



**CORPORATE
PARTNERSHIP
OPPORTUNITIES**



2017 SEASON PRE-VIEW

MAKING A LASTING IMPRESSION

Partnering with Reno 1868 fc puts your business in front of over **75,000** fans during 18 Reno 1868 home matches, an additional **350,000** Reno Aces fans, and 75,000 patrons attending special events at Greater Nevada Field.

REACHING BEYOND THE FIELD

Making impressions on Reno 1868 fans extends far beyond Greater Nevada Field. The Reno 1868 digital platforms can reach thousands of fans daily.

- Facebook: 4,500 fans
- Twitter: 2,200 followers
- Instagram: 715 followers
- USL YouTube: 13,000 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.



PARTNERSHIP STRATEGIES

RENO 1868 FC IS COMMITTED
TO BUILDING CREATIVE,
CUSTOMIZED MARKETING
PROGRAMS FOR EACH
PARTNER



SIGNAGE OPPORTUNITIES

GREATER NEVADA FIELD PROVIDES A VARIETY OF SEATING BOWL SIGNAGE WHICH INCLUDES:

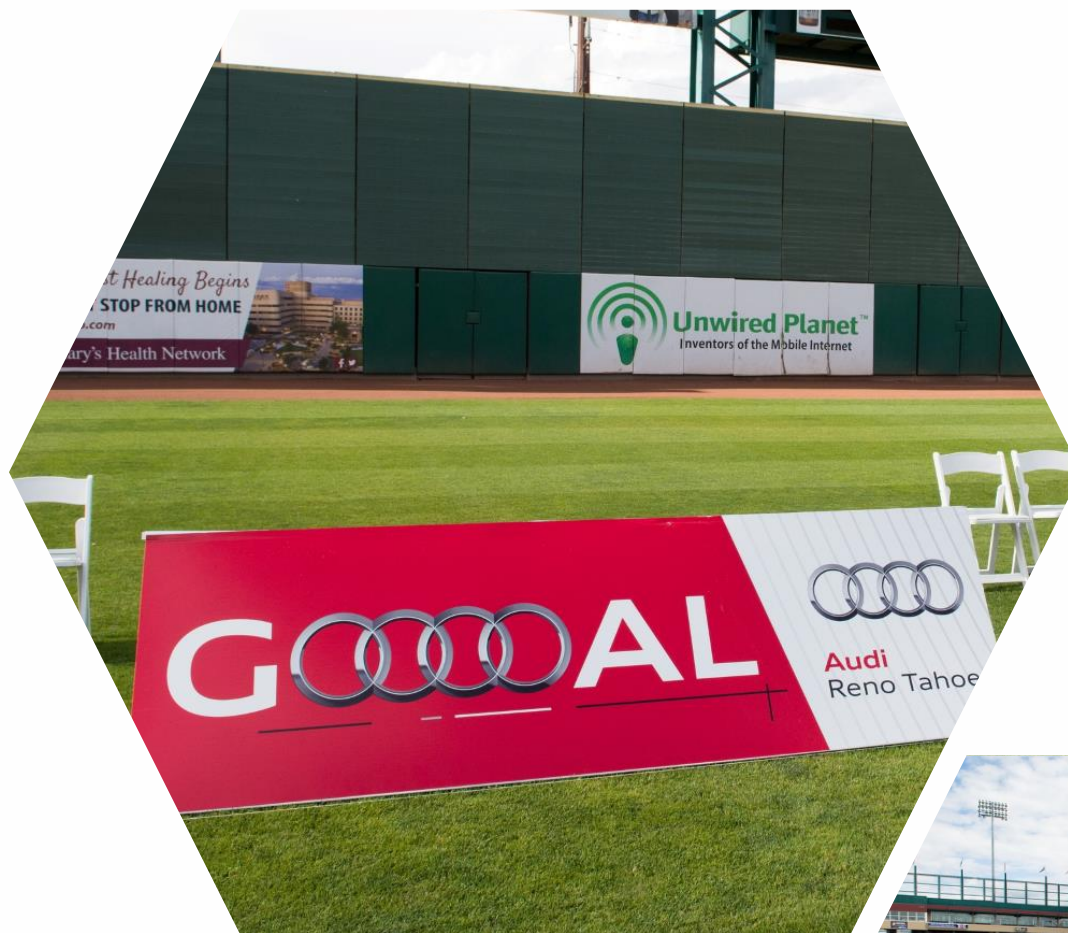
- Field Signs
- LED Ribbons
- Concourse Signs
- In-Stadium Billboards
- Outfield wall pads
- Bullpen Signs
- Baseline Wall Pads
- Drink Rails



