

USL Championship Inaugural Season -
2022

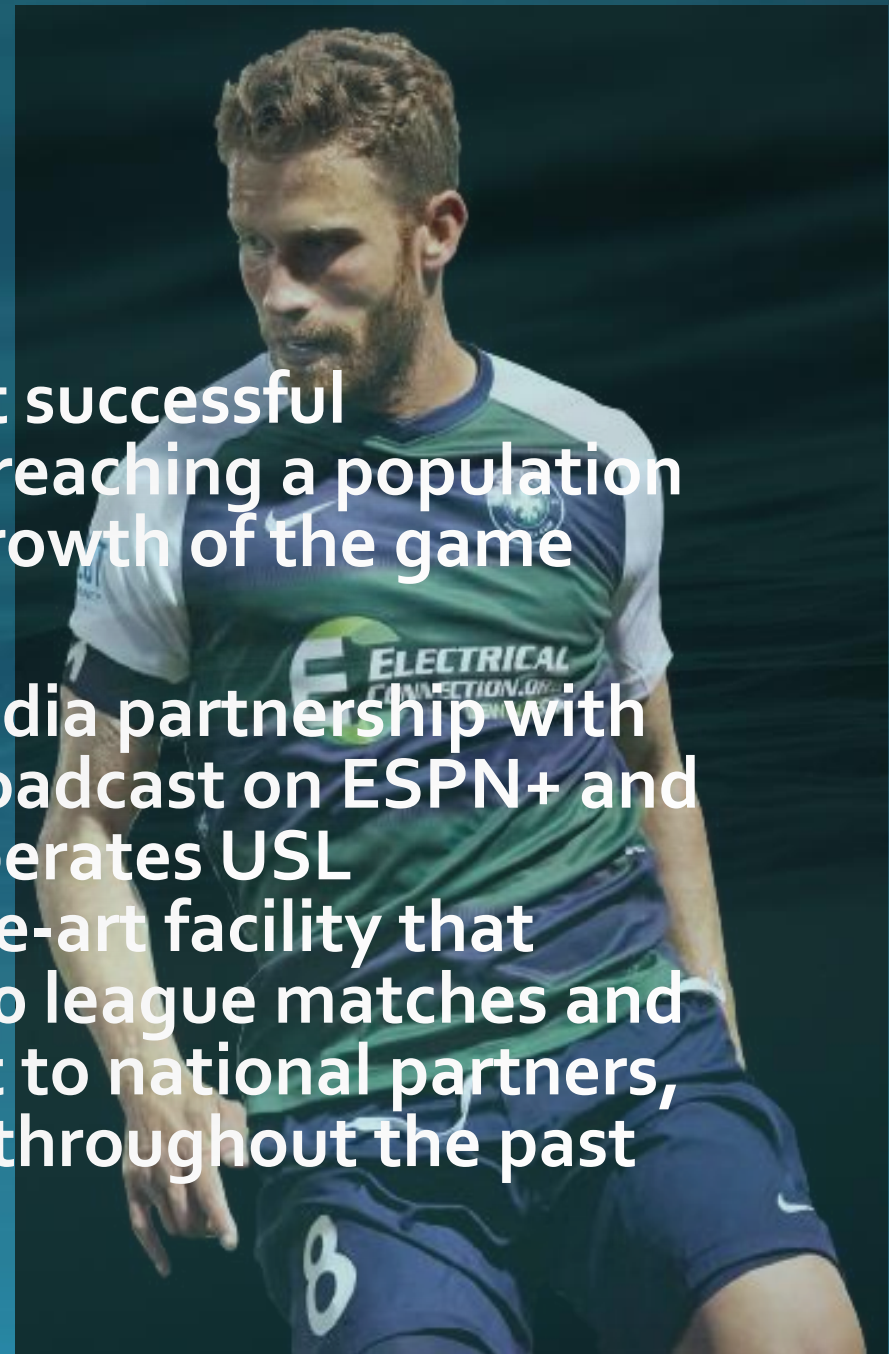
MONTEREY BAY FC

Our purpose

- We are a club developed for the community, by the community.
- Our venue will be a premier central location for all people coming down the coast and inland
- We will include a diversity of events including cultural and other international sports
- Encompassing the best that Monterey County has to offer including a partnership with CSUMB that will enhance the student experience and increase ability to recruit top athletes.
- Monterey Bay FC will bring exposure for the community through both local and national broadcasts on ESPN

