



ATLANTIC CITY FC

2024 SPONSOR OVERVIEW

REPRESENTING ATLANTIC CITY AND SURROUNDING AREAS WITH PROFESSIONAL MENS SOCCER SINCE 2018



LAMAR HUNT
U.S. OPEN CUP



ATLANTIC CITY FC

ABOUT OUR CLUB

FORMED IN 2017 ATLANTIC CITY FC HAS A COMMUNITY FIRST MISSION WITH GOALS TO DEVELOP WORLD CLASS SOCCER FACILITIES AND TALENT WHILE PROMOTING OUR SPONSORS.

IN 2018, ACFC JOINED THE NATIONAL PREMIER SOCCER LEAGUE, THE LARGEST NATIONAL SOCCER LEAGUE IN THE UNITED STATES WITH 96+ TEAMS PLAYING IN 40+ STATES. THE NPSL REPRESENTS THE FOURTH TIER IN PROFESSIONAL US SOCCER AND EQUATES TO SINGLE-A STATUS IN MINOR LEAGUE BASEBALL.

TO DATE, ACFC HAS **QUALIFIED FOR THE US OPEN CUP**, ONE OF THE OLDEST PROFESSIONAL TOURNAMENTS IN THE WORLD, AND HAS **SENT OVER ONE DOZEN PLAYERS TO HIGHER PROFESSIONAL DIVISIONS**. SINCE THE TEAM HAS LAUNCHED, ACFC'S SOCIAL MEDIA PRESENCE HAS **GROWN BY OVER 400%** ANNUALLY FEATURING THOUSANDS OF ENGAGED FANS.

THE TEAM HAS PARTNERED WITH STOCKTON UNIVERSITY FOR OUR HOME GAMES AND WORKS WITH LOCAL COMMUNITY GROUPS INCLUDING THE BOYS AND GIRLS CLUB OF ATLANTIC CITY, THE CASINO REINVESTMENT DEVELOPMENT AUTHORITY AND MANY OTHERS TO PROVIDE SPORTS RESOURCES TO OUR COMMUNITY. THE CLUB IS HEADQUARTERED INSIDE TILTON FITNESS AT THE TROPICANA HOTEL AND CASINO.



ATLANTIC CITY FC

SPONSOR STRATEGY & BENEFIT

AT ACFC, OUR FOCUS IS TO AMPLIFY BRAND AWARENESS AND ENSURE A MEASURABLE RETURN ON INVESTMENT FOR OUR SPONSORS. BY ALIGNING WITH US, YOUR BRAND WILL BENEFIT FROM:

LOGO PLACEMENT ON THE ACFC JERSEY, A PRODUCT THAT BOASTS THOUSANDS OF SALES SINCE OUR INCEPTION. OUR JERSEYS HAVE BEEN CELEBRATED FOR THEIR DISTINCTIVE DESIGNS BY INDUSTRY PROFESSIONALS.

INCORPORATION INTO OUR TEAM SOCIAL MEDIA, WHICH INCLUDES ANNOUNCEMENTS SUCH AS PLAYER SIGNINGS. PROMINENT FEATURES IN GAME HIGHLIGHTS, TEAM NEWS, AND MORE.

A STRONG VISUAL PRESENCE DURING OUR MATCHES, INCLUDING DURING LIVE GAME STREAMS.

BENEFITS TO YOUR BRAND:

ASSOCIATING WITH ACFC PROVIDES A DIRECT BRIDGE TO OUR DEDICATED FAN BASE AND THE LARGER ATLANTIC CITY COMMUNITY. WITH ATLANTIC CITY ATTRACTING 25 MILLION VISITORS ANNUALLY, ACFC STANDS OUT AS ITS SOLE MINOR LEAGUE SPORTS TEAM, OFFERING A UNIQUE PROMOTIONAL OPPORTUNITY.

OUR TEAM JERSEY ISN'T JUST A SPORTSWEAR; IT'S BEEN SHOWCASED AND ADORNED BY RENOWNED FIGURES IN THE SPORTS INDUSTRY. THIS HAS CULMINATED IN ACFC-RELATED POSTS RECEIVING OVER 4 MILLION VIEWS ON SOCIAL MEDIA PLATFORMS SINCE 2017.