SIGNAGE OPPORTUNITIES

FIELD SIGNS

Highlight your business for 90 minutes every match to the fans and livestream audience



SIGNAGE OPPORTUNITIES

LED RIBBON

Suite-level LED Ribbon displaying logo

- offered in pairs



SIGNAGE OPPORTUNITIES

CONCOURSE SIGNS

Deliver up-close, personalized messages to fans on the main concourse

- Offered in pairs



SIGNAGE OPPORTUNITIES

BILLBOARD SIGNAGE

Full and half size billboards along touch line (left field for baseball)



SIGNAGE OPPORTUNITIES

OUTFIELD WALL PADS

Large branding opportunity through signage along main outfield wall pads



SIGNAGE OPPORTUNITIES

BULLPEN SIGNS

Signage over goal line (right field bullpen for baseball)

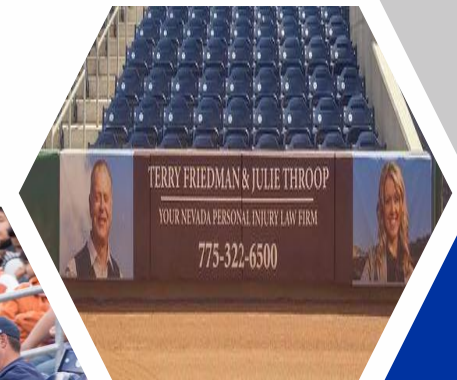


SIGNAGE OPPORTUNITIES

BASELINE WALL PADS

Signage along touch line and goal line (1st and 3rd baselines for baseball), frequently caught in video shots for replay and social posts

- Offered in pairs



SIGNAGE OPPORTUNITIES

DRINK RAILS

Signage on drink rails along main concourse

- Offered in pairs



NAMING RIGHTS

Become the official sponsor of a section of Greater Nevada Field. Naming Rights partners are tagged in all related collateral and Field maps.



IN-GAME PROMOTIONS

BECOME A PART OF THE MATCH THROUGH SPONSORSHIPS OF IN-GAME ELEMENTS

- Corner Kicks
- Yellow Card
- Substitutions
- Man of the Match
- ...and more

SPONSORSHIP OF IN-GAME ELEMENTS CAN INCLUDE:

- Tag on Videoboard
- Logo "Bug" on live broadcast
- Tag in all related social posts



GAME NIGHT SPONSORSHIPS

HIGHLIGHT YOUR BUSINESS AS THE PRESENTING PARTNER OF A HOME MATCH

- Tag in all pre-promotion
 - Pocket schedules, website, game program, and all other related collateral
- Plaza display
- Marketing table on main concourse
- Multiple videoboard/pa mentions at match
- Banners at entry gates
- Social media posts
- Game tickets



MATCH NIGHT HOSPITALITY

Treat your employees or clients to a game at greater Nevada field. Our luxury suites provide an unforgettable experience with a fantastic view and great food and beverage options



RENO 1868 FC MEDIA ASSETS

PRINT

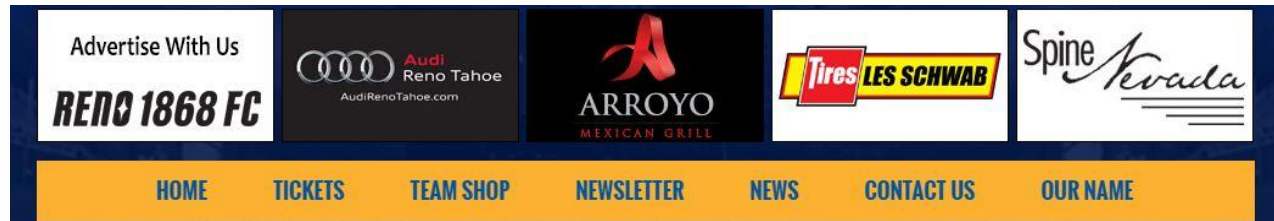
- Pocket Schedule
- Back Cover Ad in the Matchday Program
- Ticketbacks



