



PEORIA CITY  
EST. 1974  
SPONSORSHIP  
OPPORTUNITIES

2024 PEORIA CITY SEASON



**"Soccer in the United States is hotter and more popular than ever. That isn't opinion. It's fact."**





**Reese Witherspoon**  
**Nashville SC**

**David Beckham**  
**Inter Miami CF**



**Kevin Durant**  
**Philadelphia Union**

**Derrick Henry**  
**Nashville SC**



**Rob McElhenney**  
**Ryan Reynolds**  
**Wrexham FC**



**Will Ferrell**  
**LAFC**



**Matthew McConaughey**  
**Austin FC**



**Patrick Mahomes**  
**KC Current**

**Investing  
in Soccer**



# League Two

*USL League Two is the largest sanctioned men's adult soccer league in North America with 128 teams spanning 18 divisions across four conferences from coast-to-coast.*

*League Two franchises continue to provide top pre-professional players the opportunity to train and compete at the highest level while maintaining their collegiate eligibility. With ownership of teams coming from the likes of MLS and USL franchises, as well as leading business and sports individuals, League Two serves as the leading development platform for the game both on and off the field.*



106 Teams



29 Teams



24 Teams



12 Teams



# 128 TEAMS



## Peoria City = #PathToPro



**KEVIN VANG**  
MIDFIELDER / FORWARD

NEW PLAYER SIGNING

Age: 23  
Hometown: Cranston, RI  
Position: Midfielder  
Forward  
Former Clubs: Providence College  
New England Revolution Academy  
Peoria City (2022)




