REDLANDS FOOTBALL CLUB

AGENDA

01 — TEAM OVERVIEW

02 — COMMUNITY ENGAGEMENT

03 — FAN DEMOGRAPHICS

04 — BY THE NUMBERS & SEASON HYPE

05 — NEXT SEASON

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07 — SECONDARY PACKAGES

08 — THANK YOU!

FOUNDING & ORIGINS

ESTABLISHED IN 2022, REDLANDS FC WAS FOUNDED TO ELEVATE SOCCER IN THE INLAND EMPIRE AND FOSTER LOCAL TALENT.

LEAGUE PARTICIPATION

REDLANDS FC PROUDLY COMPETES IN USL LEAGUE TWO, THE PREMIER AMATEUR SOCCER LEAGUE IN THE UNITED STATES. WE SHOWCASE ELITE TALENT ON A NATIONAL STAGE, BRINGING HIGH-CALIBER SOCCER TO THE INLAND EMPIRE AND PROVIDING A PLATFORM FOR LOCAL PLAYERS TO SHINE.

OUR MISSION

OUR CORE FOCUS ON COMMUNITY ENGAGEMENT DRIVES OUR MISSION TO ELEVATE THE SPORT OF SOCCER IN THE INLAND EMPIRE, FOSTERING LOCAL TALENT, UNITING THE COMMUNITY, AND STRIVING TO MAKE A POSITIVE IMPACT BOTH ON AND OFF THE FIELD.

COMMUNITY ENGAGEMENT

VENDORS

01

Redlands FC collaborates with local businesses to bring a variety of food and unique offerings to our games, providing vendors with a platform to showcase their products and connect with the community.

COMMUNITY PRESENCE

02

Redlands FC is active year-round — hosting the Redlands Fire and Police Departments at our July 5th match, setting up booths at events like the Bike Classic and Touch-a-Truck, and serving as hosts for the iconic Redlands Bowl. As proud members of the Redlands Chamber of Commerce, we stay deeply connected to our city.

FUNDRAISERS

03

Redlands FC supports local causes through partnerships with organizations like the San Bernardino Humane Society, Redlands AYSO, and Redlands Family Services. Our nonprofit, the Redlands FC Fund, also hosted a youth clinic last season with a strong turnout.

RETAIL PARTNERS

04

Redlands FC merchandise is available at local favorites like Gerrards Market, the Redlands Visitor Center, and Citrograph, strengthening our connection with the community while expanding access to our brand.

CIVIC PARTNERSHIPS

05

We proudly welcomed the Redlands Fire Department and Police Department to our July 5th match, creating space for fans to connect with local first responders in a fun, family-friendly setting.

LOCAL ARTISTS

06

Redlands FC collaborates with local talent to showcase the creativity of our city. We've worked with artists like Geoff Gouveia and James McClung — both known for their contributions to sports and public art — to bring authentic, community-rooted design into our brand.

YOUTH ENGAGEMENT

REDLANDS AYSO

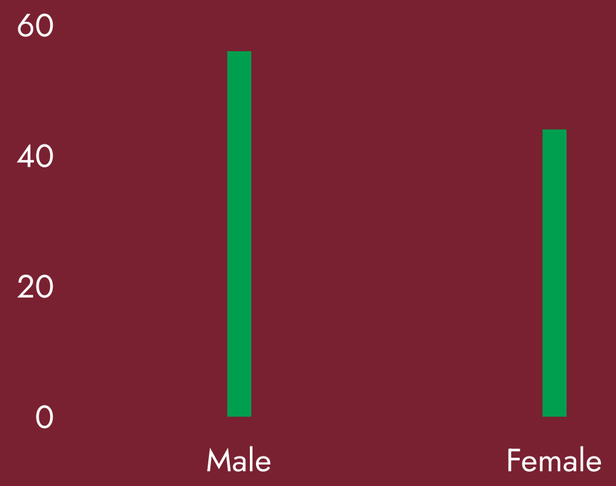
Redlands FC maintains a strong partnership with Redlands AYSO, one of the largest youth soccer organizations in California. We have supported their efforts by donating to help send a team to Europe, offering discounted ticket prices to AYSO families, and providing clinics to their players. This year, we aim to expand our efforts by hosting more free clinics to make soccer even more accessible to all.