RENO 1868 FC MEDIA ASSETS

DIGITAL

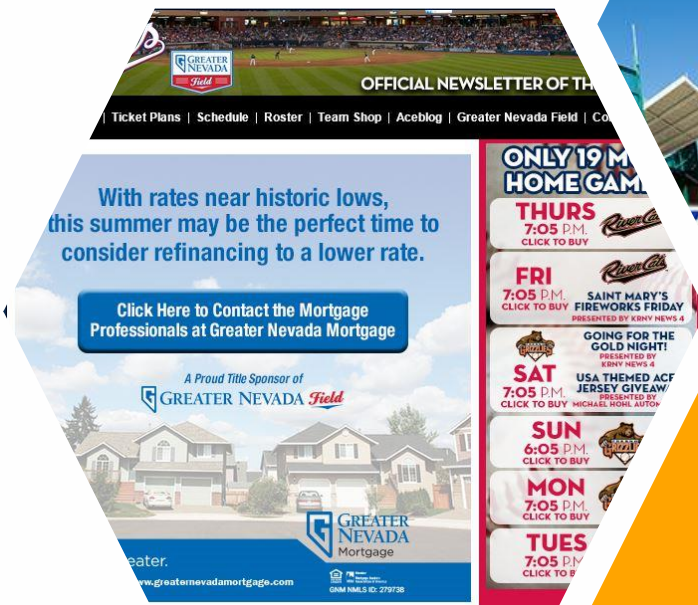
Website:



- Banner Ads on Reno1868FC.com

Newsletter:

- Dedicated Blast
- Banner Ad
- Side Content Ad



RENO 1868 FC MEDIA ASSETS

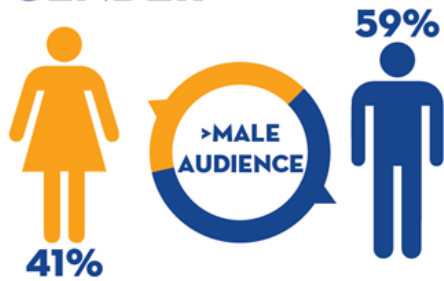
SOCIAL MEDIA

- FACEBOOK
 - 4,500+ Likes
- TWITTER
 - 2,200+ Followers
- INSTAGRAM
 - 700+ Followers



MLS/SOCCER FANS IN N. NEVADA

GENDER



AGE OF AUDIENCE



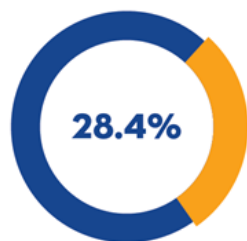
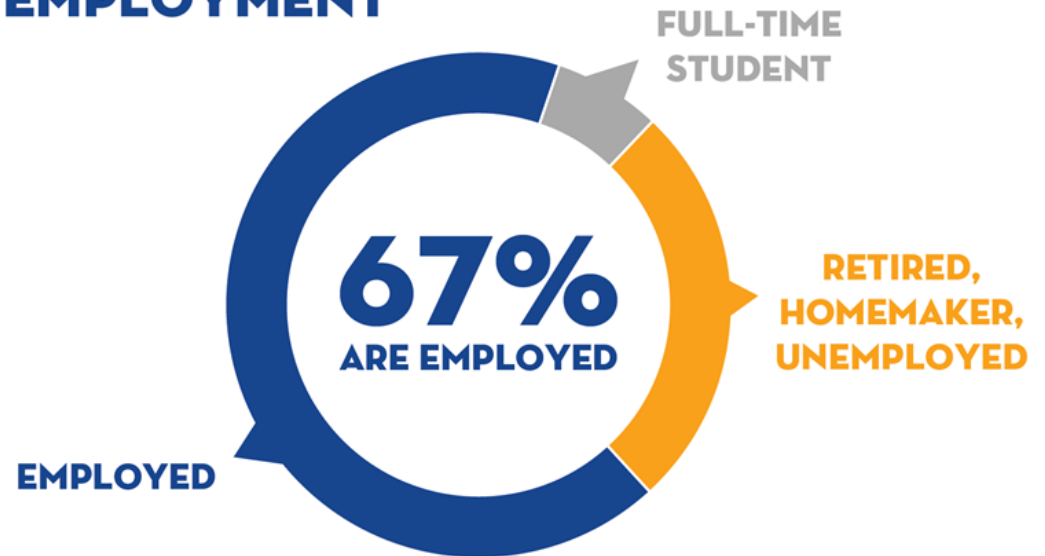
106% MORE LIKELY TO BE HISPANIC

