



SAN DIEGO
**COMMUNITY
POWER**

POWERING THE GAME

2022 SEASON RECAP



SAN DIEGO
**COMMUNITY
POWER**

AN OFFICIAL ENERGY PROVIDER OF SAN DIEGO WAVE FC

2022 PARTNERSHIP OBJECTIVES

***DRIVE BRAND
AWARENESS***

***EDUCATE PUBLIC ON
SUSTAINABLE ENERGY***

***ALIGN WITH REGIONAL
PROPERTIES***



SAN DIEGO WAVE FC

TABLE OF CONTENTS

2022 SEASON

OWNABLE MOMENTS IN TIME

MATCH DAY ACTIVATION

IN-STADIUM SIGNAGE

DIGITAL MEDIA ENGAGEMENT



POWER 100 CHAMPION

OWNABLE MOMENTS IN TIME - SNAPDRAGON



PRE-GAME ON-FIELD
MOMENT



VIDEOBOARD SIGNAGE

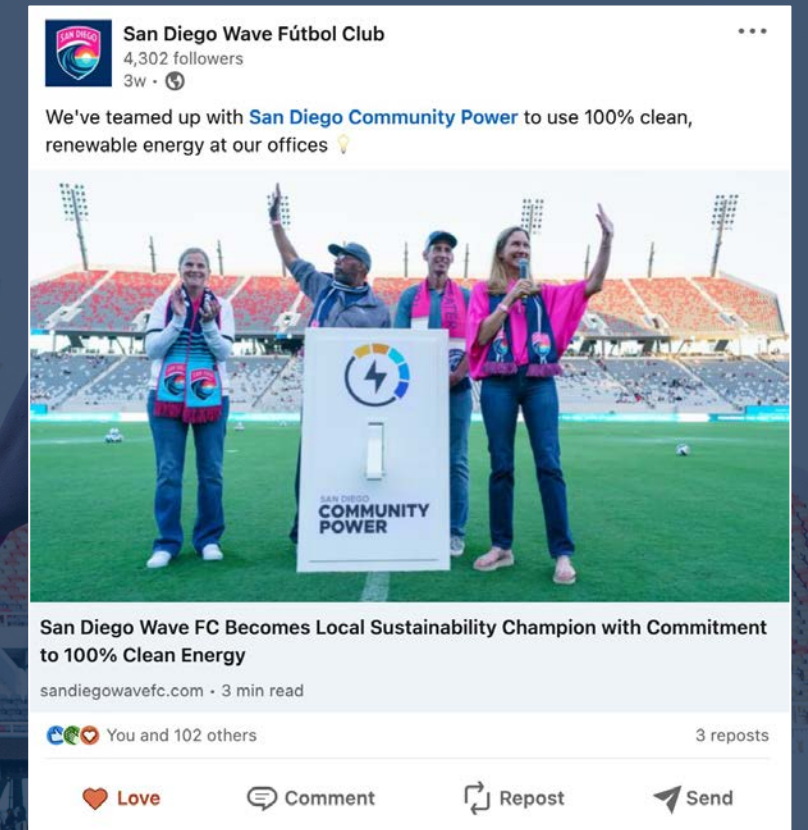
18,000

ATTENDANCE

SAN DIEGO
COMMUNITY
POWER



SAN DIEGO
COMMUNITY
POWER



PRESS RELEASE

4,354

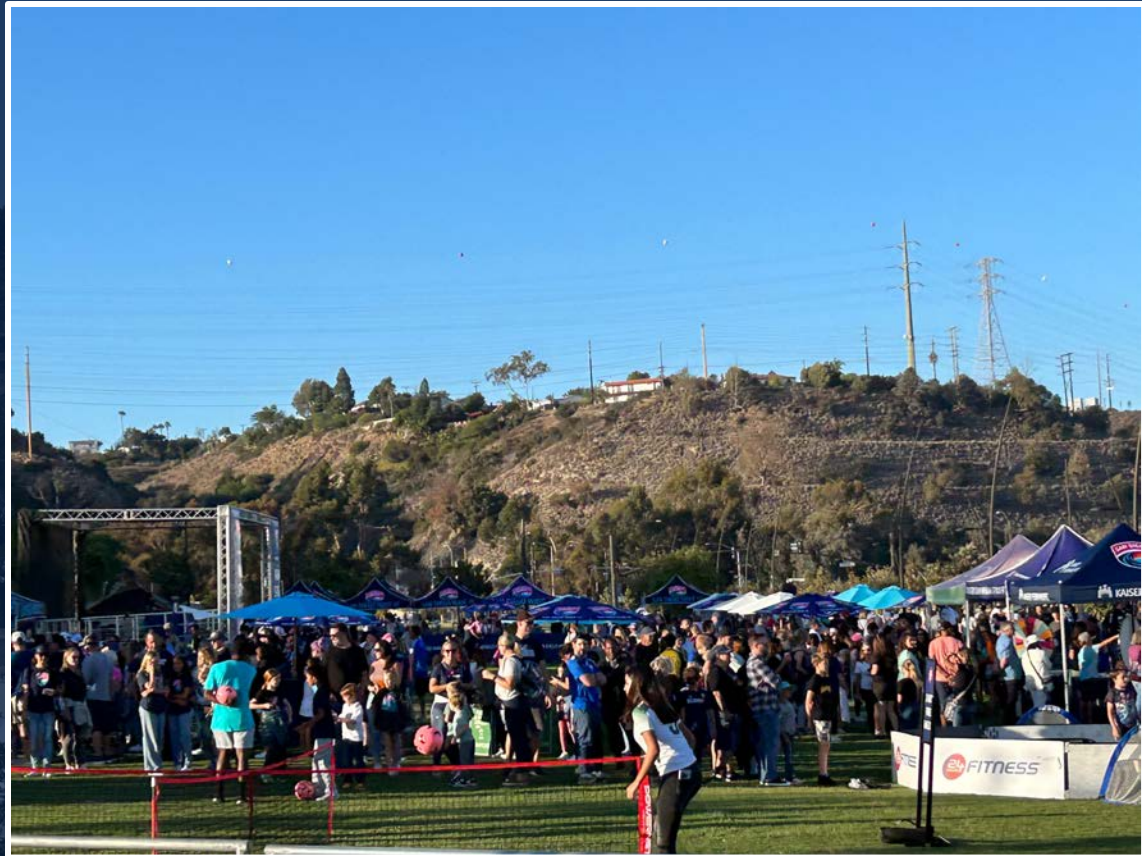
IMPRESSIONS

6.29%

ENGAGEMENT RATE

MATCH DAY ACTIVATION

FANFEST



32,000

9/17 SELL OUT

26,215

10/16 PLAYOFF
RECORD