NON-PROFIT

We recently established a non-profit organization to work in tandem with the Redlands FC LLC. The primary mission of this non-profit is to foster and support youth soccer within our community. In its first year, the focus will be on Redlands AYSO, with plans to gradually expand outreach and programs across the Inland Empire as we grow.

FAN DEMOGRAPHICS

Under 18	14%
18-24	10%
24-40	48%
40-60	20%
60+	8%



Hispanic	44%
White	38%
African American	8%
Asian American	10%

FAN AGE

Nearly half of our fans fall between the ages of 24–40 — the prime spending demographic for brands. With additional reach across younger (Under 18) and older (40+) groups, we offer exposure to fans at every stage of life.

FAN GENDER

Our fanbase is 56% male and 44% female, offering partners the ability to reach both genders with messaging that resonates across the board.

FAN ETHNICITY

44% of our fans identify as Hispanic, 38% White, 10% Asian American, and 8% African American — a reflection of the Inland Empire's cultural richness and an opportunity for brands to engage authentically.

REDLANDS FC IN 2025 BY THE NUMBERS

890,000 INSTAGRAM IMPRESSIONS

118,000 WEBSITE VISITS

4,100 MATCH DAY ATTENDEES

1,300 MATCH DAY STREAM VIEWERS

WATCH HERE

SEASON HYPE VIDEOS

In 2024, Redlands FC produced a series of high-energy hype videos that captured the excitement and spirit of the team, building anticipation for game days and fostering a deeper connection with our fanbase. These videos showcased player highlights, thrilling moments, and behind-the-scenes footage, bringing fans closer to the action.

Increased Engagement: Our hype videos generated a significant boost in social media engagement, with fans sharing, commenting, and tagging friends in anticipation of each game. They provided a platform for Redlands FC supporters to rally together and show their pride for the team.

Enhanced Brand Visibility: Each video offered prominent sponsor branding opportunities, with logos incorporated seamlessly into the high-impact visuals. This allowed our partners to share in the excitement and gain visibility across thousands of impressions.

Reach and Impact: Our videos reached an estimated **15,000** impressions across platforms, driving brand awareness and creating a memorable presence for our sponsors. This season, we're committed to expanding our video content, offering more exposure and engagement opportunities for partners.

WHAT'S NEW FOR NEXT SEASON

GREATER EMPHASIS ON FAMILIES

We're doubling down on our core audience — families with children — by creating a more family-friendly experience on and off the field.

More youth-focused halftime activities and theme nights

Launching youth soccer clinics run by Redlands FC players and coaches

On-site entertainment zones for kids

Closer integration with local youth soccer programs

EXPANDED ADVERTISING & PROMOTION

We're significantly increasing our marketing efforts to expand awareness and attendance

Targeted digital campaigns across Instagram, Facebook, and local news outlets

Flyers and posters at schools, parks, and youth sports facilities

Increased community engagement through school visits and public events

MORE VALUE FOR SPONSORS

We're refining how we work with our partners to make sure your brand gets noticed and appreciated

Custom campaigns aligned with your business goals

Streamlined sponsor activations during games and on social

Real-time engagement metrics and recap reports to show impact

Creative new placements including jersey warmups, game balls, and digital content

PLATINUM PACKAGE

FRONT OF JERSEY

PREMIUM BRAND VISIBILITY

Your logo will be front and center on all Redlands FC jerseys, maximizing exposure during matches through in-stadium visibility, livestreams, and social content — ensuring your brand stays top of mind.

EXTENSIVE SALES CHANNELS

Extend your brand reach beyond the pitch. Jerseys featuring your logo will be sold through our online store, at home games, community events, and in select retail locations — keeping your brand in front of fans across the Inland Empire and beyond.

LONG-TERM BRAND ASSOCIATION

Align with a rising club that's building deep roots in the community. A front-of-jersey partnership signals your commitment to local sports and helps foster authentic loyalty with Redlands FC's growing, passionate supporter base.