Largest fan base with A Hispanic origin of Any local professional Or collegiate sport In N. Nevada

EDUCATION



EMPLOYMENT



HS GRAD OR GED



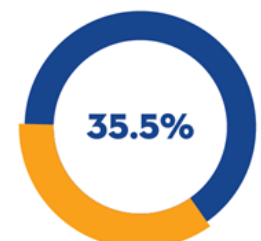
POST-GRAD DEGREE OR STUDY



BACHELORS



LESS THAN A HS DEGREE



SOME COLLEGE OR ASSOCIATES

MLS/SOCCER FANS IN N. NEVADA

\$63,453.29

MEDIAN HHLD INCOME

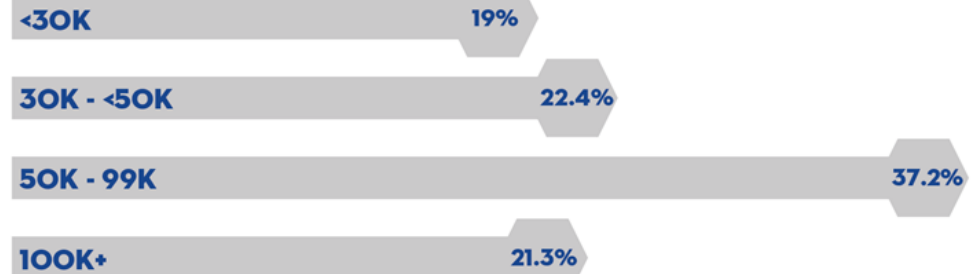
HIGHER THAN THE RENO
DMA MEDIAN INCOME

6.26 BILLION

BUYING POWER

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

