



United Soccer League

Monetizing Broadcasts

Sponsorship Best Practices





Session Overview

Introduction

Club Commercial Guidelines Review

In-Game Sponsorable Assets

Additional Opportunities



Introductions

The USL Media Department

Introduction

Michael Cohen

- USL Executive Producer
- 8-Time Emmy Award Winner
- Producer for 9 Olympics
- First EP for MLS – created regional broadcast plan

Matt Fischer

- USL Broadcast Coordinator
- At USL Since 2018
- Working closely with, and identifying productions strengths and weaknesses for all clubs

Club Commercial Guidelines Review

Created prior to the 2020 season, the USL Club Commercial Guidelines created a breakdown of sponsorship inventory between the league and clubs across IP, Media Rights, Broadcast, In-Stadium, Uniforms, and Digital.

Local Rights/Highlights

Clubs retain their local linear rights through the 2022 season with USL approval. Any individual highlights are also under the club's control.

Beyond Local Rights

USL controls the assets of national and international shows.

The home club can utilize up to 2, 5-minute clock wraps per national tv match. No :30 spots are available.

:30 Spots

Clubs are allocated 16, :30 spots during a local broadcast.

ESPN has the right to cover up to 8 spots on ESPN+ per match. ESPN has not done this in 3+ years.

Clock Wraps

Clubs are allocated 14, 5-minute clock wraps per match on ESPN+/local linear.

USL and ESPN

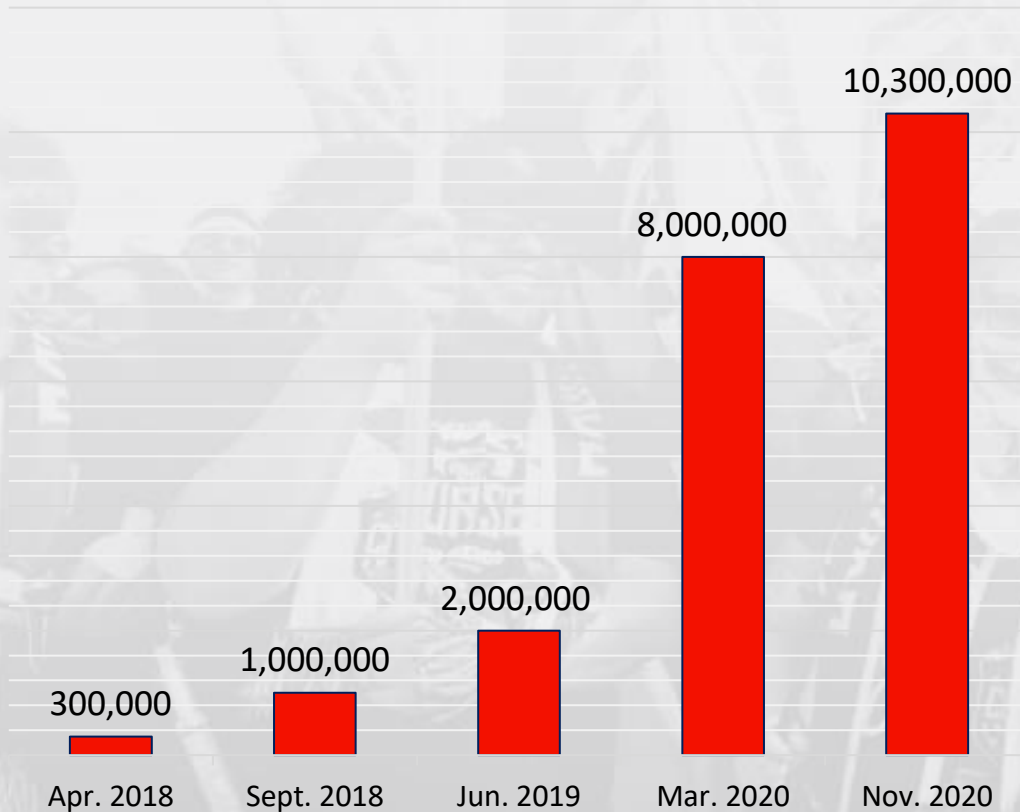
- USL became a pioneering league in an ESPN startup we now know as ESPN+. This original 2-year agreement included every game airing on ESPN+ and approximately 10 matches airing on ESPNU, ESPNNews, and on occasion, ESPN2 (i.e. Championship Final).
- This partnership has grown into our current 3-year contract (2020- 2022).
 - Every match is shown on ESPN+, with the exception being now 20+ matches airing on ESPN 2, ESPN News and/or ESPN Deportes.
 - In 2020, the Championship Final was set to air on ESPN.