SAN DIEGO
COMMUNITY
POWER

IN-STADIUM

SIGNAGE

GAME ATTENDANCE

RED STARS. 5,000

THORNS. 5,000

REIGN. 5,000

SPIRIT. 6,000*

LOUISVILLE. 5,000

KANSAS CITY. 5,000

PRIDE. 5,000

DASH. 6,000*

ANGEL CITY. 32,000*

COURAGE : 18,000*

RED STARS: 26,215

*= stadium sellout

245K

IMPRESSIONS

(TORERO – 8 GAMES)

438K

IMPRESSIONS

(SNAPDRAGON – 3 GAMES)

TORERO:

LED Fieldboards – (4) 15s pre-game, (8) 15s in-game, (4) 15s post-game exposures

Static Fieldboard – 8/7, 8/13, 8/20

Videoboard logo rotation - pre-game & post-game

SNAPDRAGON:

LED Fieldboards – (4) 15s pre-game, (8) 15s in-game, (4) 15s post-game exposures

LED Ribbon Board – 1 minute of rotating signage

Videoboard logo rotation – pre-game & post-game

DIGITAL MEDIA ENGAGEMENT

WAVE FC WEBSITE

ROS BANNERS

300X250

IMPRESSIONS: 85,429

CLICK THROUGH RATE: .086%

1200X148 (FROM 8/31)

