

LOYAL TO THE SOIL

LOYAL SC

ROCKET LEAGUE

SAN DIEGO LOYAL

SEASON 2022

MOSKOB

LOYAL TO THE SOIL

FOUNDED 2019



WE ARE A PROFESSIONAL SOCCER CLUB



LEAGUE

USL CHAMPIONSHIP

OUR LEADERSHIP

CHAIRMAN



ANDREW VASSILIADIS

Chairman Andrew Vassiliadis is a native San Diegan whose family owns R&V Management, one of the largest real estate management organizations in San Diego County.

PRESIDENT



RICARDO CAMPOS

Brazilian by birth, San Diegan by choice. Soccer runs through his veins and his experience in the US soccer ecosystem is equally extensive and impressive. A President that leads by example and commitment to fans and partners.

HEAD COACH



LANDON DONOVAN

Simply the best US soccer player of all time. His commitment and love for the beautiful game is evident, but more importantly, he boosted US men's soccer to a whole new level in the global landscape. Absolutely devoted to San Diego Loyal and its community of fans and partners, both as a co-founder and as the team coach.

OUR MISSION

WE AIM TO

GROW LOYALTY





OUR VALUES

COMPETE

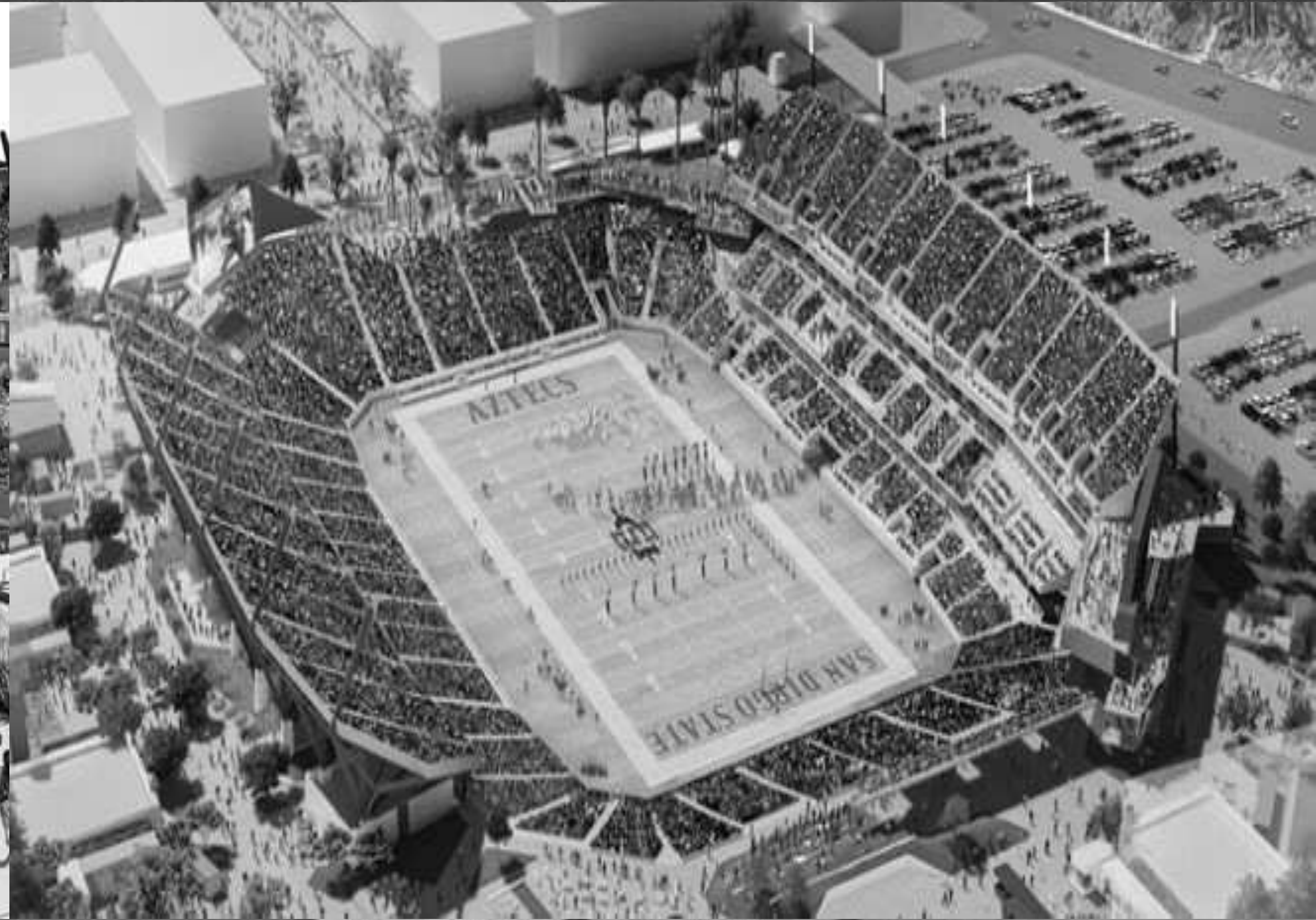
COMMIT

CONNECT

CULTIVATE

OUR FUTURE

SNAPDRAGON STADIUM



OUR FUTURE

SD LOYAL TRAINING FACILITY



LOYAL VILLAGE | CONCEPT PLAN
SEPTEMBER 07, 2022



CAAICON

NORRIS DESIGN
Planning | Landscape Architecture | Branding

SEA
Sports & Entertainment Advisors



SAN DIEGO
**COMMUNITY
POWER**

2022

LOYAL TO THE SOIL

OUR FOLLOWING



1,000+ / MONTH
27% YOY

35.8 K
INSTAGRAM



300+ / MONTH
9% YOY

19 K
TWITTER



200+ / MONTH
8% YOY

15 K
FACEBOOK



25 K
NEWSLETTER
SUBSCRIBERS



2.5 K
APP USERS



195 K
ANNUAL WEBSITE
VISITORS

OUR FOLLOWING



Total social impressions across channels 2021:

25.8M

Total social impressions across channels
Jan – Oct 2022:

