



***SPONSORSHIP
OPPORTUNITIES***



SOCCKER EXCITEMENT RETURNS TO THE CITY OF BROTHERLY LOVE!

The Philadelphia Fury (PF), competing in the National Independent Soccer Association (NISA), kicks off its inaugural season in Fall 2019, more than 135 years after the world's most popular sport first came to the region.

The rebirth of the Fury will allow Eastern Pennsylvania's premier soccer team to play at a highly competitive level while making soccer accessible, affordable and family friendly.



A RICH & STORIED HISTORY

Founded in 1978, the Philadelphia Fury is an iconic American soccer brand that was established as a response to the Philadelphia Atoms decision to fold from operations in the North American Soccer League (NASL). The club attracted high profile investors including musicians Mick Jagger, Rick Wakeman, Peter Frampton and Paul Simon.

The club played their home games at Veterans Stadium and made the playoffs in two of their three seasons (1978 - 1980), hosting noticeable names including Johnny Giles, Alan Ball, Peter Osgood, John Dempsey, Pat Fidelia, David Robb, Frank Worthington and Bob Rigby.



THE LEAGUE

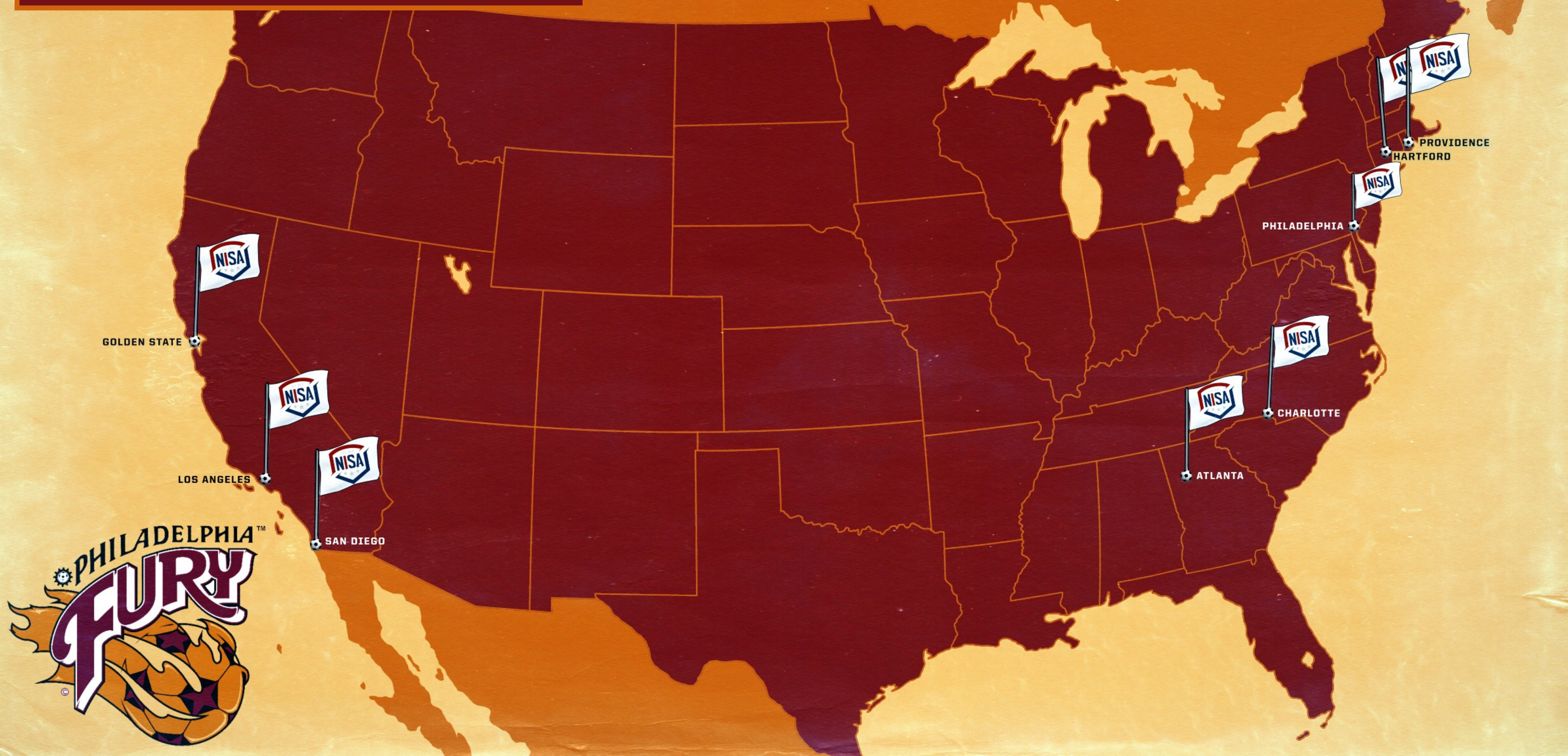
The National Independent Soccer Association (NISA) is an American professional soccer league. Owned by its member clubs, NISA seeks to establish an affordable and sustainable lower division league, slated to launch in August 2019.