IMPRESSIONS: 59,648

CLICK THROUGH RATE: .06%

728X90 (OLD SIZE)

IMPRESSIONS: 33,522

CLICK THROUGH RATE: .05%



178,599
IMPRESSIONS



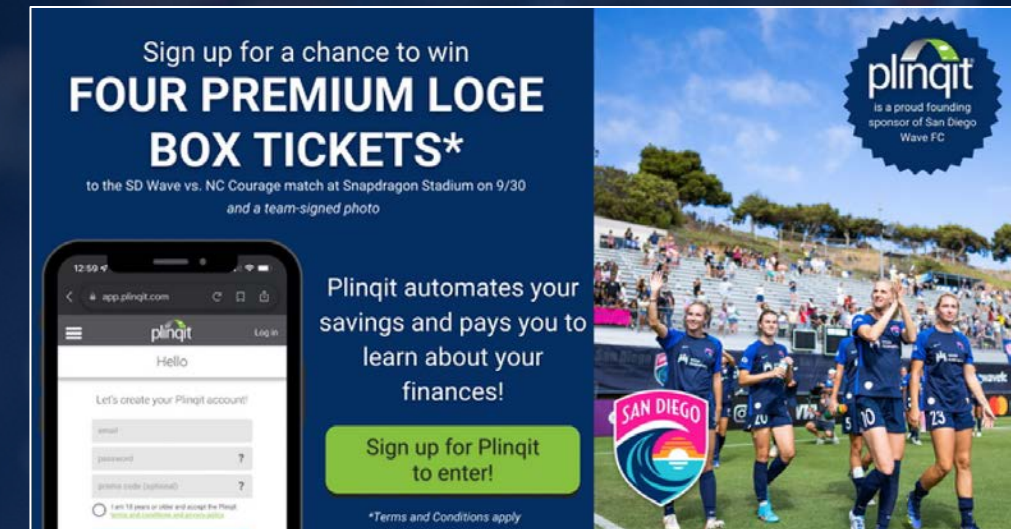
SAN DIEGO
COMMUNITY
POWER

DIGITAL MEDIA ENGAGEMENT

CLUB UPDATES NEWSLETTER

35,403+
SUBSCRIBERS

SDCP NEWSLETTER INCLUSION OUTSTANDING - PARTNER EXAMPLE



SEPTEMBER 12TH

OPEN RATE: 41.2%

CLICK THROUGH RATE: 9.4%

SEPTEMBER 15TH

122,626 impressions

OPEN RATE: 44.1%

CLICK THROUGH RATE: 1.4%



SAN DIEGO
COMMUNITY
POWER



SAN DIEGO
**COMMUNITY
POWER**

AN OFFICIAL ENERGY PROVIDER OF SAN DIEGO WAVE FC

2022 PARTNERSHIP OBJECTIVES

***DRIVE BRAND
AWARENESS***