ATLANTIC CITY FC

SPONSOR STRATEGY & BENEFIT PART 2

ROI METRICS: EARNED MEDIA AND BRAND LOYALTY

WE ARE MORE THAN JUST A MINOR LEAGUE SOCCER TEAM. OUR ENTITY ENCOMPASSES A VAST NETWORK OF LOCAL YOUTH ORGANIZATIONS, PLAYERS, COACHES, AND SPONSORS, CREATING AN EXTENSIVE SOCIAL INFLUENCE. OUR ENGAGEMENTS SPAN RIVAL CLUBS AND TOP-TIER LEAGUES WORLDWIDE. OUR TEAM'S ACCOMPLISHMENTS AND PRESENCE ARE HIGHLIGHTED IN NUMEROUS NEWSPAPER ARTICLES, PODCASTS, AND EVEN DURING A PREMIER LEAGUE BROADCAST WITH THE CHAMPIONS, LIVERPOOL.

OUR ASPIRATION IS TO PROVIDE AT LEAST A 2:1 RETURN FOR OUR SPONSORS, AND OFTEN, THE ROI HAS SURPASSED THIS BENCHMARK. WE DETERMINE ROI BY ASSESSING THE EARNED MEDIA FROM SPONSOR-RELATED PROMOTIONS, COMPLEMENTED BY CONVENTIONAL BRAND EXPOSURE EVALUATION METHODS.

ON THE SOCIAL MEDIA FRONT, OUR NOTABLE PRESENCE INCLUDES:

4,100 X (TWITTER) FOLLOWERS

3,500 INSTAGRAM FOLLOWERS (1,000 GAINED SINCE 2021)

TIK TOK – STARTED IN 2023

OVER 25,000 FACEBOOK LIKES SINCE 2017.



ATLANTIC CITY FC

EARNED MEDIA EXAMPLES

FOX SPORALEXI LALAS – 96 USMNT APPEARANCES TS: 1.3M TWITTER FOLLOWERS



NICO CANTOR – SOCCER BROADCASTER, TUDN FOLLOWERS: 5.7K INSTAGRAM, 7.2K



GRANT WAHL – US'S PREMIER SOCCER WRITER FOLLOWERS: 851K TWITTER, 11K INSTAGRAM



Forward Madison FC @ForwardMSNFC

After a careful review of the facts, we have come up with a new map. We'll give out a prize if anyone can somehow figure out all the references.

FORWARD MADISON: EVERY STATE'S FAVORITE TEAM

10:00 AM · 5/30/20 · TweetDeck

25 Retweets and comments 193 Likes

Michael Battista @MichaelB... · 5/30/20

Help me out, what's the image over @NJGov?

Show replies

Forward Madison FC @ForwardMSNFC

Replying to @MichaelB_96 and @NJGov

GREEN BAY PACKERS ALL TIME LEADING RUSHER AHMAN GREEN WITH ACFC HAT



THE PRESS OF ATLANTIC CITY

Atlantic City FC continues growth on and off the pitch

CHRIS DEWANE for The Press May 11, 2019

On May 11th, 2019, at the Egg Harbor Township High School Athletic Field, Atlantic City FC Soccer team hosts West Chester University, A.C. FC's Eastern Conference Rival team for the season's final match.

While the first year Atlantic City Soccer has been the talk of the town, the city's soccer club had kicked off its second year of competition.

Atlantic City FC, members of the National Premier Soccer League (NPSL), the fourth tier of the U.S. soccer pyramid, is continuing to build its brand in the area and has big plans on how to do so on and off the pitch.

Headlines and content from the press:

- "Any local team is worth supporting if that team supports the community."
- Atlantic City soccer team looks to make Surf Stadium its permanent home
- Atlantic City FC — after playing its first season at Seaside State University, the Atlantic City Football Club wants to make Surf Stadium, the former home of the Atlantic City Surf football team, its permanent home starting in 2020.
- The city is in very preliminary communications with Atlantic City FC, and no agreement has been signed," Ryan said. "The city has advised Atlantic City FC to submit an application for use of Surf Stadium. Upon its receipt, the City will review the application to determine if the stadium would accommodate the needs of the soccer club."
- Atlantic City FC joins arena events in the summer
- Former Atlantic City FC coach, Ryan said, "The city has advised Atlantic City FC to submit an application for use of Surf Stadium. Upon its receipt, the City will review the application to determine if the stadium would accommodate the needs of the soccer club."
- THE PRESS OF ATLANTIC CITY
- A.C. SCORES! The Atlantic City Football Club has secured a new permanent home for the club's second season of play.
- GOVERNMENT SECTIONS



ATLANTIC CITY FC

MEDIA COVERAGE

SINCE ITS INCEPTION, ATLANTIC CITY FC HAS GARNERED POSITIVE MEDIA ATTENTION. WE'VE ESTABLISHED STRATEGIC PARTNERSHIPS TO PROVIDE LIVE-STREAMS FOR ALL OUR MATCHES AND A DEDICATED WEBSITE FOR GAMES ACFC.TV

PHILLY SOCCER WPL ATLANTIC CITY FC

Atlantic City FC roster a blend of internationals, local college standouts

New NPSL club has been announcing players for its inaugural season over the past couple weeks on social media.

