



PHILADELPHIA LONE STAR FC

SPONSORSHIP BROCHURE

2023 SEASON



WELCOME TO

PHILADELPHIA LONE STAR FC

Philadelphia Lone Star Football Club is a professional-development soccer club based in Philadelphia, Pennsylvania.

The Club was established in 2001 under the name of Junior Lone Star Football Club. That name, selected by the founding members - a group of Liberian immigrants, was in tribute to the Liberian national soccer team which nickname is the Lone Star.

In September 2018, the Club changed its name to Philadelphia Lone Star Football Club by keeping the Lone Star brand due to its roots while including Philadelphia as a nod to the City that wholeheartedly welcomed immigrants fleeing civil wars in Liberia, Sierra Leone, Ivory Coast, Guinea and other African countries.

For over two decades, the club has grown from a single team of 11 players to now over 200 players spread across several teams competing in various leagues.

Growing off the pitch too, we are proud of the relationships built across the local area.



Keeping the Club moving forward is never easy, especially with the events of the last couple of years.

Despite the number of individuals and companies generously backing us season-on-season, we need as much help as possible if we are to continue competing at what was traditionally the top end of semi-professional soccer – a level that now operates increasingly as a fully professional environment.

Whether you are an existing partner or a prospective partner to our Family of Stars, we look forward to welcoming you on board for our third season in the USL League Two, second season in the UPSL Premier, fourth season in the UPSL Division 1 and our inaugural season in the USL Academy League.

All home games will be played at the John Bartram HS Football Field in southwest Philadelphia.

Paul Konneh

President/CEO



PHILADELPHIA LONE STAR DEMOGRAPHICS

Philadelphia Lone Star FC attracts some of the best high school, college, and post-college athletes within a 25-mile radius of Philadelphia, PA. The family and friends of those players who make their respective teams immediately become part of our loyal fan base too.

We have a very strong fan base in southwest Philadelphia, south Philadelphia, west Philadelphia and northeast Philadelphia as well as neighborhoods in Delaware County (PA), Trenton (NJ), and Wilmington (DE).

Of note is the growing Hispanic and African immigrant communities within the Greater Philadelphia metropolitan area who have quickly become a consistent source of support and their numbers are steadily increasing annually.

Additionally, over the past couple of years, our Social Media Marketing efforts have focused on building a steadily growing and engaged audience on Facebook (over 7,700 Followers), Instagram (over 3,700 Followers), Twitter (over 2,900 Followers) as well as streaming all our games live on Eleven Sports (over 94,500 total Views, averaging 500 Views per game).

Also, we maintain a well-managed website which has had more than 245,000 total Page Views and over 82,000 Visitors from over 100 countries around the world since its launch in 2019.

OFFICIAL WEBSITE

245,000+

PAGE VIEWS SINCE 2019



7,700+

FOLLOWERS ON FACEBOOK



2,900+

FOLLOWERS ON TWITTER



3,700+

FOLLOWERS ON INSTAGRAM

LIVE STREAM

94,500+

TOTAL VIEWS ON ELEVEN SPORTS,
AVERAGING 500 VIEW PER GAME

OUR CLUB

- Semi Pro soccer club
- Founded in 2001
- Members of the USL2, USL Academy, and UPSL
- Run by a Board of Directors
- Self-funding through strong local, regional and national commercial relationships
- Increasingly loyal supporter base
- Dedicated team of match day volunteers
- President/CEO is Paul Konneh
- First Team Head Coach is Fatoma Turay, a candidate for the USSF C coaching license

WHAT LEAGUES DO WE

PLAY IN? ----->

1ST LEVEL
MLS

2ND LEVEL
USL CHAMPIONSHIP

3RD LEVEL
USL LEAGUE ONE
NISA, MLS NEXT PRO



4TH LEVEL
USL LEAGUE TWO
UPSL PREMIER

5TH LEVEL
USASA LEAGUES



SPONSORSHIP PLATINUM SPONSORSHIP

Platinum level sponsorship offers the sponsoring company the highest level of visibility. As a Platinum sponsor, your company will have your logo placed on the front of your sponsored team home and away jerseys as well as other benefits listed below.

THE PLATINUM PACKAGE INCLUDES:

Logo on the front of sponsored team home and away jerseys

Logo with premium banner placement on home page of website

Logo on scoreboard during live-stream of sponsored team games

One 8'x3' banner with company logo placed at midfield

On-site marketing presence by company if requested

Social media and digital match day program promotion

Company name announced every 15 minutes at home games

20 season tickets to attend all USL2 and UPSL home games

Team autographed replica jersey and game ball

DISCOUNTS AVAILABLE FOR MULTI-YEAR
SPONSORSHIP AND/OR FOR MULTI TEAMS



USL LEAGUE TWO: \$3,500

UPS L PREMIER: \$2,500

UPS L D1/USL ACADEMY: \$2,000



SPONSORSHIP GOLD SPONSORSHIP

Gold level sponsorship offers the sponsoring company a high level of visibility. As a gold sponsor, your company will have your logo placed on the back of your sponsored team home and away jerseys as well as other benefits listed below.