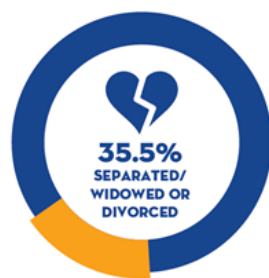
HOUSEHOLD INCOME



HOUSEHOLD SIZE



MARITAL STATUS



56.9% HAVE 1 OR
MORE CHILDREN
IN HOUSEHOLD

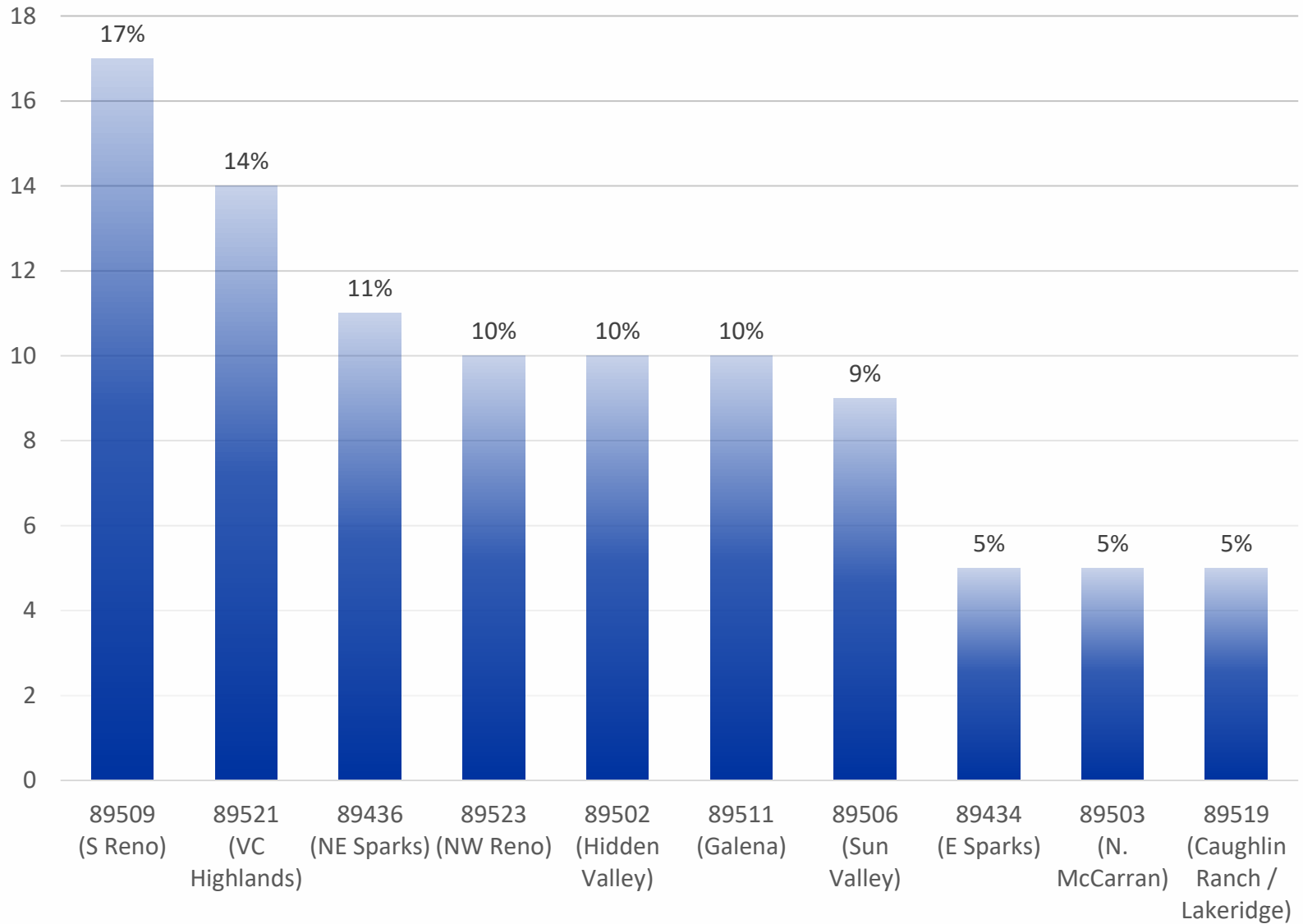
48% MORE LIKELY
TO BE
EXPECTING

MEDIAN
1 CHILD (<17)



MLS/SOCCER FANS IN N. NEVADA

ZIP CODE - MATCHES



MLS/SOCCER FANS IN N. NEVADA

ACTIVE AND OUTDOORSY

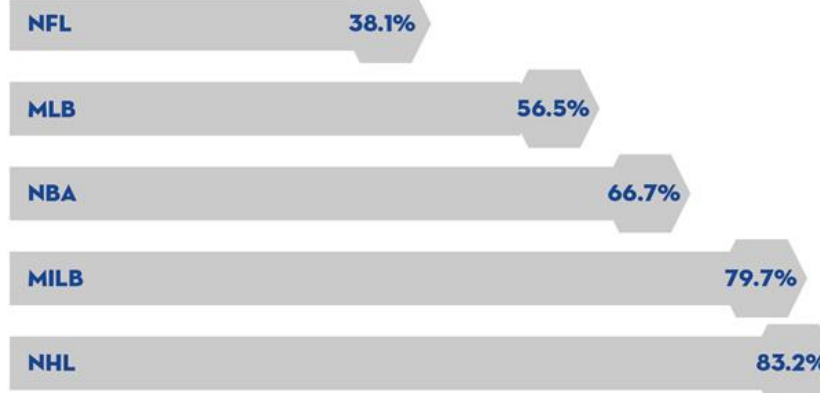


WATCH AND PLAY SOCCER

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

MLS/SOCCER FANS ARE UNIQUE..