SOCIAL MEDIA

Your brand will be prominently featured across all major Redlands FC social media platforms, ensuring consistent visibility throughout game day and beyond. The following key posts will showcase your logo:

Matchday Post: Build anticipation as fans engage with the pre-game excitement, reaching a broad audience before every match.
Starting XI Post: Spotlight your brand as we reveal the team lineup, one of the most viewed and shared posts, catching the attention of loyal fans and new followers alike.
Half-Time Story Post: Gain exposure during halftime as fans stay engaged with live updates, maximizing brand touchpoints.
Goal Story Post: Be front and center in the excitement with every goal celebration shared in real-time, reaching high engagement during the peak moments.
Full-Time Post: Connect with fans as we close out each match, a key moment when followers react, share, and discuss game highlights.

Projected Impressions:
We estimate **700,000** impressions across all platforms over the season, delivering your brand to thousands of dedicated fans locally, regionally, and globally.

Photos by Organic Photo Co

SOLD

LOGO ON **FRONT** OF HOME, AWAY AND THIRD JERSEYS	01
LOGO ON WEBSITE, TICKETS & STREAM	02
SOCIAL MEDIA EXPOSURE (3 MATCH DAY POSTS + STORIES)	03
ACTIVATION TENT, MATCH DAY SIGNAGE & MATCH DAY PROGRAMME	04
1 MATCH DAY SPONSOR	05
20 TICKETS/MATCH	06

GOLD PACKAGE

Logo on **back** of home, away and third jerseys

Logo on **MOTM** & **Player Signing** posts

10 tickets/match

1 sideline ad & 1 activation tent

Logo included in Match Day Programme and website

GOLD PACKAGE

$8,000

Photo by Organic Photo Co

SILVER PACKAGE

STATE STREET OPTOMETRY

USL 2

SOUTHWEST DIVISION

STANDINGS

	TEAMS	GP	W	D	L	PTS
1.	VENTURA COUNTY FUSION	8	6	1	1	19
2.	FC TUCSON	9	6	1	2	19
3.	CAPO FC	11	7	2	2	23
4.	REDLANDS FC	9	5	3	1	18
5.	CITY SC	9	5	1	3	16
6.	AMSG FC	10	4	3	3	15
7.	SOCAL EAGLES	10	2	2	6	8

