



NEVADA
A WORLD WITHIN.
A STATE APART.

**CORPORATE
PARTNERSHIP
OPPORTUNITIES**

**WE ARE PROGRESSIVE MARKETING
EXPERTS DELIVERING INNOVATIVE IDEAS
AND ESTABLISHING TRUST THROUGH
COMMUNITY-LEADING SERVICE.**



WELCOME TO THE TEAMS

MAKING A LASTING IMPRESSION

PARTNERING WITH RENO 1868 PUTS YOUR BUSINESS IN FRONT OF OVER **100,000 FANS** DURING 16 RENO 1868 HOME MATCHES AND FRIENDLIES AS WELL.

REACHING BEYOND THE FIELD

MAKING IMPRESSIONS ON RENO 1868 FANS EXTENDS FAR BEYOND GREATER NEVADA FIELD. THE RENO 1868 FC DIGITAL PLATFORMS CAN REACH THOUSANDS OF FANS DAILY.

- FACEBOOK: 10,000+ FANS
- TWITTER: 3,500+ FOLLOWERS
- INSTAGRAM: 2,800+ FOLLOWERS
- USL YOUTUBE: 18,100 SUBSCRIBERS

NEW IMPROVED EXPERIENCE

GREATER NEVADA FIELD WAS HOME TO A VARIETY OF UPGRADES IN 2016, HIGHLIGHTED BY A \$1.2 MILLION HIGH-DEFINITION DAKTRONICS VIDEO AND AUDIO SYSTEM. THE DISTRIBUTED SOUND SYSTEM FEATURES 73 LOUDSPEAKERS PLACED THROUGHOUT THE FIELD AND A 1800 HD COMPATIBILITY WHICH IMPROVED BROADCASTS IN THE SUITES, RESTAURANTS, CONCOURSE AND HOME GAMES ON MY21 TV. PLUS, THE SUITE LEVEL RECEIVED A NEW AND IMPROVED LOOK WITH LOCAL ARTWORK PROVIDED BY THE SIERRA ARTS FOUNDATION, AND A REINVENTED CONCESSIONS MENU WITH LOCAL FOOD PARTNERSHIPS GAVE FANS A GREATER FOOD EXPERIENCE.



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ATTENDANCE

Games Played:

Saturday, February 18, 2017	6,289
Saturday, March 11, 2017	4,554
Saturday, March 25, 2017	5,691
Saturday, April 1, 2017	4,430
Saturday, April 22, 2017	4,881
Saturday, May 20, 2017	5,711
Wednesday, May 24, 2017	4,418
Wednesday, June 7, 2017	4,844
Saturday, June 10, 2017	6,060

Season Average = **5,209**

Season Total = **46,878**

2017 Projected Attendance:
100,000

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PARTNERSHIP STRATEGIES

- WHEN TOURISM COMES INTO THIS AREA TO WATCH RENO 1868 FC, WE ARE THE GATEWAY FOR TOURISTS TO EXTEND THEIR STAY AND SPEND MORE DOLLARS IN THE STATE
- MARKETS SUCH AS PORTLAND, SACRAMENTO, SALT LAKE, SAN JOSE, AMONG MANY OTHERS, HAVE DEVOUT FANS WHO WILL VISIT THE STADIUM AND AREA FOR EXTENDED PERIOD OF TIME.
- ENHANCE TRAVEL NEVADA COMMUNICATION AND BRANDING WITH VARIOUS MESSAGING OPPORTUNITIES IN THE STADIUM



SIGNAGE OPPORTUNITIES

OUTFIELD LED RIBBON

- AVG. OF 5 MINUTES RUN TIME OVER FULL 205 FOOT, INTERACTIVE RIBBON BOARD
- :30 ROTATION OCCURS 10 TIMES THROUGHOUT MATCH, PLACED UNDER VIDEOBOARD AND SCORE LINE
- SOCCER MATCHES RUN FROM MARCH THROUGH OCTOBER