USL Growth on ESPN+

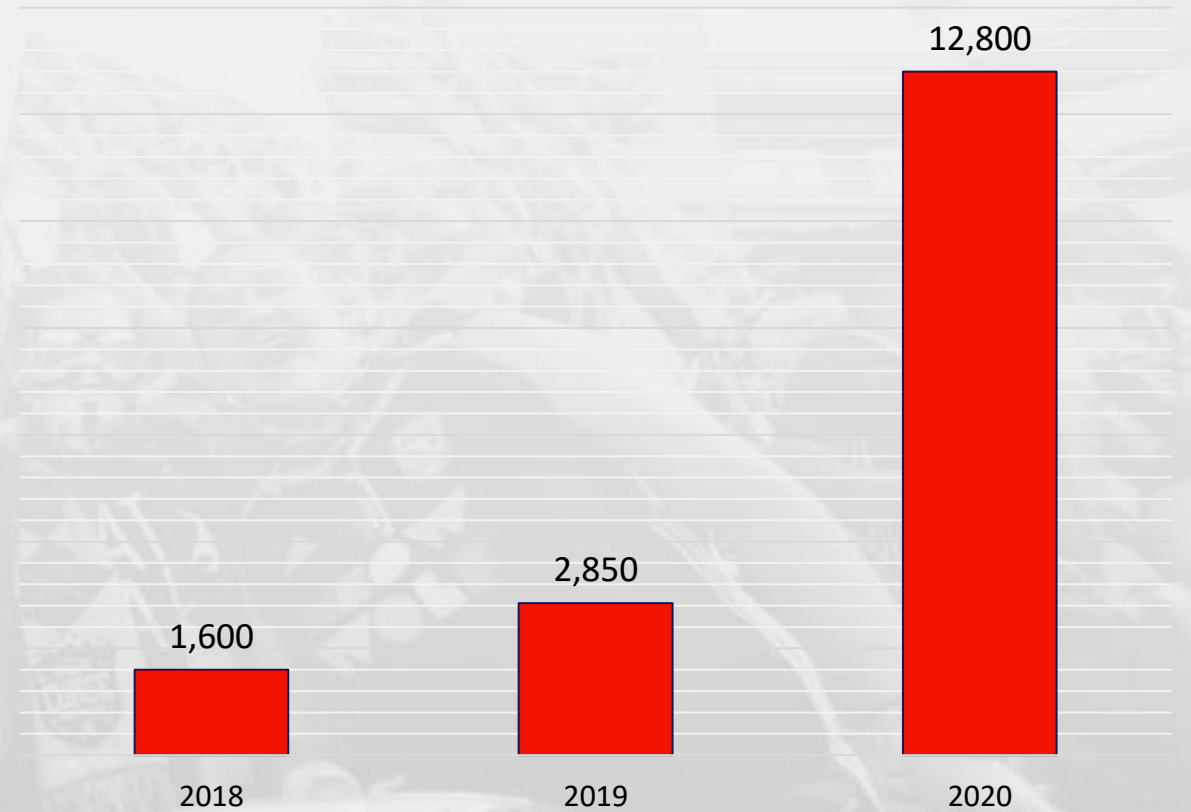
ESPN+ Subscribers Growth (Millions)

■ ESPN+ Subscribers



USL Viewership Growth (Thousands)

■ Unique Viewers Per Match





In-Game Assets

What's available in game



In-Game Sponsorable Assets

THE MIAMI FC HELBIZ

COACH: PAUL DALGLISH

GK	MARK PAIS
D	OTHELLO BAH
D	HASSAN NDAM
D	LANCE ROZEBOOM
D	MARCO FRANCO
MF	SEBASTIAN VELASQUEZ
MF	HARRISON HEATH
MF	TOMAS GRANITTO
F	PRINCE SAYDEE
F	ROMARIO WILLIAMS
F	VINCENT BEZECOURT

Clock Wraps, Starting Lineups, Keys to the Game, etc.