SOLD

SILVER PACKAGE

Logo on **right sleeve** of home, away and third jerseys

Logo on **weekly standings** post

5 tickets/match

1 sideline ad & logo on Match Day Programme & website

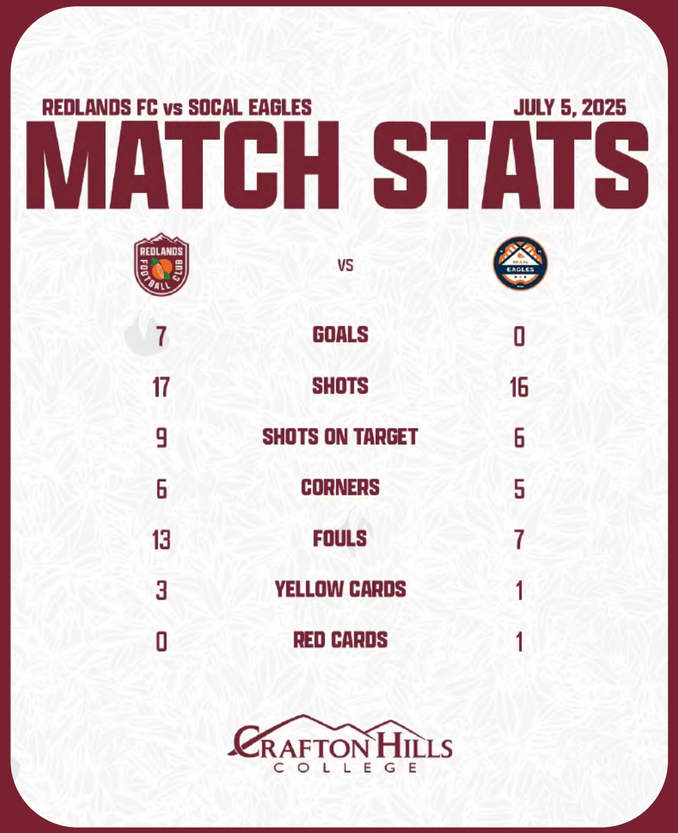
BRONZE PACKAGE

BRONZE PACKAGE

Logo on **front center** of warm-up jersey

Logo on **match stats** post

4 tickets/match



SOLD

SECONDARY PACKAGES

TRAINING PACKAGES

SHORTS

SOLD

Your logo will appear on the official **game day shorts** worn by Redlands FC players throughout the season. This is one of the most visible placements, seen during every match, in highlight reels, photos, and media coverage.
The game shorts will also be available for purchase in our online store, giving fans a chance to wear the same gear as the team — with your brand along for the ride. This is a **two-year sponsorship** commitment.

WARM-UP SHOULDER

SOLD

This sponsorship places your logo on the shoulder of our **custom-designed warm-up top**, worn by players during pre-match routines and media coverage.

The warm-up top is one of the most photographed and visible items each season — and will be sold in our online store as well as at match days, expanding your brand exposure to supporters across the region.

TRAINING TOP

SOLD

Your logo will be featured prominently on the front of our official training top — worn by players throughout every training session, media shoot, and behind-the-scenes moment.
This is a **two-year sponsorship** and includes ongoing visibility both online and in person. The training top will also be sold in our online store, keeping your brand in circulation with fans well beyond match day.

MATCH DAY PACKAGES

MATCH EVENT

$750

Your business is recognized during key in-game moments — like corner kicks, substitutions, or big saves — with in-stadium announcements such as, *"This corner kick is brought to you by our friends at..."*

It's a unique way to associate your brand with exciting moments fans remember. Your name will be heard multiple times throughout the match, both in the stadium and over the livestream.

MATCH DAY SPONSOR

$1,500

Be the name behind the game. As our official Match Day Sponsor, your brand is front and center from kickoff to the final whistle.

Includes:

- 100 complimentary tickets for employees, clients, or friends
- Recognition in-stadium and on social media as presenting sponsor
- On-site activation opportunity to table, sample, or engage fans
- Halftime show collaboration with the option to provide a prize
- Post-game photo with the team to commemorate the day

SIDELINE AD

$1,200

Get unmatched in-game visibility with an 8′x3′ sideline banner placed directly between the field and the stands — in full view of fans and broadcast cameras. Your brand will be prominently featured throughout every home match, appearing in live streams, highlight clips, and social media content.

This is one of the most consistent and high-exposure placements we offer — perfect for businesses looking to stay front and center all season long.

GIVEAWAY

$750+

Put your brand in their hands — literally. As our official Giveaway Sponsor, your business will be featured on a co-branded item handed out to fans at the gate.

Includes:

- Your logo featured on the official giveaway item (e.g. sunglasses, towels, etc.)
- In-stadium announcement recognizing your business as the Giveaway Sponsor
- Optional presence at the match to hand out items or engage with fans
- Social media promotion of the giveaway leading up to game day
- High retention brand exposure — fans take the item home!

MATCH DAY PACKAGES (CONT.)

IN-STADIUM ANNOUNCEMENT

$100

Your business gets a dedicated 20–30 second in-stadium announcement read over the loudspeaker during halftime. These personalized reads highlight your brand in front of our full home crowd, creating direct engagement in a moment of full attention.

It's an affordable and effective way to get your message heard—live at the stadium and over our broadcast stream.

PINNIE

SOLD

Feature your logo on the pinnies worn by our bench players and ball kids during every home game. This package offers consistent, on-field visibility and frequent appearances in game photos and video content.

Includes:

- Logo printed on team pinnies (bench + ball kids)
- Visibility at all home games
- Social media announcement
- Sponsor listing on our website

VOLUNTEER SPONSOR

SOLD

Get consistent, high-visibility exposure with your logo featured on the shirts worn by our volunteers at every home game.