THE GOLD PACKAGE INCLUDES:

Logo on the back of sponsored team home and away jerseys

Logo with excellent placement on home page of club website

Logo periodically shown at live-stream of sponsored team games

One 8'x3' banner with company logo placed at sideline of field

Social media and digital match day program promotion

Company name announced every 30 minutes at home games

15 season tickets to attend all USL2 and UPSL home games

Team autographed replica jersey

DISCOUNTS AVAILABLE FOR MULTI-YEAR
SPONSORSHIP AND/OR FOR MULTI TEAMS



USL LEAGUE TWO: \$2,500

UPSL PREMIER: \$2,000

UPSL D1/USL ACADEMY: \$1,500



SPONSORSHIP SILVER SPONSORSHIP

Silver level sponsorship offers the sponsoring company a mid-level of visibility.

As a silver sponsor, your company will have your logo placed on the front of the sponsored team pre-match warm-up jersey as well as other benefits listed below.

THE SILVER PACKAGE INCLUDES:

Logo on the front of sponsored team pre-match warm-up jersey

Logo on home page of club website

One 6'x3' banner with company logo (provided by company)

Social media and digital match day program promotion

10 season tickets to attend all USL2 and UPSL home games

Team autographed replica pre-game warm-up jersey

DISCOUNTS AVAILABLE FOR MULTI-YEAR
SPONSORSHIP AND/OR FOR MULTI TEAMS



USL LEAGUE TWO: \$2,000

UPSL PREMIER: \$1,500

UPSL D1/USL ACADEMY: \$1,000



SPONSORSHIP BRONZE SPONSORSHIP

Opportunity for your company to support our Starlets on the U17, U15, U13 & U11. This package includes a team replica jersey, 5 season tickets to attend all home games, social media promotion, PA announcement at home games, and logo on the front or back of sponsored team home & away kits.

THE BRONZE PACKAGE INCLUDES:

Logo on the front or back of sponsored team home & away kits *

Logo on the sponsors page of club website

Social media promotion

PA announcement at USL2 and UPSL home games *

5 season tickets to attend all USL2 and UPSL home games

Team replica jersey

***BRONZE (FRONT) : \$1,500**

***BRONZE (BACK): \$1,000**

BRONZE (DONATION): \$500





SPONSORSHIP MATCH SPONSORSHIP

THE MATCH DAY PACKAGE INCLUDES:

Present Man of the Match award and post-match photo with player

Autographed replica jersey

PA Announcements during the match

Name in the digital match day program

Social media announcement pre-match and post-match

2 season tickets and 8 match day tickets for sponsored game

PRICE: \$400

** All matchday sponsorships to be paid in full at least three (3) days before a match.*





SPONSORSHIP MATCH BALL SPONSORSHIP

THE MATCH BALL PACKAGE INCLUDES:

Take the ceremonial kickoff at center of field before start of game

Autographed replica match ball

PA Announcement at the start of the match

Name in digital match day program

Social media announcement pre-match

1 season ticket and 5 match day tickets for sponsored game

PRICE: \$300

**All match day sponsorships to be paid
in full at least three (3) days
before a match.*





SPONSORSHIP FIELD BANNERS

One of the most effective ways of reaching out to our supporters is through Field Banner advertisements. Our banners are highly visible and feature prominently around the stadium.

Field perimeter banners are available on all sides of the pitch and can be bought on a seasonal basis.

FIELD BANNER ADVERTISING:

\$400 for 6' x 3' banner

\$500 for 8' x 3' banner

FIELD BANNER RENEWALS :

\$300 for 6' x 3' banner

\$400 for 8' x 3' banner



SPECIAL OFFERS - WHY NOT *TRY...*

BOARD + MATCH DAY PROGRAM AD SPECIAL OFFER

\$550 for 6' x 3' banner + match day program ad

\$750 for 8' x 3' banner + match day program ad



SPONSORSHIP PROGRAM ADVERTISING

Philadelphia Lone Star's Match Day program will offer a unique platform for advertising with up to 300 people expected to read each edition online. Ads can be purchased on a seasonal basis on a half page or full page basis.



FULL PAGE: \$250

HALF PAGE: \$150

THE OFFICIAL MATCH DAY PROGRAM OF PHILADELPHIA LONE STAR FC - 2023 SEASON ISSUE 01 \$2.00

STARS REVIEW

vs. Union Soccer Club
USPL - American Premier Division
Sunday 02 April 2023 | 5:00 PM ET
John Bartram HS Football Field

#WeAreTheStars **TickPick** **UPSL**
@phillylonestar Same Seats. Better Prices. PREMIER DIVISION

THE OFFICIAL MATCH DAY PROGRAM OF PHILADELPHIA LONE STAR FC - 2023 SEASON ISSUE 05 \$2.00

STARS REVIEW

vs. Lehigh Valley United FC
USL2 - Mid Atlantic Division
Saturday 13 May 2023 | 5:00 PM ET
John Bartram HS Football Field

#WeAreTheStars **TickPick** **USL 2**
@phillylonestar Same Seats. Better Prices. League Two



SPONSORSHIP PLAYER KIT SPONSORSHIP

THE PLAYER KIT SPONSORSHIP INCLUDES:

Company name with link on sponsored player profile on website

Acknowledgments on social media and match day program

Autographed home and/or away jersey from sponsored player

HOME: \$150

AWAY: \$150

PRE-MATCH: \$100



SPECIAL OFFERS - WHY NOT *TRY...*

COMBO DEALS

\$250 Home & Away

\$300 Home, Away & Pre-match





#WeAreTheStars

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