The mission of NISA is to provide the American soccer community with a dynamic approach to the game, and build an affordable professional sports platform that is accessible to under served communities in the United States. The league will also create opportunities for young players to achieve their highest potential as well as local participation.

Unlike other domestic soccer leagues, NISA has no entry fees. This allows NISA clubs to invest more heavily in players, youth development academies and infrastructure while remaining fiscally sound.



NISA MARKETS



FRANKLIN FIELD

The Fury will be playing their inaugural 2019 Fall and 2020 Spring Season at Franklin Field, the University of Pennsylvania's historic football stadium. Franklin Field has hosted the best in collegiate and professional competition for most of the 20th century.

Originally opened in 1895 for the first running of the Penn Relays, the stadium was rebuilt in 1922 in its present form. Franklin Field stadium currently seats 52,593 with a state-of-the-art scoreboard and SprinTurf, a next-generation rubber-infill artificial surface, which was installed in 2004.



STADIUM & PRACTICE *FIELD EXPOSURE*



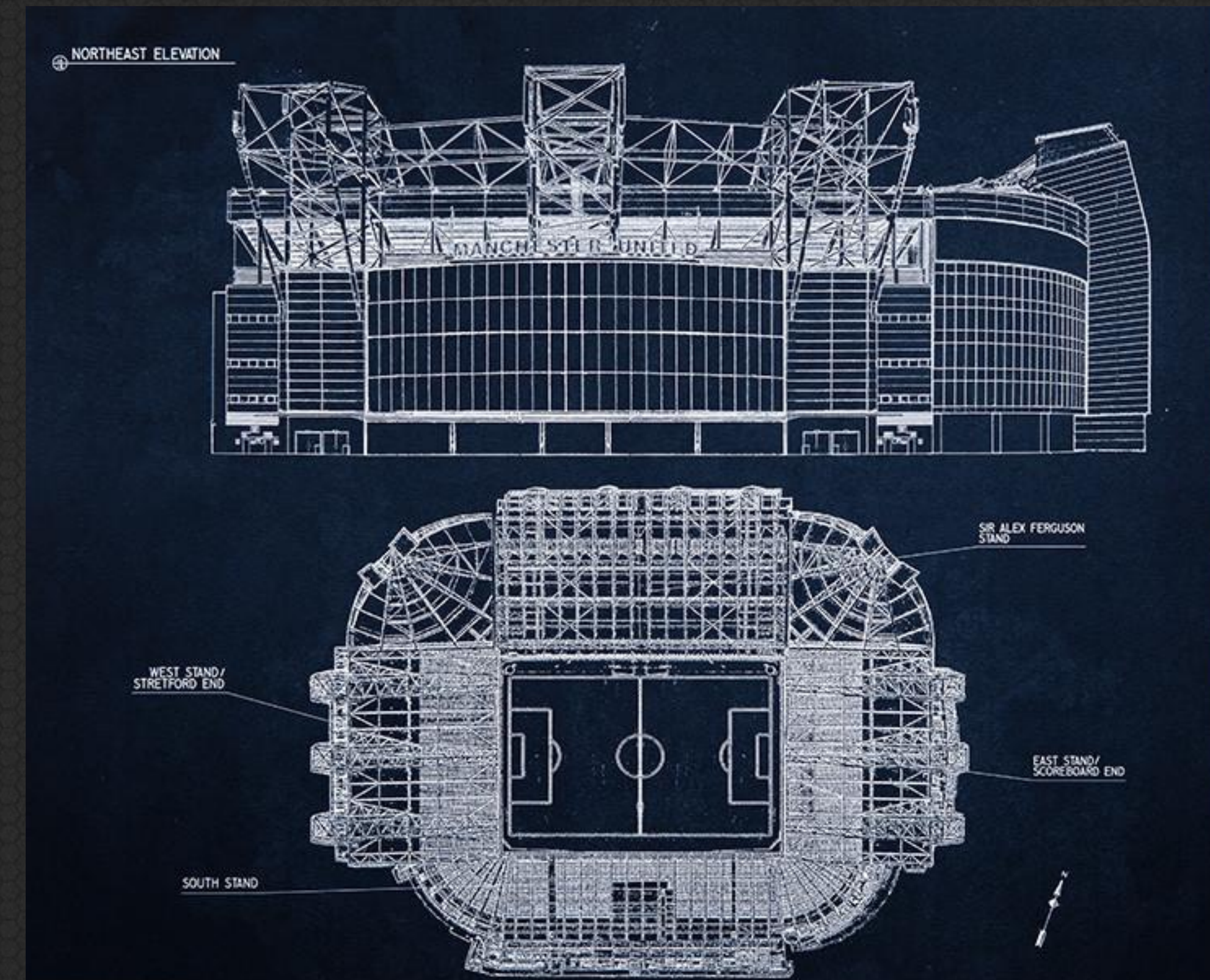
STADIUM & PRACTICE *FIELD EXPOSURE*



2020 STADIUM **EXPANSION PLANS**

In Fall 2020, the Fury will be operating from its new 8,000 seat, state of the art expandable stadium, with additional branding opportunities and expanded on-site signage to include: turf signage, locker & press room graphics, scoreboard graphics, step signs, tents, awnings, portable kiosks, pouring opportunities and much more!

