



2026 CORPORATE SPONSORSHIP





ABOUT PEORIA CITY



LOCAL OWNERSHIP

Peoria City was purchased in 2024 by Peoria entrepreneur **Josh Bellamy**, founder and CEO of Health Strategy and also the owner of the area's premier indoor training facilities **The Yard Peoria** and **The House Barbell Club**.

FRONT OFFICE

The day-to-day operations of Peoria City are managed by President **Jim DeRose**, former collegiate All-American, professional player, NCAA Division I national coach of the year with 28 years of collegiate head coaching experience; Chief Operating Officer **Bobby Parker**, the 2024 USL League Two Executive of the Year and 1997 college soccer sports information director of the year with 30 years of NCAA Division I athletics experience; and Director of Communications and Strategic Initiatives **Matt Sheehan**, a soccer enthusiast with vast experience in television news and corporate communications.





MARKETING TEAM

Peoria City partners with Peoria-based **Central States Marketing** for comprehensive marketing support. For 25 years, CSM has served local, regional and national clients, offering a full complement of services, including: strategic branding; logo creation; website development; online marketing; and media planning across radio, television, digital, outdoor and social media platforms.



BRAND RECOGNITION

A 2024 national, independent study of USL League Two determined Peoria City owned the #1 community brand awareness among all 144 teams in the league. The club's social media efforts have generated more than **20 million Facebook and Instagram impressions** the last two seasons.



SUPPORTERS GROUP

Modeled after the top supporters groups known throughout international soccer, **The 309** is an organic, independently-operated group of fans of all ages who passionately support the team and players. The 309 occupies a premium game-day space and is known for their creative songs, chants and boisterous support.

ON THE FIELD »»

Since taking the field in 2022, Peoria City has been the nation's most successful expansion franchise of the last four years:

- #1 in the 144-team USL League Two Power Rankings three consecutive weeks during the 2025 season
- 2024 national championship game appearance
- Three USL League Two Playoffs appearances in four seasons
- Nine Peoria City players have gone on to sign professional contracts

OUR CITY. OUR COMMUNITY. OUR TEAM.

PEORIA CITY TIMELINE



2020

Peoria City announced as a USL League Two expansion team

2022

Following a 2-year delay due to the COVID-19 pandemic, Peoria City debuted in the Deep North Division and qualified for the USL League Two Playoffs to cap its inaugural season.

2023

Peoria City ranked among the top 10 USL League Two teams for average home attendance.

2024

An historic season included hosting the club's first international friendly games in the Copa Peoria Series versus Chivas de Guadalajara U23, winning the USL League Two Central Conference championship, playing in the League Two Playoffs Final, being selected to host all five rounds of the Playoffs and leading USL League Two in both home attendance and community brand recognition.

2025

After holding the No. 1 national ranking in the USL League Two Power Rankings for three consecutive weeks, Peoria City qualified for the League Two Playoffs for third time in the club's first four years.

ABOUT PEORIA CITY

Founded in 2020, our on-field debut was delayed until 2022 due to the global pandemic, but Peoria City has quickly grown into a model USL League Two franchise during the club's first four seasons of competition. Playfully referred to as the "Flying Carp," Peoria City has ranked among the League's attendance leaders in each of its first four seasons, while qualifying for the League Two Playoffs three times, highlighted by the 2024 Central Conference championship and national runner-up finish.



CONNECTING WITH THE COMMUNITY



A 2024 independent, league-wide study determined Peoria City has the **#1 community brand recognition** among all 144 USL League Two franchises



Peoria City's Facebook and Instagram pages have drawn more than **20 million impressions** over the last two years



More than **50,000 fans** have attended Peoria City home games through the club's first four seasons



Peoria City rosters have featured **20 players from Central Illinois**, while also welcoming players from **23 states** and **20 foreign countries**



Peoria City works with **hundreds of youth players** through year-round camps, clinics and training programs



Peoria City operates a **Season-Ticket Loyalty program**, directly connecting its sponsors with its fan base through special offers



GAME-DAY **ATMOSPHERE**

Peoria City has ranked among the top five of USL League Two's 144 teams in home attendance and the team's success on the field is not the only draw: Peoria City promotes a vibrant and nationally-recognized pregame tailgating experience, while also delivering fun in-game and postgame activities.

SOCIAL MEDIA NUMBERS

#1 IN USL LEAGUE TWO BRAND RECOGNITION
(144 TEAMS ACROSS THE COUNTRY)

2025 SOCIAL MEDIA HIGHLIGHTS

13.6 Million Facebook views in 2025

5.6 Million Instagram views

533K Instagram accounts reached

405K Facebook interactions

33.6K Facebook account followers



<https://www.facebook.com/peoriacitysoccer/>

<https://www.instagram.com/peoriacitysoccer/>



<https://x.com/PeoriaCityUSL2>

<https://www.linkedin.com/company/peoria-city-soccer/>



<https://www.youtube.com/@PeoriaCitySoccer>

<https://www.tiktok.com/@peoriacitysoccer>



ADVERTISING REACH

2025 SEASON CAMPAIGN [3/14-6/30]

Increase awareness for Peoria City

Target Demographic: Adults 21-54

Target Geography: 60 mi radius of Peoria, IL

SOCIAL MEDIA

Facebook & Instagram (March 14-June 20)

- 1,793,848 impressions
- 188,067 reached
- 12,163 link clicks

Facebook & Instagram Lookalike (May 1-June 20)

- 168,126 impressions
- 51,828 reached
- 2,481 link clicks

Facebook & Instagram Spanish (June 1-20)