Instant Replay

PRESENTED BY RADY CHILDREN'S HOSPITAL

SAN DIEGO LOYAL SC (4-4-4)

USL ★

ORANGE COUNTY SC (5-3-3)

TORERO STADIUM - SAN DIEGO, CA

Presenting Sponsors

Traditional Assets

Clock wraps, starting lineups, keys to the game are traditional aspects of the broadcast commonly sponsored. When working with sponsors, keep the following in mind:

- **Size**
 - 2021 will feature a bigger scorebug with more space allotted to sponsors. This will be beneficial to both the club and sponsors, while also aiding those who view our matches on the go.
- **Logo/Branding**
 - Does the primary logo of the sponsors fit on 1-2 lines? Is it circular? Do they have an approved secondary logo? An illegible brand logo leads to poor results.
- **Natural Fits**
 - Don't overthink the obvious. Having a hospital or medical group sponsor injury time works.



- Currently the standard in scorebugs
- Plenty of space for clock wrap sponsors
- What we are aiming to provide in 2021

USL Examples

Clean, legible sponsors increase the overall value of the partnership. The examples to the left showcase different variations of sponsor logos that present well on broadcast.



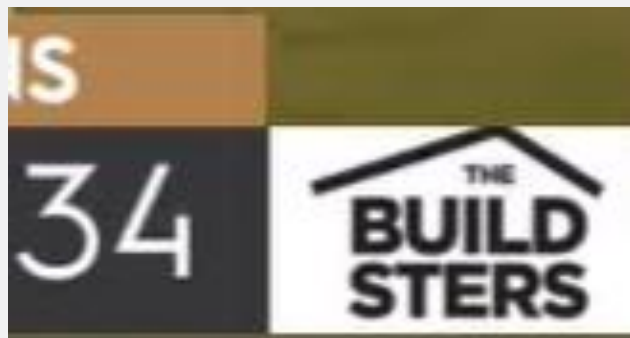
Stone Brewing

- 2 lines of text
- Logo built into text



Moffitt Cancer Center

- 2 lines of text
- Bigger logo on the side of text



The Buildsters

- 3 lines of text with BOLD font
- Big lettering and bold font make the wrap easy to read



Alabama Allergy and Asthma Center

- 4 lines of text with a logo on the side, maximizing available space
- Font is large enough to remain legible
- While this works, it is NOT recommended



- Clock wrap is legible but on the border of becoming unreadable
- 4 lines of text creates a very busy look
- Font is large enough for fans to read



The key to replay wipes is a transparent background placed properly in a corner. These can be bulkier, but the focus should still be on the action. Verbal cues from talent is an additional asset here (“let’s take a look at this (sponsor) replay”)

Size

- Replay sponsors can take up the entire corner of the screen therefore the style, shape, and font involved are not as much of a factor.

Frequency

- Replays are used quite often in a match. When pitching to a potential sponsor, use:
average goals scored + shots/saves + fouls/cards = general number of replays

Communicate

- Communicate to production staff and talent what the expectation is here. They can add in a replay or two to hit a quota or talent can introduce every replay with the sponsor if that is the expectation, but it needs to be communicated.



Presenting Sponsor

- Selling a game entitlement can be very appealing to a sponsor as it's the first impression any viewer will have.
 - “Welcome to today’s match between x and y presented by (sponsor)”
- Important to set expectations with the sponsor and note what they expect and relay it to production team.
 - Reads, clock wraps, audible mentions at the beginning and at halftime? Coming back from every break?
- As always, keep in mind when and how brands and logos will be used.



Partial List of Sponsorable Actions

- Pregame/Halftime/Postgame
- Corner Kicks
- Yellow/Red Cards
- Stoppage/Injury Time
- Goals
- Substitutions
- Sponsor what you already do!

The opportunities to sponsor on the field actions are endless, but DO NOT cheapen the product by sponsoring everything.