All sponsors will have the first right of refusal to sponsor benefits at the Philadelphia Fury's home stadium.



BRAND PARTNERSHIPS

The Philadelphia Fury is committed to developing customized marketing programs that deliver unique experiences to fans and a high level of messaging and exposure to our brand partners across a multitude of channels including game day matches and across digital platforms. Each integrated partnership program is designed to address the objectives of each brand and may include branding and messaging using the following assets:



Apparel

Jersey, Shorts,
Socks, Warm
Ups, Coaches &
Staff



In Stadium

Game Promotions,
Concessions, Team
Benches



Signage

Lightpole,
Scoreboard, Fence,
Endline



Print Media

Program, Team
Poster, Schedule,
Ticket



Digital

Website,
Social Media



PR

Media
Coverage &
Community
Relations



TITLE SPONSORSHIP - ALIGN YOUR BRAND AT THE HIGHEST LEVEL

Our Title Sponsorship provides seamless promotional exposure and aligns your brand with top influencers and target audience. As the Fury's lead promotional partner, you'll make a major impact, resulting in increased engagement & brand awareness.

Commencing August 2019 through September 2020, the Title Sponsorship delivers the highest visibility and impact leading up to, throughout, and post season, resulting in unparalleled alignment with consumers on a national level.

Includes naming rights, stadium affiliation and exclusivity within your business sector, as the sole Title Sponsor. Title Sponsor has first right of refusal in 2020 to Title Sponsorship Benefits of the Philadelphia Fury's new stadium.

Activations

- Co-branding on Press Release & Media Tour
- Co-branding on Fury website with link to sponsor landing page
- Logo inclusion on all promotional materials

Social Engagement

- Media placements across all targeted social media sites Facebook, Twitter, Instagram
- Social Media posts (weekly) across all social platforms
- Co-branding on all email blasts, hashtags & event updates
- Content made available to sponsor website and social channels

On-Site Activations

- Naming Rights
- Game Day Uniform – Center Chest
- Training Gear
- Signage at Entrance & throughout Stadium, including turf & step signage
- Kiosks, VIP Tents, parking lot, press center, ticketing
- Plus custom activations to amplify your initiatives



PRESENTING SPONSORSHIP - JERSEY PARTNER

The Fury partners will be the presenting sponsors of the community youth training programs, bringing top notch clinics, gaining sessions and unique fan experiences to the children of Philadelphia. Your company likeness/logo will be included in all collateral materials, press releases and on-site signage.

Activations

- Co-branding on Press Release & Media Tour
- Co-branding on Fury website with link to sponsor landing page
- Logo inclusion on all promotional materials
- Co-branding on Press Release & Media Tour
- Co-branding on Fury website with link to sponsor landing page
- Logo inclusion on all promotional materials
- 50 Complimentary tickets per home game
- Discount Codes for Tickets

Social Engagement

- Media placements across all targeted social media sites
Facebook, Twitter, Instagram
- Social Media posts (weekly) across all social platforms
- Co-branding on all email blasts, hashtags & event updates
- Content made available to sponsor website and social channels

On-Site Activations

- In stadium signage & banners
- Game day uniform – Right Sleeve
- Player appearances for meet and greets
- VIP Hospitality- XX # of VIP Hospitality tickets per home game
- XX # of Reserved tickets to each home game
- Preferred Parking



PREMIER CATEGORY SPONSORSHIP

Our innovative category sponsorship programs are designed to to drive sales, increase brand awareness, engagement and fan experience. Benefits include:

Activations

- Co-branding on Press Release & Media Tour
- Co-branding on Fury website with link to sponsor landing page
- Logo inclusion on all promotional materials
- 50 Complimentary tickets per home game
- Discount Codes for Tickets

Social Engagement

- Media placements across all targeted social media sites
Facebook, Twitter, Instagram
- Social Media posts (weekly) across all social platforms
- Co-branding on all email blasts, hashtags & event updates
- Content made available to sponsor website and social channels

On-Site Activations

- In stadium signage & banners
- Game day uniform – Left Sleeve
- Player appearances for meet and greets
- VIP Hospitality- XX # of VIP Hospitality tickets per home game
- XX # of Reserved tickets to each home game
- Preferred Parking



MARKETING *PARTNERS*

Our marketing partner programs are designed to to drive sales, increase brand awareness, engagement and fan experience. Benefits include:

Activations

- Co-branding on Press Release & Media Tour
- Co-branding on Fury website with link to sponsor landing page
- Logo inclusion on all promotional materials
- 50 Complimentary tickets per home game
- Discount Codes for Tickets

Social Engagement

- Media placements across all targeted social media sites
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- Social Media posts (weekly) across all social platforms
- Co-branding on all email blasts, hashtags & event updates
- Content made available to sponsor website and social channels

On-Site Activations

- In stadium signage & banners
- Player appearances for meet and greets
- VIP Hospitality- XX # of VIP Hospitality tickets per home game
- XX # of Reserved tickets to each home game
- Preferred Parking



FOR MORE INFORMATION CONTACT:

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