By Matthew Rapp | @MattRapp_BG | Feb 5, 2016, 9:56am EST

SHARE



Shane McFaul

Atlantic City FC's inaugural roster has started to take shape with player announcements that began on social media last month.

The new semi-pro National Premier Soccer League club started making player announcements on January 22 and has announced 22 players to date.

Names include veterans like 31-year-old Irish midfielder Shane McFaul, former Celtic FC and Irish U17 national team captain Brandon Payne, Trinidad & Tobago international Julio Jailer Novil, twin brothers from Western Pa. and a host of younger collegiate players from New Jersey and elsewhere.

LOFT
UP TO
60% OFF
ALMOST EVERYTHING
Code: SMILE
SHOP NOW

Excludes apply. Online only. See site for details.




Player Ratings: Philadelphia Union pick up win in MLS is back breakfast match over NYFC



Atlantic City FC continues growth on and off the pitch

CHRIS DEVINE For the Press May 11, 2019



On May 11th 2019, at the Egg Harbor Township High School Athletic field, Atlantic City FC Soccer team hosts West Chester United SC. ACFC #13 Walker Calderon finds some room to run down the sideline.

Matthew Strabuk / For the Press

While the first-year Atlantic City Blacklocks have been the talk of the town, the city's soccer club had kicked off its second year of competition.

Atlantic City FC, members of the National Premier Soccer League (NPSL), the fourth tier of the U.S. soccer pyramid, is continuing to build its brand in the area and have big plans on how to do so on and off the pitch.

"Any local team is worth supporting if that team supports the community."

THE PRESS OF ATLANTIC CITY

A.C. SCORES!

The Atlantic City Football Club will join the National Premier Soccer League as an expansion team. B1



GOVERNMENT SHUTDOWN AVERTED

The Republican-led Congress narrowly passes a temporary spending bill. C1

FRIDAY, DECEMBER 22, 2017 • B5

SOCCER

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SPORTS

FRIDAY, DECEMBER 22, 2017 • B

THE PRESS OF ATLANTIC CITY TV LISTINGS B2 // NFL B3 // HIGH SCHOOLS B4 // CLASSIFIEDS B6-11

New Atlantic City team to play at Stockton in 2018

KRISTINE AUBLE
For the Press

ATLANTIC CITY — The city has had its share of sports teams, but it has never had its own soccer team, until now.

Hoping to fill a void in the city's sports scene, the Atlantic City Football Club announced Thursday that it will join the National Premier Soccer League as an expansion team in 2018.

"It really felt like the time was right to do something about bringing a team to Atlantic City," said Andrew Wellgus, ACFC co-owner at the Tropicana Atlantic City. "It's a city that's welcoming, that's primed for these type of events, that can host everything from charity games to major contests."

Wellgus, the research producer for DirecTV's NFL Sunday Ticket, and fellow co-owner Nicholas Bilotta III, who co-founded Atlantic City Fantasy Sports, hope to bring the community together through ACFC's games.

"Our goal above all else is to bring something of our own here," said Bilotta, who lives in Northfield.

"We want our games, as much as humanly possible, to be an event that the community can partake in from the afternoon through the game," said Wellgus, who lives in the West Atlantic City section of Egg Harbor Township.

The team will play five to seven home games at Stockton University in Galloway Township and will compete in the NPSL Keystone Conference as a semiprofessional team.

The Tropicana will provide housing for the players, but they will not be paid, Wellgus said.

See ACFC, B5

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Local ties highlight Atlantic City FC soccer team



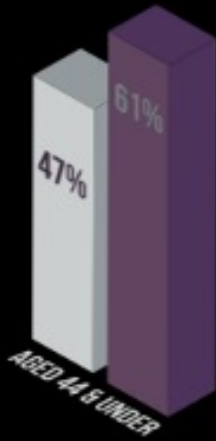
ATLANTIC CITY FC

KEY FIGURES

SPORTS SPONSORSHIP IN NORTH AMERICA HAS GROWN DRAMATICALLY OVER THE LAST 30 YEARS

COMPANIES WHO HAVE SPONSORED ACFC INCLUDE FREEDOM MORTGAGE, CAESARS GAMING, GLOBAL X AIRLINES, TILTON FITNESS, ATLANTICARE, THE CASINO REINVESTMENT DEVELOPMENT AUTHORITY AND MANY MORE!