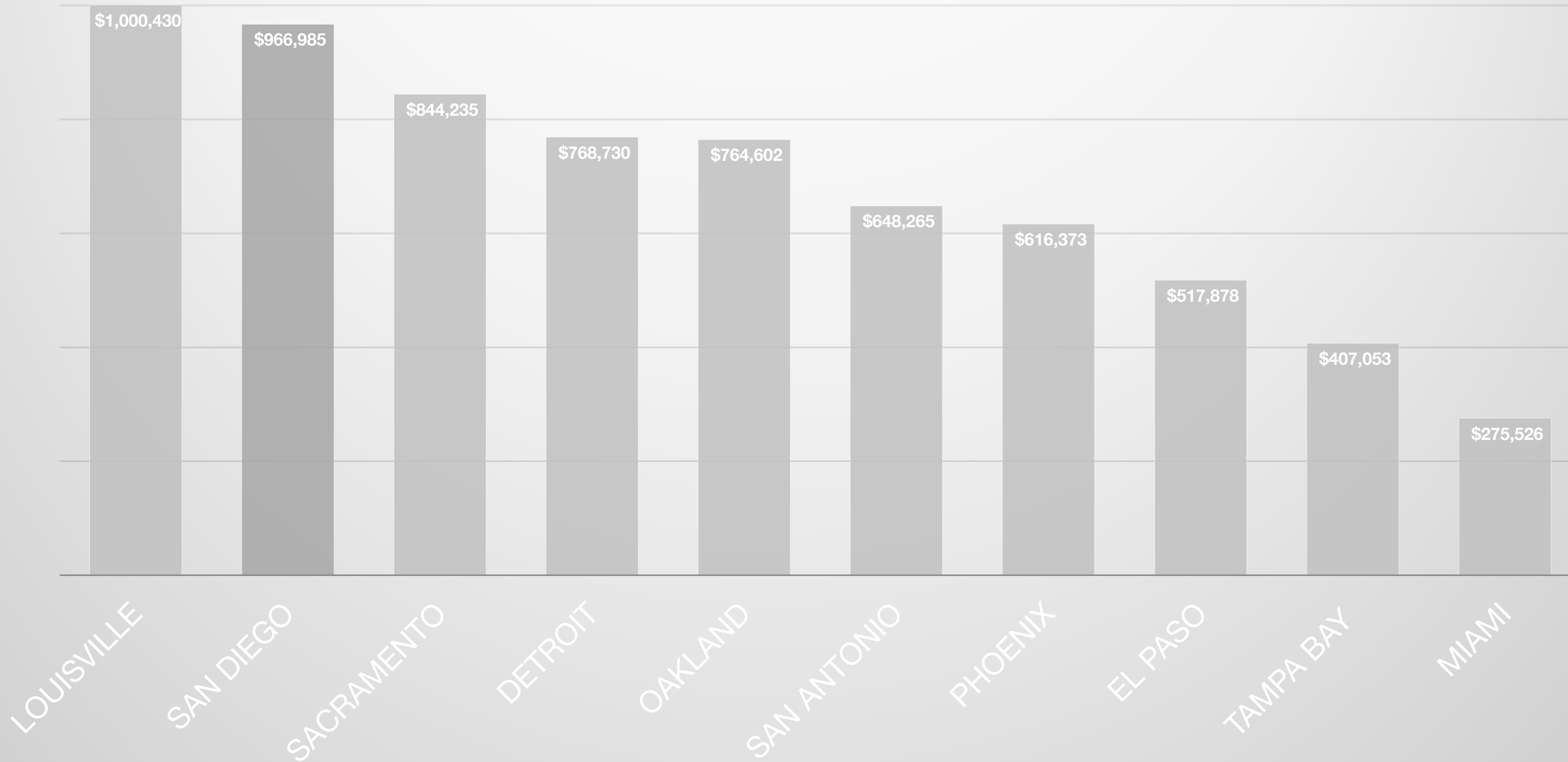
28.3 M

9% GROWTH

UP 3.6M IMPRESSIONS FROM WHERE SDL WAS THS TIME LAST YEAR

USL SOCIAL MEDIA VALUATION

VALUE BASED OFF TOTAL ENGAGEMENT



ALWAYS LOYAL PODCAST



NEW for 2022

13,274 downloads

HOSTED BY Darren Smith and Jordan Carruth

GUETS featuring industry experts, athletes, partners,
San Diego influencers/artists, and more

SDCP ad read on all episodes

FIND US on Spotify, Apple, and other steaming location

TICKETS IN-STADIUM GROWTH

177% increase in individual ticket sales for weeknight matches

85% increase in average individual ticket sales

73% increase in individual ticket revenue

44% increase in total tickets sold

13% increase in overall ticket revenue for the 2022 season

** 4,519 average attendance*



BROADCAST EXPOSURE

- **SDCP** Corner Kicks, Clock Wrap, Commercial :30 spot
- Two National Broadcast Matches on ESPN
- ALL 2022 Matches Streamed on ESPN+
- Local English Broadcast through Fox, CW, COX
- Local Spanish Broadcast of ALL 2022 Matches through TV Azteca