PHOENIX RISING HALFTIME SHOW
FOUR GAMES REMAIN ON REGULAR SEASON SCHEDULE

	HOME VS San Diego Loyal SC SAT, SEPT 19 7:30 PM	
	HOME VS Orange County SC SAT, SEPT 26 7:30 PM	
	AWAY VS San Diego Loyal SC WED, SEPT 30 5:00 PM	
	HOME VS LA Galaxy II SAT, OCT 3 7:30 PM	

ABC15 | SPORTS

USL

- Clubs own 100% of assets pregame and postgame
- This is an example of a fully pre-produced halftime segment done with the local partner (pre-COVID, this segment was then done via recorded via Zoom)
- Halftime score sponsor used three separate times during halftime

		HT	
	PHOENIX RISING FC	1	
	EL PASO LOCOMOTIVE	0	



- Injury report sponsored by local medical facility
- Clean presentation of brand and sponsor
- Present early in the match when existing injuries are relevant
- Even with zero injuries to report this can still be displayed



Additional Opportunities

Thinking BEYOND the broadcast

Other Primary Assets

When discussing broadcast inventory, be mindful of assets seen on broadcast but not commonly thought of as “broadcast assets”

Kit Sponsors

- Local television deals and appearances on national matches can potentially increase the value of shirt sponsors.

LED/Static Field Boards

- Clean, legible, well-presented field boards not only make your broadcast visually appealing, but also increase the value of the field boards.

In-Game Presentations

- Any in-game presentations can be recorded or shown live to add value to the presentation.



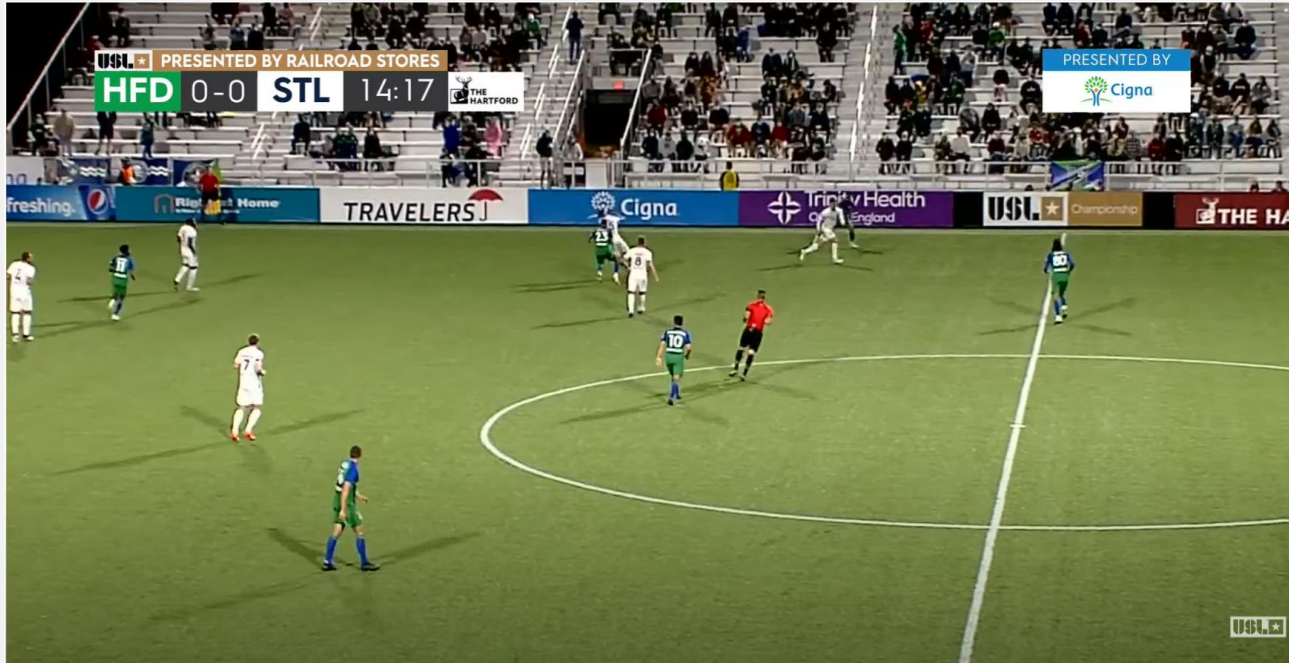
- LED field boards with clean, presentable information
- Brightness not overpowering (could even be turned up slightly during daytime)
- Legible information (2 lines of text max)