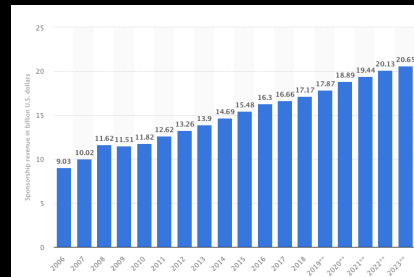
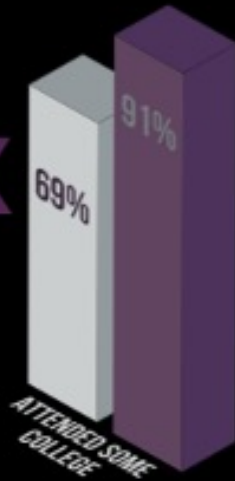
1.3x
Higher likelihood to be MILLENIUMS



4.2x
Higher likelihood to be AFFLUENT



1.3x
Higher likelihood to be EDUCATED



GLOBAL SPONSORSHIP SPENDING

\$62.7bn

SPONSORSHIP SPENDING IN NORTH AMERICA

\$62.7bn

TV SHARE OF WORLDWIDE REVENUE FROM SPORTS SPONSORSHIP

80.8%



ATLANTIC CITY FC

Is proud to partner with



BOYS & GIRLS CLUBS
OF ATLANTIC CITY

IN THE COMMUNITY

ATLANTIC CITY FC IS DEDICATED TO USING SOCCER TO UPLIFT OUR SURROUNDING COMMUNITY. WE NECESSITATE THAT YOUTH AND SENIOR TEAMS ALIKE WORK TO MAKE ATLANTIC CITY A BETTER PLACE, AND WE ARE EXCITED TO EXPAND UPON THE WELL-RECEIVED INITIATIVES WE HAVE UNDERTAKEN SO FAR. PARTNERSHIPS INCLUDE THE BOYS AND GIRLS CLUB, ATLANTIC CITY YOUTH SERVICES AND THE POLICE ATHLETIC LEAGUE AMONG OTHERS!



AtlantiCare
@AtlantiCareNJ

We had a great time today watching members of the Atlantic City Football Club play soccer with the children who attend our Summer Lunch and Learn program. @AtlanticCityFC #atlanticare #community #atlanticcity



ATLANTIC CITY FC

BEACH SOCCER CAMP

FREE FOR ALL ATLANTIC CITY KIDS AGES 7-16
AUGUST 24-28TH 6:00 PM - 8:00 PM AT THE STOCKTON UNIVERSITY BEACH

Chelsea TROPICANA AtlantiCare

ATLANTIC CITY
1-800-THE TROP | TROPICANA.NEJ



ACFC PLAYERS PRESENT TO SOVEREIGN AVE SCHOOL IN ATLANTIC CITY NJ



ON-FIELD SUCCESS

THE ATLANTIC CITY FC SENIOR TEAM HAS IMPROVED YEAR-OVER-YEAR AND WAS POISED TO COMPETE IN THE NATIONAL SPOTLIGHT IN 2020. OUR ELITE COACHING, RECRUITMENT, AND ACCOMMODATIONS WILL CONTINUE TO FUEL OUR ON-FIELD AMBITIONS.

YEAR 1

5-5

15 GOALS SCORED, 9 CONCEDED

YEAR 2

7-2-1

REGULAR SEASON CONFERENCE CHAMPIONS
33 GOALS SCORED, 14 CONCEDED

YEAR 3

8-0-2

#5 NATIONAL RANKING
31 GOALS SCORED, 8 CONCEDED



**NPSL NATIONAL
PLAYER
OF THE WEEK**

WALTER CALDERON
F-M | ATLANTIC CITY FC

LAMAR HUNT
U.S. OPEN CUP

2020 PARTICIPATING TEAMS

- DIVISION I (MLS) - 23 TEAMS
- DIVISION II (USL CHAMPIONSHIP) - 25 TEAMS
- DIVISION III (USL LEAGUE ONE, NISA) - 14 TEAMS
- OPEN DIVISION (USL LEAGUE TWO, NPSL, LOCAL QUALIFIERS) - 38 TEAMS

