
</tbody>
</table>

**SOURCE:** CS&L International Study for Soccer specific stadium in Louisville, KY
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 Edinburgh, 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.
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 OPERATIONS

#### League Departments

<table>
<thead>
<tr>
<th>Department</th>
<th>Department</th>
<th>Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analytics &amp; Strategy</td>
<td>Compliance</td>
<td>Human Resources</td>
</tr>
<tr>
<td>Broadcast &amp; Video</td>
<td>Digital Media</td>
<td>League Expansion</td>
</tr>
<tr>
<td>Business Development</td>
<td>Finance</td>
<td>Legal</td>
</tr>
<tr>
<td>Club Services</td>
<td>Events</td>
<td>Marketing</td>
</tr>
<tr>
<td>Commercial Ventures</td>
<td>Governance</td>
<td>Player Development</td>
</tr>
<tr>
<td>Competition</td>
<td>Finance</td>
<td></td>
</tr>
</tbody>
</table>

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

- General Population: 47%
- USL Fans: 61%

HH Income > $100K

- General Population: 10%
- USL Fans: 42%

Attended Some College

- General Population: 69%
- USL Fans: 91%

SOURCE: NIELSEN/REPUCOM SDNA 2016
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 consolation 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
The league creates specific opportunities for clubs to gather and share best practices. The meeting 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.
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
- Los Angeles
- Tampa
- Phoenix
- Atlanta
- Indianapolis
- Oakland
- Seattle
- Sacramento
- St. Louis
- Charlotte
- Raleigh
- Philadelphia
- Pittsburgh
- Portland
- Nashville
- Chicago
- Hartford
- Washington D.C.

27 of the Top 50 DMAs Represented
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
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
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)
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.
League One’s operational calendar provides tremendous opportunities to generate direct and indirect revenue while sharing economies of scale with parallel sports entertainment options.
The USL expansion focuses on three pillars: market, ownership and facility

**Market Identification**

USL League One expansion efforts will identify markets that exhibit:

- A proven history of supporting professional sports
- Communities that are home to existing professional or high-level amateur sports organizations
- Markets with existing or planned facility improvements that provide a suitable facility that meets U.S. Soccer Standards
- Markets looking to increase exposure to a national audience through professional sports

**Ownership Qualification**

USL League One has experienced tremendous growth through a local-ownership focus with:

- Previous/current professional sports ownership experience
- Properly capitalized and able to meet the U.S. Soccer standards for ownership
- Tied to the local community and civic network of officials and business owners and operators

**Stadium Approval**

Stadiums must meet and/or exceed the minimum standards set forth by U.S. Soccer and USL League One.

Stadium Minimum Standards include and are not limited to:

- Field: 110 x 70 yds
- Seating: 3,500+
- Lighting: 125 ft. candles
- Locker rooms, showers, press box, VIP area, parking

**Business Plan Development**

Key to the successful operation of a USL League One franchise is proper research and planning.

The league mandates all prospective franchise owners to complete a comprehensive business plan for the franchise in order to obtain a complete understanding of the expectations.

The business plan addresses topics including:

- Organizational structure
- Ticket sales
- Corporate partnerships
- Youth Academy Development
- Stadium Development
- Operational Budget
- Marketing
- Player Scouting
- Community Outreach

**Team Announcement**

The final and celebratory stage of the USL League One expansion process, the team announcement is a coordinated effort between the acquiring owner, market of operation and the league.

The team announcement serves as the official notification of the club and initiates many elements of the club’s operation within the market including branding, ticket sales and community outreach.
Steven Short
O: 813.269.1359
E: steven.short@uslsoccer.com