- In-game mascot skit during water breaks
- Mascot, scooter, and dropdown all with Helbiz sponsor branding
- Can coincide with announcer copy about Helbiz



End Results



- Two main sponsors: Cigna and Railroad Stores – special approval given for additional Cigna mark
- Clean fieldboard presentations
- Hartford clock wrap legible

Adding Value

- Change the way your sponsor is thinking. Not only are they reaching a local audience, but a regional or national audience as well
 - This is especially true for jersey sponsors
- If you are bundling a package (e.g. clock wrap plus field board plus presenting sponsor), make sure you are considering the maximum value of each of the individual elements
- Do not be afraid to re-negotiate mid-term
- Ask for data from partners (e.g. local media) to get an appropriate valuation of each of these elements

Local Media Deals

- Adding a local media deal increases the number of viewers and can help provide additional information as to who is watching
- Currently, ESPN+ can only provide number of unique viewers and no geographic data
- A local media partner will help focus in on the number of people watching in your market
- It becomes a 2-hour commercial dedicated to your market
- Any away games shown locally help increase fan avidity

Communication is Key

- The key to successfully executing any partnership is internal communication.
- Communicate with necessary departments exactly what is promised. When it comes to production:
 - How many clock wraps? When do they need to be used?
 - Was a certain quantity promised per game? Are reads required to accompany the asset?
- The more information you can give your production partner the better, and the happier both you and the client will be.

A soccer ball is positioned in the center of the frame, resting on a grassy field. The ball is white with black and grey panels. It features the brand name 'SELECT' in large, bold, black letters across its top. Below 'SELECT', the words 'BRILLANT' and 'SUPER' are written in smaller black text. A FIFA logo is visible on the ball, with the text 'FIFA QUALITY' and 'PRO' underneath it. The entire image is overlaid with a semi-transparent blue filter. On the left side, a portion of a white goalpost is visible. The background shows a grassy field with a white line, possibly a penalty area or free-kick mark.

Appendix Slides

Club Commercial Guidelines

Club Commercial Guidelines

Media Rights

The following guidelines apply to ALL matches throughout the season:

INVENTORY	LEAGUE ALLOCATION	CLUB ALLOCATION
Linear match rights	All (Int'l, National, Local)	Local rights granted back through 2022
Digital match rights	All forms, (Int'l, National, Local)	Local rights granted back through 2022, <i>subject to restrictions*</i>
Highlights	All forms, All locations	Club-specific highlights

* Teams may only offer local, geo-fenced, digital rights as part of their local linear package

Club Commercial Guidelines

Broadcast Inventory

National TV, Playoffs, and Championship Final

INVENTORY	LEAGUE ALLOCATION	CLUB ALLOCATION
:30 Second Spots	2	0
		<i>*If match is on ESPN Deportes, club may still broadcast on local linear English language. In this instance, the :30 second spot breakdown on the local feed is 16 club; 4 league</i>
Clock Wraps (5-minutes each)	7	2

Local Matches *(all other regular season matches)*

INVENTORY	LEAGUE ALLOCATION	CLUB ALLOCATION
:30 Second Spots	4	16*
		<i>* ESPN reserves the right to cover up to 10 spots for the ESPN+ broadcast. Note: ESPN has not exercised this right over the previous 2 seasons</i>
		IF EXERCISED – ALLOCATION WILL BECOME 8 FOR CLUB; 2 FOR USL
Clock Wraps (5-minutes each)	4	14 (plus injury time)