RENO 1868 MEDIA ASSETS

SOCIAL MEDIA

FACEBOOK

10,000+ FANS

TWITTER

3,500+ FOLLOWERS

INSTAGRAM

2,800+ FOLLOWERS

**MLS/SOCCER
FANS ARE
MORE SOCIAL**

RENO DAILY SOCIAL USAGE .66 HR

RENO SOCCER FAN DAILY SOCIAL USAGE .87 HR

USL FANS

- 70% visit sports dedicated websites at least once a week
- 45% visit their local team website at least once a week
- 40% visit their local team Facebook at least once a week
- 38% visit their local team Twitter at least once a week



INVESTMENT OPPORTUNITIES

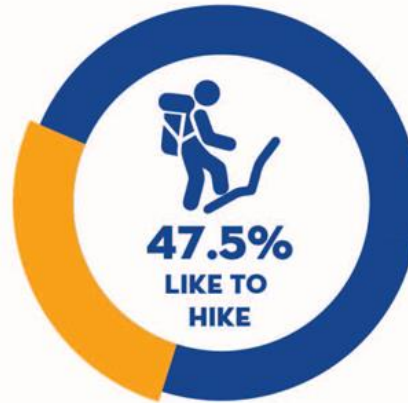
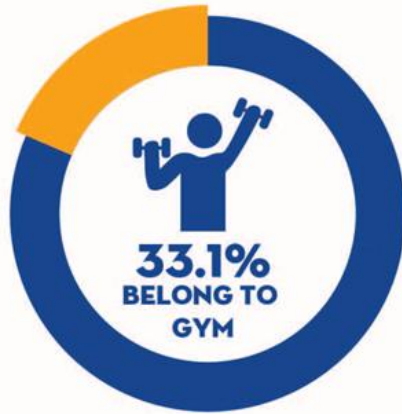
LED RIBBON - FULL SEASON

INVESTMENT: \$7,500



MLS/SOCCER FANS IN N. NEVADA

ACTIVE AND OUTDOORSY

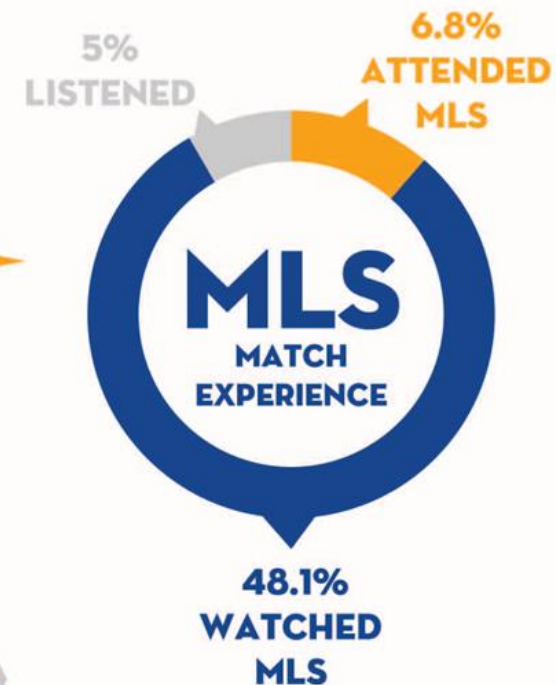
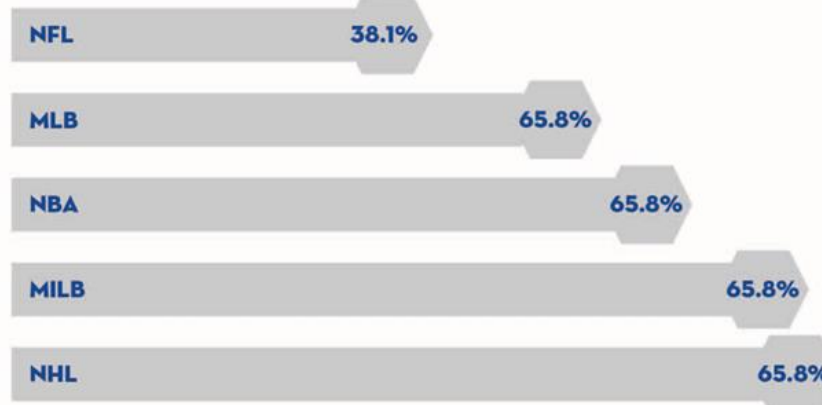