1.09M

VIEWERS ACROSS ALL CHANNELS

** waiting on October data



ESPN

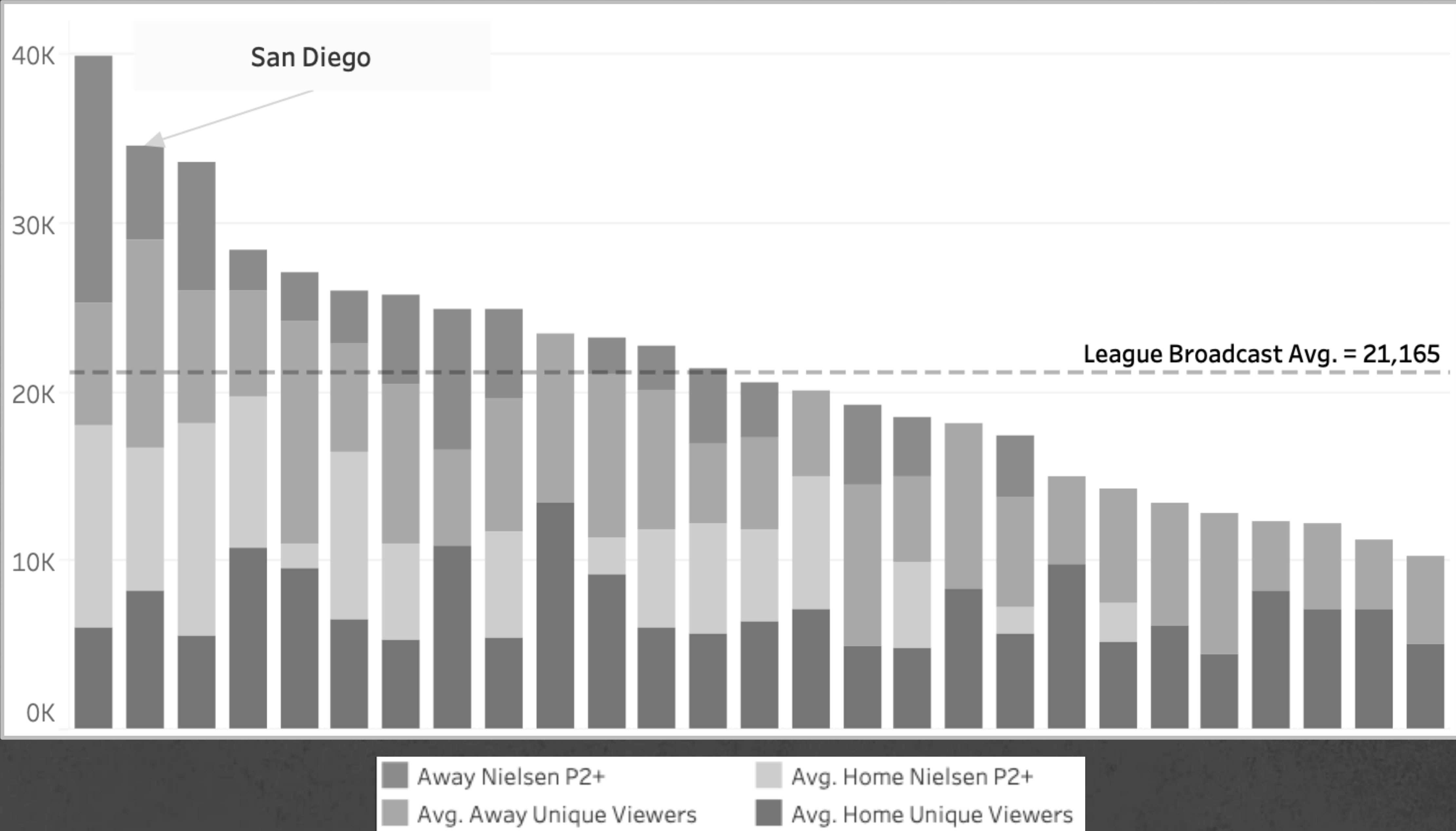
ESPN+

FOX 5
SAN DIEGO

THE CW

COX

tv azteca





“San Diego Community Power is a not-for-profit public agency committed to providing clean, renewable energy at competitive rates and investing in innovative programs that benefit our communities. Visit [S-D-COMMUNITY-POWER-DOT-ORG](https://www.s-d-community-power-dot-org) to learn more about cleaner energy choices.”

SDCP On-Site Activation



OUR INITIATIVES

LEAL SIN MUROS

A platform to engage with the Hispanic community in San Diego and beyond



18.86

A platform focused on highlighting and celebrating all the amazing cities and neighborhoods of San Diego County



SOCCER CAPITAL

Focused on our youth academy and young soccer talent in San Diego

MISSION GRATITUDE

Support and appreciation for our Active duty service members, veterans and their families



LOYAL VOLUNTEER TEAM

Directly supporting local non-profit & community groups with year-round volunteerism



SAN DIEGO PRIDE

Celebrating and supporting the unique and remarkable diversity within San Diego County

VOLUNTEER TEAM



HOURS
609.5

ACTIVATIONS

2022



LOYAL SELECT

2022



LOYAL SELECT x LOYAL SIGNING

DURAN FERREE





SAN DIEGO
**COMMUNITY
POWER**

LOYAL TO
SAN DIEGO



THANK YOU

SEASON 2022