United Soccer League

Production Roundtable

A guided Q&A with producers and directors from across the League





Session Overview

Introduction

Production Overview

Q&A

Final Thoughts



Introductions

USL Staff and Panelists

Introductions



Art Dryce

- Founder and Owner of VideoArt Productions, LLC
 - Production for Tampa Bay Rowdies since 2011
- Emmy Award Winner for various episodes of Inside the Rays, and Baseball From the Beginning
- Has produced various sports including soccer, tennis, bowling, and MLB

Introductions



Greg Weitekamp

- COO of Tupelo Honey
 - Production team for Indy Eleven
- Oversees production and business affairs
- Former Director of Championships, Broadcast and Digital Rights for NCAA
- Served on Media Rights Acquisition Team that led to current partnership between NCAA and CBS/Turner

Introductions



Kyle Lang

- Owner of Triangle Video Productions
 - Production team for North Carolina FC since 2010
- Produces matches for NCFC and North Carolina Courage
- Previously worked for UNC

Introductions



Michael Cohen

- USL Executive Producer
- 8-Time Emmy Award Winner
- Producer for 9 Olympics
- First EP for MLS
 - Created regional broadcast plan

Introductions



Mike Freedman

- Executive Producer at Vista Worldlink
- Oversees production for nearly 2,000 soccer matches per year
- Led University of Houston's in-stadium and production team
- Served in various roles for Super Bowl XLI, NCAA Tournaments, PGA Tours, and the Masters

Introductions



Steve Fastook

- Co-Owner Fascom Productions
 - Production team for New York Red Bulls II
- Winner of 9 EMMY Awards for Graphics and Remote Production
- Show credits on Super Bowl XXIII, 1988 and 1996 Summer Olympics, 2006 Winter Olympics, and Saturday Night Live

A large crowd of people, likely fans, is shown in a celebratory mood. Many are wearing dark-colored t-shirts with "UC DAVIS CHILDREN'S HOSPITAL" printed on them. Some individuals are wearing "Bridge City" hats. In the background, a flag with "CALIFORNIA REPUBLIC" is visible. The overall scene is one of excitement and support.

USL Productions: Overview

Brief recap of USL Productions

USL and ESPN

- USL became a pioneering league in an ESPN startup we now know as ESPN+. This original 2-year agreement included every game airing on ESPN+ and approximately 10 matches airing on ESPNU, ESPNNews, and on occasion, ESPN2 (i.e. Championship Final).
- This partnership has grown into our current 3-year contract (2020- 2022).
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 - In 2020, ESPN was set to broadcast the Championship Final on ESPN.



USL Media Landscape

- **All Deals Co-Terminus:** 2020- 2022 (currently finishing Y1).
- **Local rights expansion:** Clubs retain local rights for both linear and digital with increased commercial assets.
- **Rights expansion:** USL negotiated rights back from ESPN and has partnered with Sport V for a new international opportunity. SiriusXM Radio has also been added as a partner.
- **USL/Vista Productions:** Currently in year two of a four-year production agreement that ends following the 2022 season.

ESPN+

SPORTFIV

FLOWSPORTS

(((SiriusXM)))

+

pandora



USL MEDIA DISTRIBUTION PARTNERS



YouTube

ESPN

SiriusXM
SATELLITE RADIO

ESPN

LATIN AMERICA (Coming in 2021)

YouTube

ELEVEN
SPORTS

LIVE
NOW

YouTube

SPORTFIVE

Official International Media Partner

A large crowd of people is gathered at what appears to be a sporting event. Many individuals are wearing dark-colored t-shirts and jackets with the UC Davis Children's Hospital logo. Some are wearing hats, including one with 'Bridge City' written on it. In the background, a flag with 'CALIFORNIA REPUBLIC' is visible. The crowd is energetic, with several people raising their arms and shouting. The entire image has a blue color overlay. The text 'Q&A Session' is centered in white.

Q&A Session

A large crowd of people, likely fans, is gathered at a sporting event. Many individuals are wearing dark-colored t-shirts and jackets with the UC Davis Children's Hospital logo. Some are wearing hats, including one with 'Bridge City' written on it. In the background, a flag with 'CALIFORNIA REPUBLIC' is visible. The crowd is energetic, with several people raising their arms and shouting. The entire image has a blue tint, and the text 'Final Thoughts' is overlaid in white in the center-left area.

Final Thoughts