WATCH AND PLAY SOCCER

38 **HAVE PLAYED SOCCER IN**
PERCENT **THE PAST 12 MONTHS, MORE**
THAN ANY OTHER SPORT

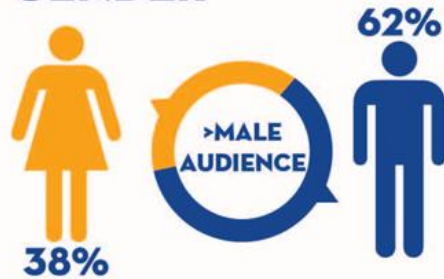
USL/SOCCER FANS ARE UNIQUE..

NOT A FAN
OF



MLS/SOCCER FANS IN N. NEVADA

GENDER



AGE OF SOCCER ENTHUSIASTS



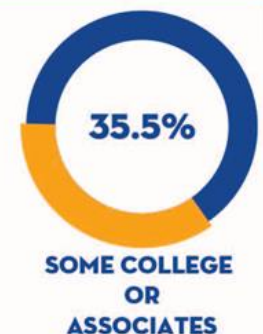
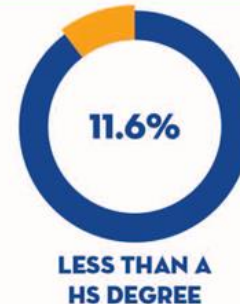
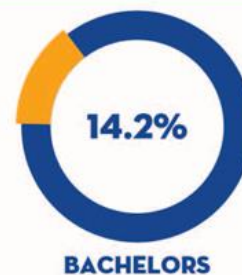
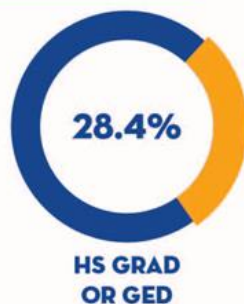
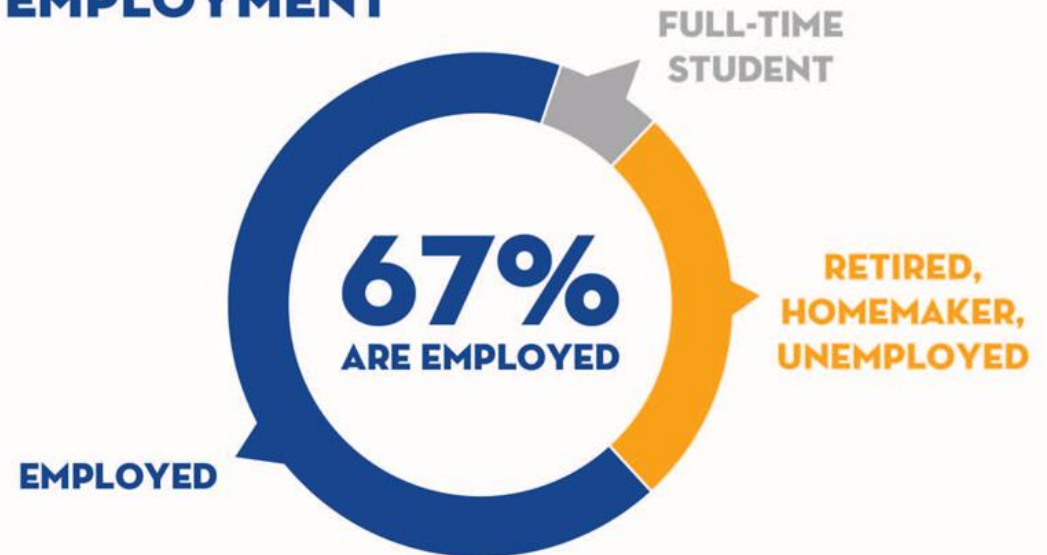
106% MORE LIKELY TO BE HISPANIC

Largest fan base with a Hispanic origin of any local professional or collegiate sport in N. Nevada