USL championship

- The USL Championship is one of the most successful professional soccer leagues in the world, reaching a population of more than 84 million and fueling the growth of the game across the United States.
- The USL Championship has a national media partnership with ESPN, wherein all league matches are broadcast on ESPN+ and across linear channels. The league also operates USL Productions, which includes a state-of-the-art facility that produced and distributed more than 1,000 league matches and more than 2,000 hours of original content to national partners, local affiliates and international markets throughout the past two seasons.



Our Stadium

Monterey Bay FC will play on the campus of California State University Monterey Bay. The club is privately investing millions to upgrade existing facilities, including the renovation of the Freeman Stadium on the historic campus, which will bring the venue's capacity to 6,000 and will be ready for play in the 2022 season. Construction is scheduled to begin by summer 2021.

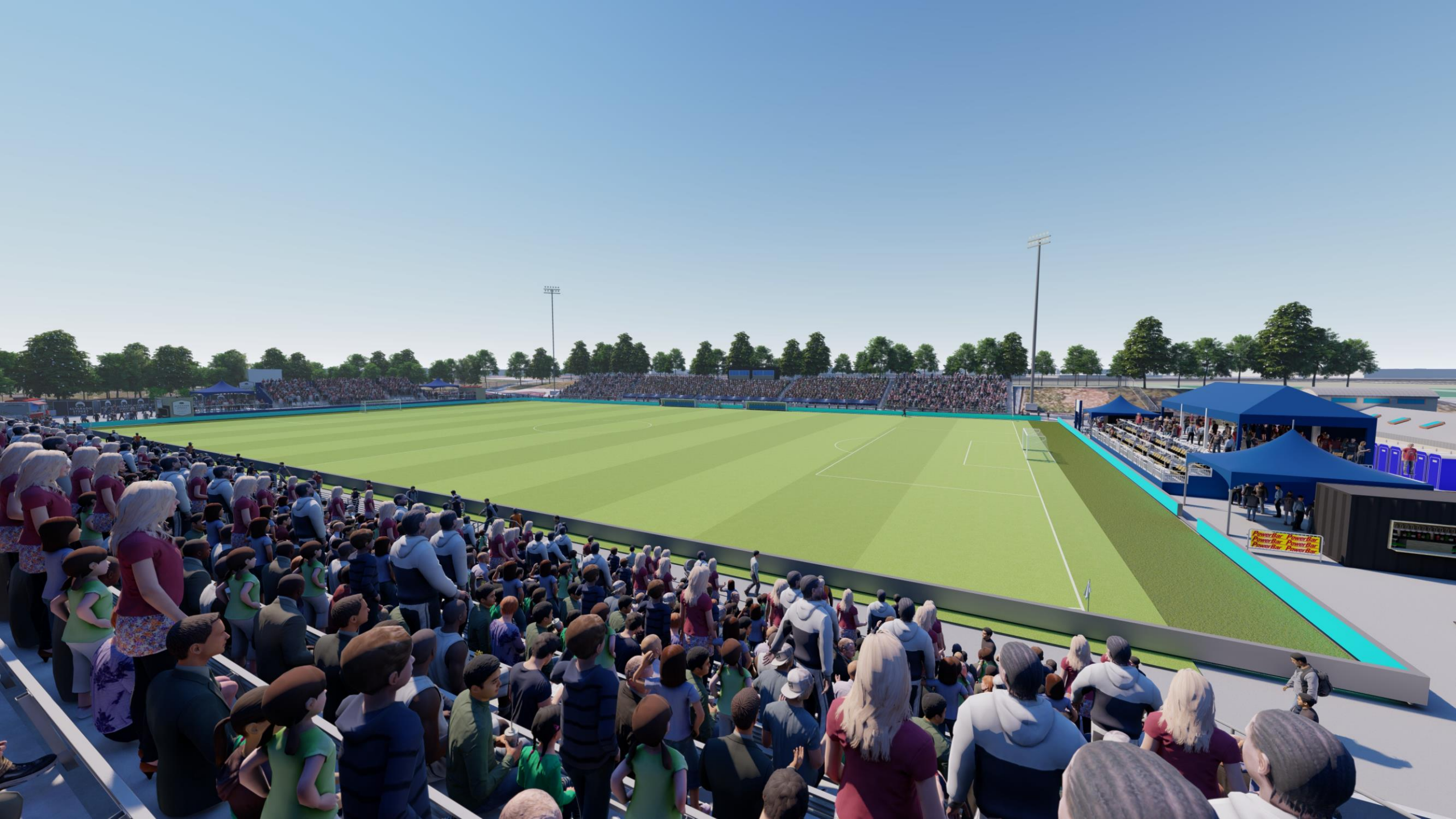
The CSUMB campus sits in the middle of the Monterey Peninsula, which features the coastal communities of Marina, Pacific Grove, Monterey, Seaside, Carmel and the Salinas Valley, and is less than a mile from the beach.