- 237,491 impressions
- 54,177 reached
- 2,253 link clicks

STREAMING VIDEO

YouTube

- 104,163 impressions
- 66,704 views
- 62.11% completion rate



Hulu

- 90,865 impressions
- 13,906 views

OUTDOOR - DIGITAL

- 1,029,453 impressions



STORY



SOCIAL



LANDSCAPE



STREAMING RADIO

Spotify

- 224,356 impressions



BROADCAST RADIO

March 10-July 7

- 98.5 Kiss FM*
- WWCT 99.9 FM*
- Peoria Sports Radio 101.1 FM*
- Shuffle Radio 96.5 & 104.3 FM*
- 104.9 The Wolf
- 93.3 The Drive
- Mix 106.9
- KZ 102.3



**OUR CITY.
OUR COMMUNITY.
OUR TEAM.**

SPONSOR BENEFITS

	Team Appearance	Apparel	Club Advertising	Signage	Game Promotions	Live Streams	PA	Tickets
Premier \$60,000	2 Hours Time & Place TBD	Jersey Front Jersey Back Jersey Sleeve Shorts Thigh Merch Camp T's Front	All Social Media All Radio All Streaming All Digital Outdoor	Field Stencil Midfield Sign Sideline Signs Endzone Signs Stadium Entry Team Bus The Yard Outside The Yard Inside (2)	Presenting Sponsor Games - All Giveaways - All	Corner Logo All Game Three 30-second ads	Pregame Halftime Postgame	Field Side Club - 8 Field Side Grandstand - 4 General Admission - 8 Tailgate Parking - 3 1 Game Employees Ticket Bank - 500
Premium \$25,000		Jersey Front Shorts Thigh Merch Camp T's Back	All Social Media All Radio All Streaming All Digital Outdoor	Midfield Sign Sideline Signs Endzone Signs Stadium Entry The Yard Inside (2)	Presenting Sponsor Games - 6 Giveaways - 4 Game Element	Corner Logo All Game Three 30-second ads	Pregame Halftime Postgame	Field Side Club - 8 Field Side Grandstand - 4 General Admission - 8 Tailgate Parking - 3 1 Game Employees Ticket Bank - 300
Captain \$10,000		Jersey Back Replica Jerseys Merch Camp T's Sleeve	Designated Social Media	Sideline Signs The Yard Inside (2) The Yard Soccer Room	Presenting Sponsor Giveaways - 2 Game Element	Two 30-second ads	Pregame Halftime Postgame	Field Side Club - 4 Field Side Grandstand - 2 General Admission - 4 Tailgate Parking - 2 Ticket Bank - 200
Copper \$7,500		Jersey Sleeve Replica Jerseys	Designated Social Media	Sideline Signs The Yard Inside (2) Game Element	Presenting Sponsor Giveaways - 1	One 30-second ads	Pregame Halftime Postgame	Field Side Club - 2 General Admission - 4 Tailgate Parking - 1 Ticket Bank - 100
Black \$5,000			Designated Social Media	Sideline Signs The Yard Soccer Lobby	Presenting Sponsor Game Element	Two Live Reads	Pregame Halftime	Field Side Grandstand - 4 General Admission - 4 Tailgate Parking - 1 Ticket Bank - 50
Red \$2,500				Endline Signs	Presenting Sponsor Game Element	One Live Read	Pregame Halftime	General Admission - 4 Tailgate Parking - 1 Ticket Bank - 25



RIVER CITY BREWS

Peoria City — the area’s men’s pre-professional soccer franchise — would love to welcome you into our growing River City Brews network.

As our club has exploded since its debut in 2022, many local bars, restaurants and coffee shops have teamed up with Peoria City to create an electric, community-powered partnership. Together, we’ve built a network that boosts local business, fuels fan excitement and connects your brand directly with thousands of passionate supporters.

Now, we want YOU to join the team!



CONNECTING WITH PEORIA CITY



Founded in 2020, Peoria City began competing in **USL League Two**, the nation’s largest adult men’s pre-professional league (144 teams) in the nation, in 2022



Peoria City has qualified for the USL 2 playoffs in three of its first four seasons, including a **national runner-up in 2024**



Annually among the league’s top five attendance leaders, more than **50,000 fans** have attended Peoria City home games in the club’s first four seasons



An independent study determined Peoria City has the **#1 community brand recognition** among USL League Two’s 144 clubs



Peoria City operates a **Fan Loyalty program**, directly connecting its sponsors with its fan base through special offers



Peoria City’s social media accounts boast nearly **40k followers** have generated more than **18 million views** in 2025

RIVER CITY BREWS

ALL RCB PARTNERS RECEIVE

- Opportunity to participate in Peoria City Fan Loyalty Program
- Logo inclusion on in-stadium banner and The Yard Peoria signage promoting the River City Brews program
- Logo inclusion on 2026 Peoria City schedule poster
- One public address read thanking the River City Brews partners during each home game
- One live read thanking the River City Brews partners during each home game live video stream broadcast
- Social media post from each of Peoria City's Facebook, Instagram and X accounts welcoming the establishment as a RCB partner

RCB COPPER [\$2,500]

- **River City Brews Ticket Program**
 - 25 tickets donated to the Peoria City Ticket Bank in the name of the establishment
 - 300 complimentary general admission single-game tickets
 - Opportunity to purchase additional tickets at half price (\$4 each)
- Presenting sponsor for one home game element (ex Penalty Kick, 3 goals scored)
- One in-stadium endline sign
- One public address read during each home game specific to the establishment
- One live read during home game video stream event specific to the establishment

RCB BLACK [\$1,000]

- **River City Brews Ticket Program**
 - 100 complimentary general admission single-game tickets
 - Opportunity to purchase additional tickets at half price (\$4 each)

RCB RED [\$500]

- **River City Brews Ticket Program**
 - 60 complimentary general admission single-game tickets
 - Opportunity to purchase additional tickets at discounted group rate (\$5 each)