***EDUCATE PUBLIC ON
SUSTAINABLE ENERGY***

***ALIGN WITH WORLD CLASS
PROPERTIES***

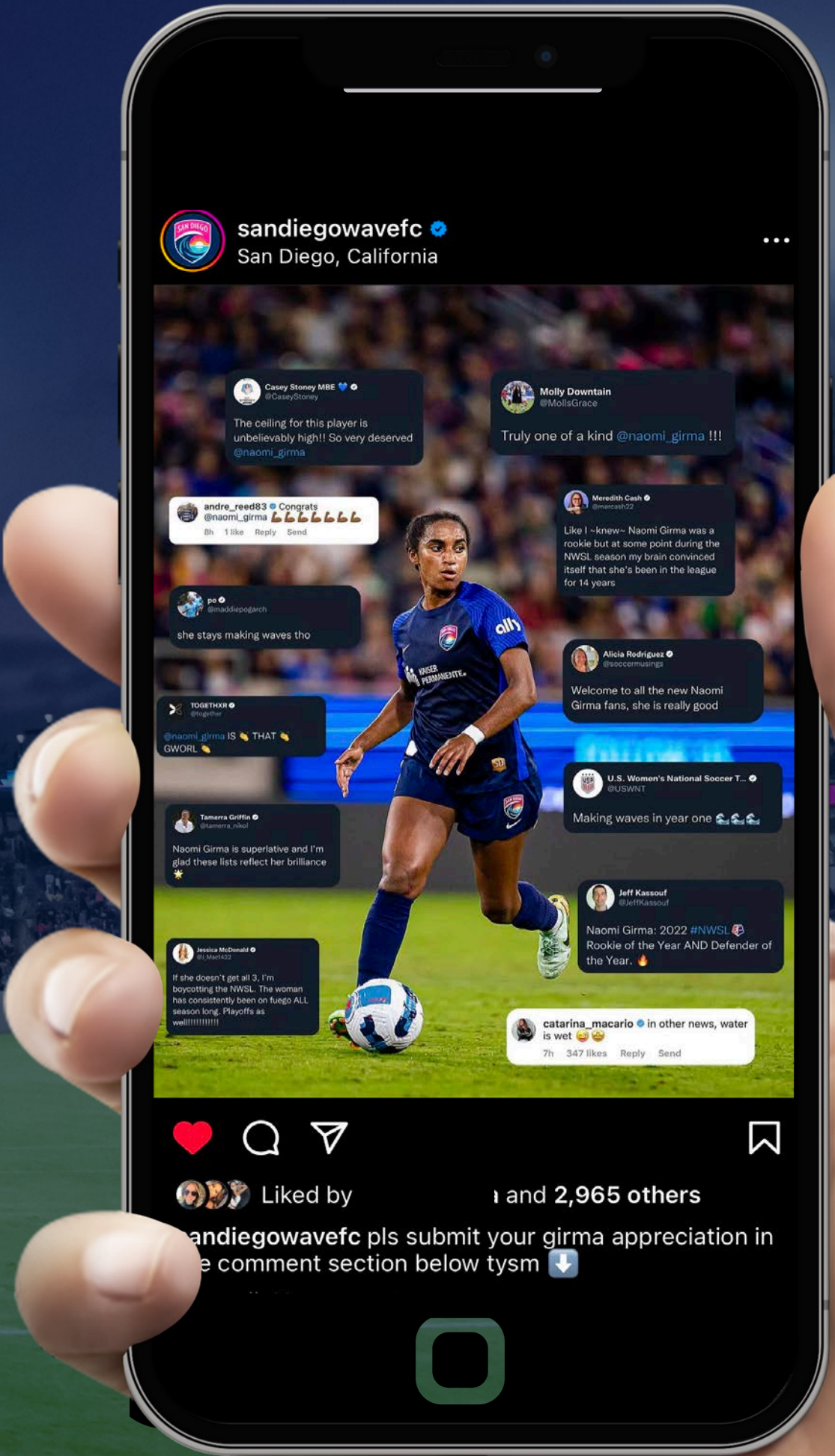


SAN DIEGO WAVE FC

PROPERTY GROWTH

INAUGURAL SEASON

ASSET	% INCREASE OR TOTAL	ASSET	METRIC
ATTENDANCE	+389%	SOCIAL IMPRESSIONS	5.4M
SOCIAL AUDIENCE	+947%	VIDEO VIEWS	1.9M
SOCIAL ENGAGEMENT	+548%	NWSL RANK FOLLOWER GROWTH	1ST
NEWSLETTER REACH	+195% FROM MAY	NWSL RANK ENGAGEMENT	1ST
TOTAL DIGITAL REACH	203K+	SURPASSED FOLLOWINGS OF:	CHI RED STARS, WASH SPIRIT, NY/NJ GOTHAM



SAN DIEGO
COMMUNITY
POWER



SAN DIEGO
**COMMUNITY
POWER**

AN OFFICIAL ENERGY PROVIDER OF SAN DIEGO WAVE FC

CHEERS TO THE FUTURE