From helping fans at the gate to working the sidelines, our volunteers are active throughout the stadium—making this a great way to keep your brand visible and connected to the community all season long.

MATCH DAY PROGRAMME

$25/MATCH

Put your brand in every fan's hands. As a Matchday Programme Sponsor, your logo will be featured on the back panel of our printed game programme—handed out at the gate to all attendees.

It's an easy, cost-effective way to gain visibility alongside other supporting partners and ensure your business is seen by every fan in the stands.

DIGITAL PACKAGES

PLAYER SPOTLIGHT

$1,500

Every player has a story — where they come from, what drives them, and why they play. Through our Player Spotlight Series, we'll highlight the journeys of three standout Redlands FC players across our social media channels.

Your brand will be integrated into the spotlight design and tagged in each post, giving you authentic visibility through stories fans care about. Spotlights will also be featured on our website and in our match week emails for extended reach.

SCHEDULE RELEASE

SOLD

The schedule release is one of our most anticipated announcements each year — and one of our most viewed. As the official sponsor, your logo will be featured on the schedule graphic and mentioned in the caption, with the post expected to generate over **80,000 impressions** across all of our platforms.

STREAMING PARTNER

$125

Have your logo featured on our live match stream, visible to fans watching from home and around the country. It's a simple, effective way to keep your brand in front of engaged viewers throughout the broadcast.

VENDOR PACKAGES

FOOD VENDOR

$125/MATCH
$700/SEASON

Show up and stand out. Sell or sample food, drinks, or desserts directly to Redlands FC fans in a high-energy, game day environment. Your reserved vendor space puts you right in the middle of the action, giving you direct access to hundreds of local supporters.

Season package includes all home matches and saves you $200 compared to booking individually.

NON-FOOD VENDOR

$75/MATCH
$450/SEASON

Engage with fans and showcase your products, services, or brand in a lively, high-visibility setting. Your reserved vendor space puts you face-to-face with a passionate local audience all game long.

Season package includes all home matches and saves you $150 compared to booking individually.

KIDS CORNER VENDOR

$50/MATCH
$250/SEASON

New for this season, our Kids Corner is a dedicated space designed for families and young fans — and a perfect opportunity for businesses focused on kids, education, or family-friendly products.

Includes:

- Reserved space in the Kids Corner zone for one home match
- Great for face painting, crafts, games, giveaways, or promotional materials
- Optional social media mention ahead of the match

YOUTH PACKAGES

YOUTH CAMP

$1,200

Support the next generation of players by sponsoring our Redlands FC Youth Camp — a one-day clinic led by Redlands FC players and coaches.

As the presenting sponsor, your logo will appear on all promotional materials, social media posts, event signage, and camp t-shirts given to every participant — giving your brand lasting visibility in the community.

KIDS CORNER

$1,000

Our Kids Corner will be a dedicated family zone at each Redlands FC home match — a fun, safe space for children to enjoy games, giveaways, and soccer-themed activities.

As the official sponsor, your logo will be prominently displayed on all Kids Corner signage and materials at the stadium. You'll also receive digital exposure as the presenting sponsor across our website, social media, and email promotions leading up to each match.

REDLANDS FC GOAL DRIVE

$TBD

Every goal counts — and now it can count for more.
As a Goal Drive sponsor, your business can pledge a donation of any amount to the **Redlands FC Fund** (our 501(c)(3) nonprofit) for every goal we score this season.
Your company will be recognized on social media and during game broadcasts throughout the campaign — celebrating goals that make an impact both on and off the field.

END OF SEASON AWARDS

At the end of the 2026 season we'll celebrate the biggest moments and top performers with our official Redlands FC Awards — Season MVP, Top Goal Scorer, Save of the Season, and Goal of the Season. Each award is available for sponsorship, giving your business a chance to be front and center in the excitement as winners are announced across our social channels and digital platforms.

$200 EACH

SEASON MVP

TOP GOAL SCORER

SAVE OF THE SEASON

GOAL OF THE SEASON

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THANK YOU