EDUCATION



EMPLOYMENT



MLS/SOCCER FANS IN N. NEVADA

\$63,453.29

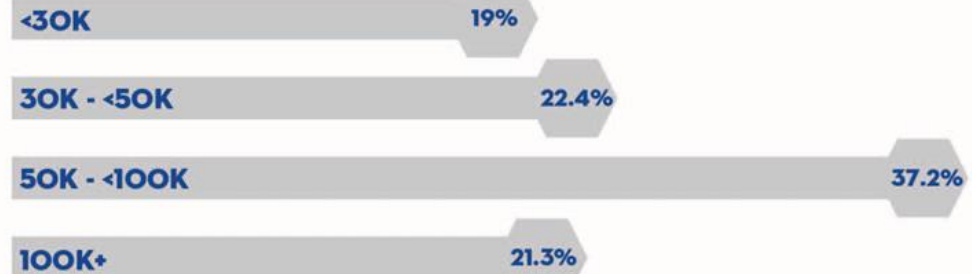
MEDIAN HHLD INCOME

6.26 BILLION

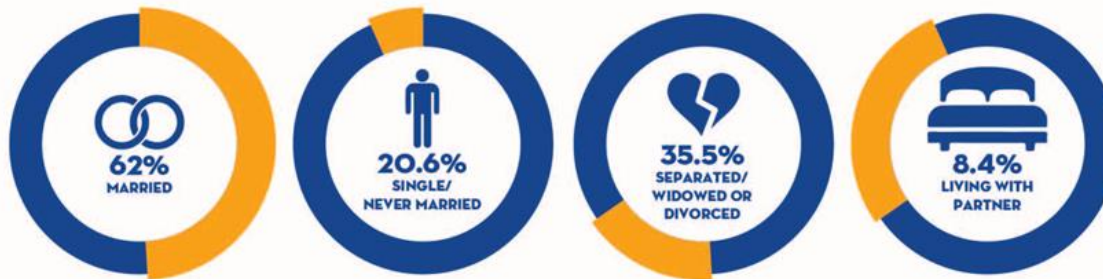
BUYING POWER

**3RD HIGHEST BUYING POWER OF
ANY LOCAL PROFESSIONAL OR
COLLEGIATE SPORT IN N. NEVADA**

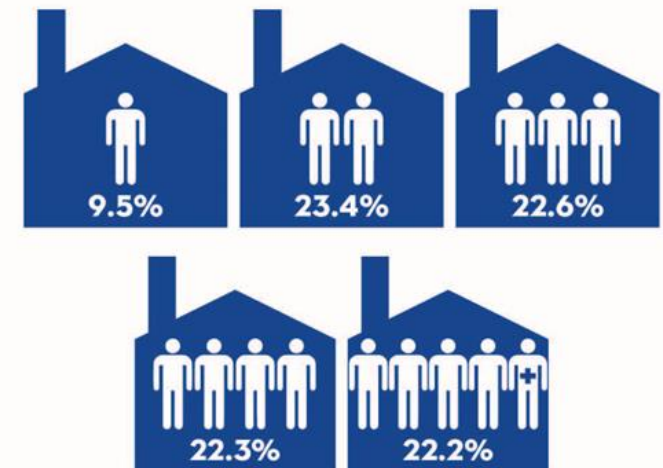