Capacity: 6,000 Passionate Fans

Our stadium









Our team

- Front Office
 - Ray Beshoff – Owner/Chairman
 - Mike DiGiulio – President
 - Jonathon Carpenter – VP Corporate Partnerships
 - Amanda Wilson – Activation Manager
 - Michael Re – VP Ticketing
- Future Staffing Plans
- Sporting
 - Frank Yallop – Sporting Director and Head Coach
 - Ramiro Corrales – Technical Staff
 - Timeline review
 - Tryouts
 - Players
 - Staffing

Corporate partnerships

- Focused on local businesses
- Available at all levels
- Highly customizable
 - Several new partners to be announced in the next 30-45 days

Upcoming announcements and events

- June / July
- Major announcements
 - Premier Partnerships
 - Crest, Kit and Colors
- Stadium Updates Begin
- March 2022 Inaugural Opening Night

Our community

Monterey Bay FC has a reach of over 2.6MM people in the adjacent counties of Monterey, Santa Clara and Santa Cruz. The club will primarily pull supporters from Monterey County focusing on Salinas Valley, Monterey Peninsula and the students on the campus of CSUMB.

MONTEREY COUNTY POPULATION: 434K POPULATION BETWEEN 20-49 YRS OLD: 40%

PERCENT POPULATION LATINX: 59%

INTERNATIONAL HOUSEHOLDS: 29% MEDIAN HOUSEHOLD INCOME: \$71K

CSUMB STUDENT ENROLLMENT: 7,417

Commitment to the community

- Development of our Crest, Kit and Colors
 - Listening sessions
 - Hosted in Spanish
 - Participants from South County to San Jose, students and youth
 - Will continue to host in the future
- Conducted a survey with about 200 participants

Community focus

- Great job opportunities for both students and retirees looking for PT work
- Engage with public transportation system to offer rides to games from both the coast and Salinas
- Bike and scooter valets to encourage 2-wheel transportation to games
- Participating in many local chambers to help build relationships with businesses and youth programs

Partnership with CSUMB

- Student Internships
- Scholarship opportunities
- Athletic Department support
 - Recruitment
- Stadium Use
- University exposure through ESPN broadcasts



Youth soccer



- We are focused on the youth!
- Promotion of Active, healthy lifestyles with participation from players
 - Healthy education through partnerships and local sponsors and non profits
- Opportunities for clinics and exposure camps
- Raising the level of the game
 - Path to advancement
 - College athletics

Question and answer

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