NOT A FAN OF

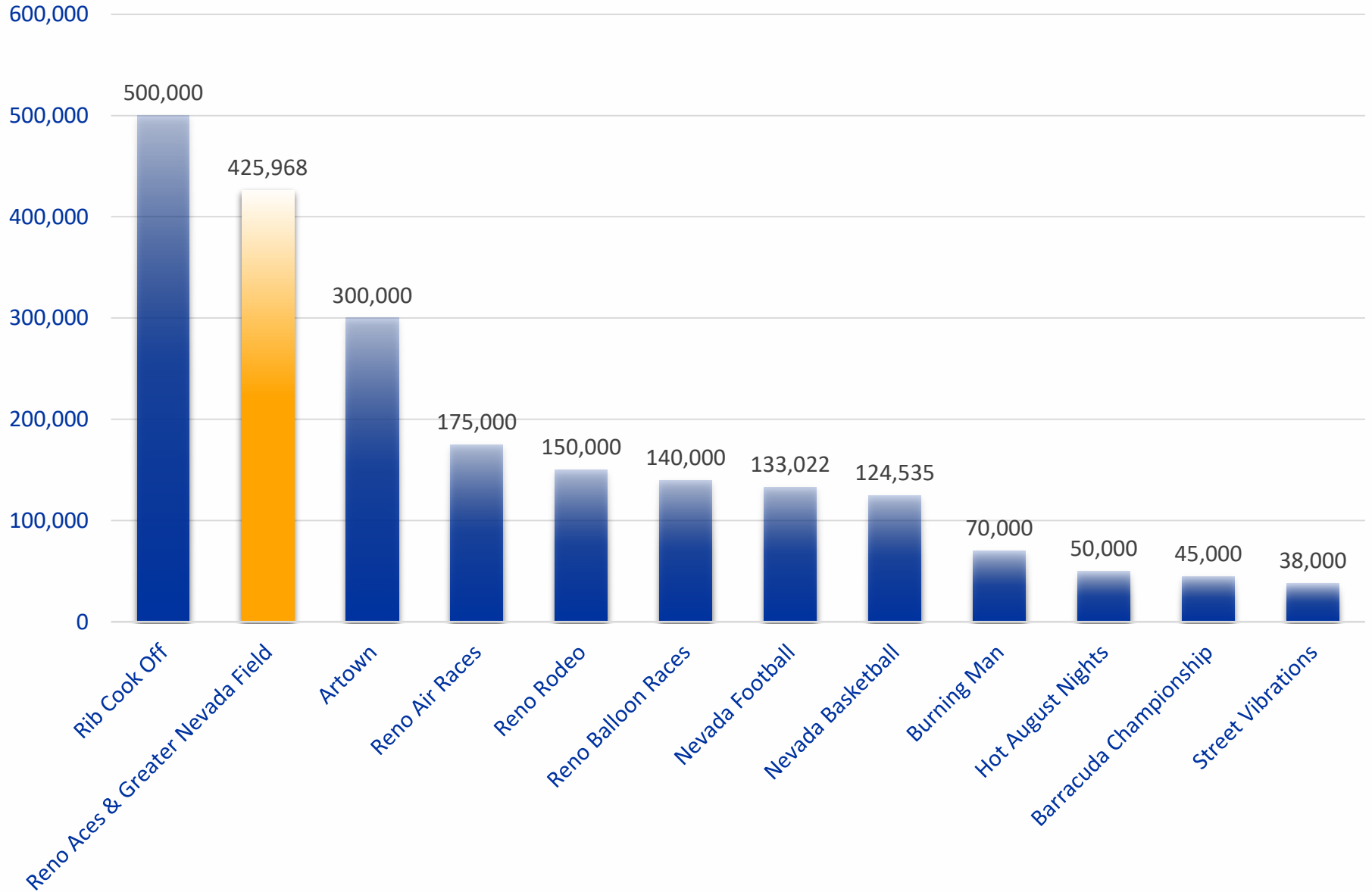


5% LISTENED
6.8% ATTENDED
MLS



48.1%
WATCHED
MLS

MLS/SOCCER FANS IN N. NEVADA



CORPORATE PARTNERSHIP OPPORTUNITIES

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