HOUSEHOLD INCOME



MARITAL STATUS



HOUSEHOLD SIZE



**56.9% HAVE 1 OR
MORE CHILDREN
IN HOUSEHOLD**

**48% MORE LIKELY
TO BE
EXPECTING**

**MEDIAN
1 CHILD (<17)**

6-17 YEARS OLD

65.8%

2-5 YO

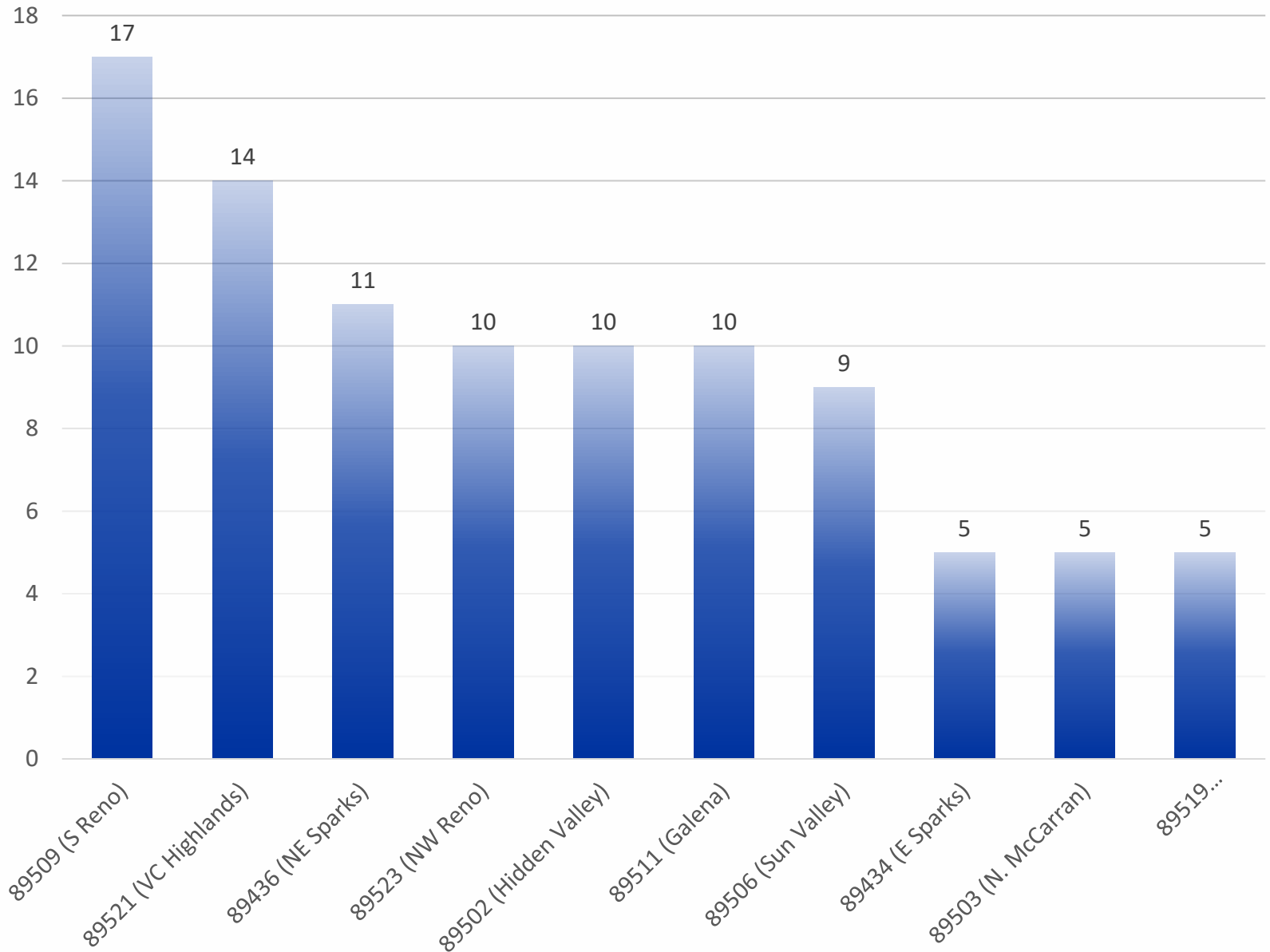
17%

<2

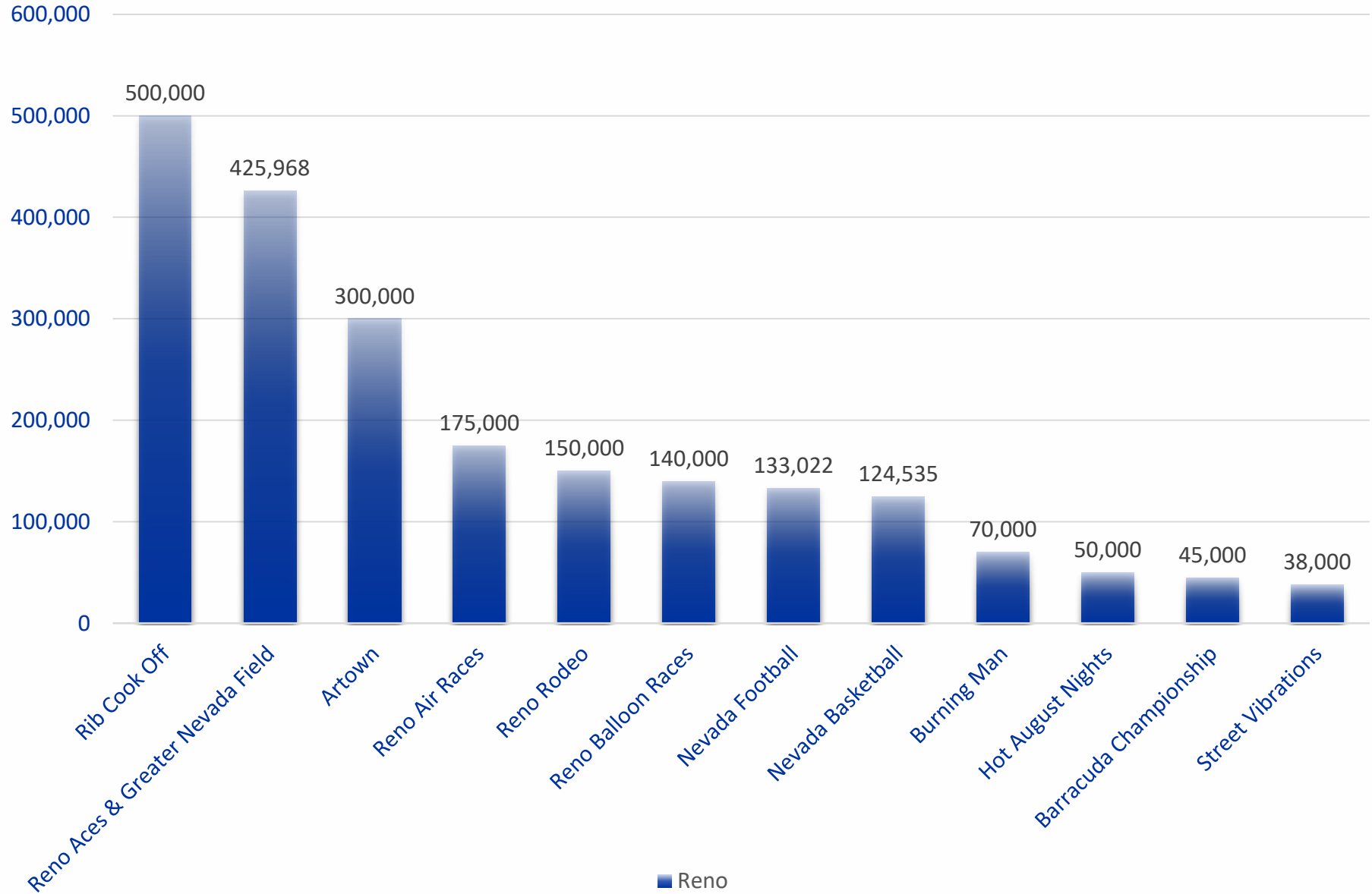
2.9%

MLS/SOCCER FANS IN N. NEVADA

ZIP CODE



RENO-SPARKS EVENT ATTENDANCE



RENO 1868 FC 2017 HOME MATCHES

 3.25 7:00pm	 4.1 7:00pm	 4.22 7:00pm	 5.20 7:00pm
 5.24 7:30pm	 6.7 7:30pm	 6.10 7:30pm	 6.30 7:30pm
 7.3 7:30pm	 7.22 7:30pm	 8.12 7:30pm	 8.26 7:30pm
 9.20 7:30pm	 9.23 7:30pm	 9.30 7:30pm	 10.14 7:00pm

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