#USOC2020 f@OFFICIALOPENCUP @OPENCUP

US OPEN CUP QUALIFICATION
12 PLAYERS SIGNED TO HIGHER PRO DIVISIONS IN 5 COUNTRIES



ATLANTIC CITY FC

ON FIELD SUCCESS + LAMAR HUNT US OPEN CUP

- AS A MINOR LEAGUE TEAM, OUR MAIN JOB IS TO PREPARE PLAYERS FOR HIGHER PROFESSIONAL RANKS. TO DATE 17 PLAYERS HAVE BEEN SIGNED TO CONTRACTS IN 5 COUNTRIES!
- ATLANTIC CITY FC QUALIFIED FOR THE 2020 TOURNAMENT FIELD - INCLUDES 62 PROFESSIONAL TEAMS
- ACFC EARNED THE BID TO HOST THE FIRST TWO ROUNDS OF THE 2020 TOURNAMENT BEFORE IT WAS CANCELLED DUE TO COVID



LAMAR HUNT
U.S. OPEN CUP



2020 PARTICIPATING TEAMS

- DIVISION I (MLS) = 23 TEAMS
- DIVISION II (USL CHAMPIONSHIP) = 25 TEAMS
- DIVISION III (USL LEAGUE ONE, NISA) = 14 TEAMS
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#USOC2020

f @OFFICIALOPENCUP

@OPENCUP



ESPN+

LAMAR HUNT
U.S. OPEN CUP



FORMER CLUB
CAPTAIN JOHNNY
FENWICK STARS
FOR
SACRAMENTO
WHILE MIKE
DESHIELDS WAS
THE #3 OVERALL
MLS PICK IN 2021

SPONSORSHIP OPTIONS

FRONT OF KIT - CALL TO DISCUSS

PREMIUM BRANDING POSITION ON THE FRONT OF OUR TEAM'S KIT.
EXCLUSIVE SET OF 50 VIP MATCH TICKETS FOR THE ENTIRE SEASON.
FEATURED MENTIONS IN EVERY LIVE MATCH BROADCAST.
BI-WEEKLY PROMOTION THROUGH OUR OFFICIAL SOCIAL MEDIA CHANNELS WITH BRAND TAGGING.

BACK OF KIT TOP - \$15,000 - SIDE OF KIT - \$7,500

PROMINENT LOGO PLACEMENT AT THE TOP OF OUR TEAM'S KIT BACK.
SET OF 40 VIP MATCH TICKETS FOR THE ENTIRE SEASON.
MENTION IN EVERY LIVE MATCH BROADCAST.
MONTHLY SOCIAL MEDIA POSTS SHOWCASING THE SPONSOR.



SPONSORSHIP OPTIONS

BACK OF KIT LOGOS 1 & 2 - 4 & 5 - \$2,500

LOGO PLACEMENT AT THE DESIGNATED 1 & 2 POSITIONS ON THE BACK OF OUR TEAM'S KIT. SET OF 10 MATCH TICKETS FOR THE SEASON. MENTION IN EVERY OTHER LIVE MATCH BROADCAST. QUARTERLY SOCIAL MEDIA POSTS RECOGNIZING THE SPONSOR.

BACK OF KIT LOGO 3 - \$10,000

CENTRAL LOGO PLACEMENT AT POSITION 3 ON THE BACK OF OUR TEAM'S KIT. SET OF 25 VIP MATCH TICKETS FOR THE SEASON. MENTION IN EVERY LIVE MATCH BROADCAST. MONTHLY SOCIAL MEDIA POSTS SHOWCASING THE SPONSOR.



SPONSORSHIP OPTIONS

COMMUNITY SPONSOR - \$1,000

SPONSORSHIP RECOGNITION AS A COMMUNITY SUPPORTER.

SET OF 10 MATCH TICKETS FOR THE SEASON. MENTION IN SELECT COMMUNITY OUTREACH BROADCASTS. BI-ANNUAL SOCIAL MEDIA POST THANKING THE SPONSOR FOR THEIR SUPPORT PLUS TAGGING.

INDIVIDUAL PLAYER SPONSORSHIP - \$500

SPONSORSHIP RECOGNITION ATTACHED TO AN INDIVIDUAL PLAYER. SET OF 5 MATCH TICKETS FOR ANY GAME OF THE SEASON. ANNUAL SOCIAL MEDIA POST FEATURING THE PLAYER WITH A THANK YOU NOTE TO THE SPONSOR PLUS PLAYER JERSEY.





ATLANTIC CITY FC

TEAM INFORMATION

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