IGNING REVOLUTION II SIGNING REVOLUTION II SIGNING REVOLUTION II SIGNING REVOLUTION II



# GEVORK DIARBIAN

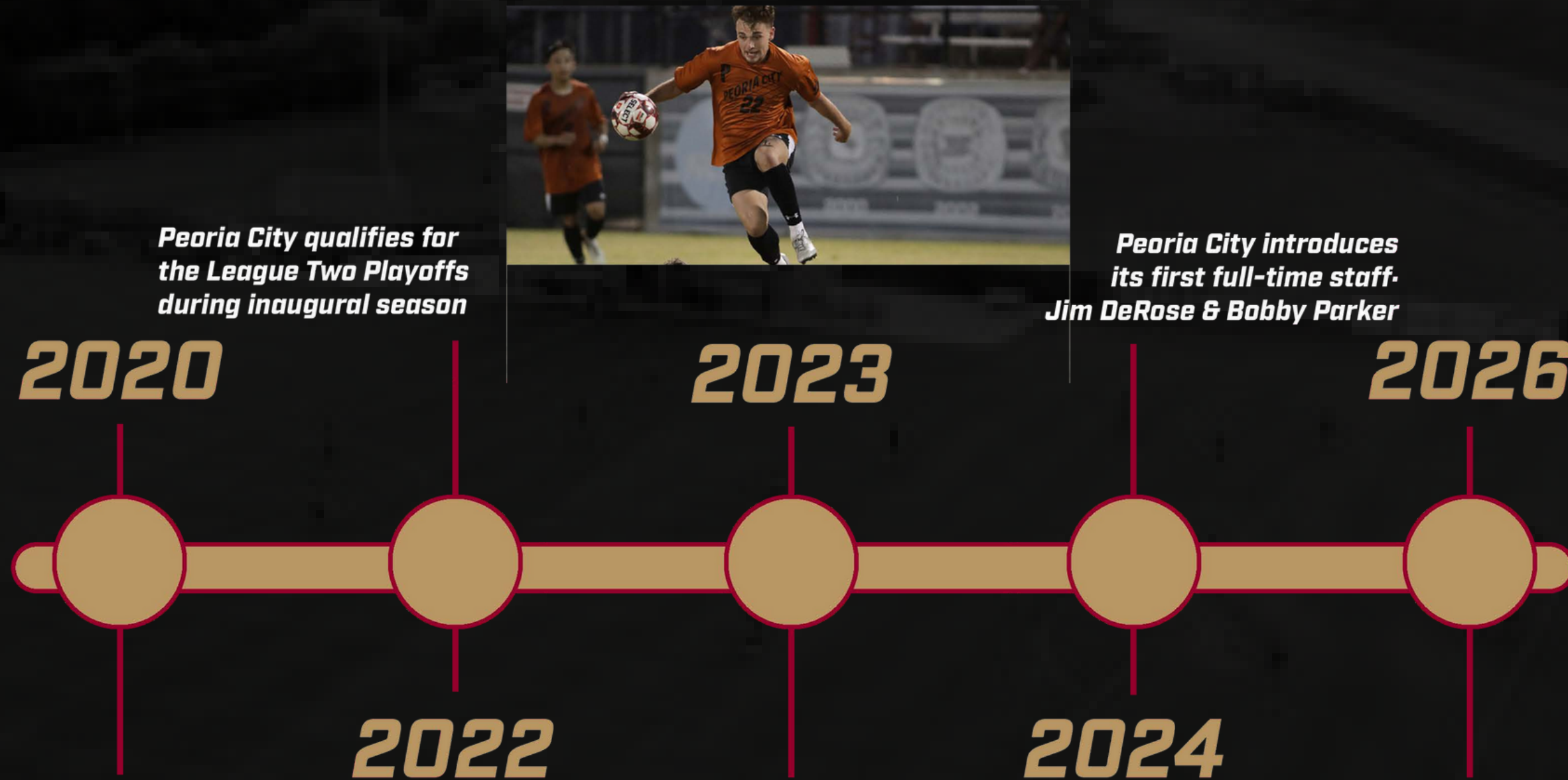
• MIDFIELDER •



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# Playing In Peoria

**PEORIA CITY**  
EST MMXX



*Peoria City qualifies for the League Two Playoffs during inaugural season*



*Peoria City introduces its first full-time staff-  
Jim DeRose & Bobby Parker*

*Peoria City announced as a USL League Two expansion team*

*Peoria City ranks among the top 10 in USL League Two for average home attendance*



*The World Cup Returns to North America*





## Our History

Founded in 2020, our on the field debut was delayed until 2022 due to the global pandemic. Based at Bradley University's beautiful Shea Stadium, we have ranked among USL League Two's attendance leaders in each of our first two seasons, drawing nearly 1,200 fans per game in 2023 after qualifying for the USL League Two playoffs in our debut season in 2022.

## #Path2Pro

USL League Two is North America's premier pre-professional soccer league with more than 130 teams competing in 18 divisions across the United States and Canada in 2023. League Two is the defined and proven pathway for players to progress to the ranks of professional soccer, while its clubs become fixtures in the communities where they operate.



# ABOUT PEORIA CITY

At the core of Peoria City's values is our dedication to the community, fan-first mentality, supporting our players, and boosting the local economy.





## Attendance leaders

Peoria City has ranked in the top 10 in attendance for all USL League Two teams, even surpassing multiple professional clubs in USL League One. After a 63% increase in fan attendance from 2022 to 2023, we are ready to continue growing in 2024, and welcome you to join us! We are committed to providing our fans with an affordable, family-friendly atmosphere at Shea Stadium.

## Social media gains

We have modernized our efforts to succeed in the digital age. Our club is focused on providing the highest quality of content across Instagram, X, Facebook and YouTube, while using our website and traditional media to communicate with the community. In summer 2023, we gathered over 500K impressions on Instagram, 566K on X, and over 100K on Facebook.



# PEORIA CITY STATS

Peoria City boasts a 12-10-3 record from our first two years since becoming an expansion club. The club made the USL League Two playoffs in our inaugural season.



# MANAGING PARTNER



## JOHN DORN

Managing Partner

John Dorn has spent a lifetime in the game playing, coaching and managing soccer, including 15 years from 2001-2016 with the Chicago Fire Futbol Club.

He coached at Brother Rice High School, Moraine Valley CC and Loyola University before being named the first Director of Soccer for the Chicago Fire Reserves of the USL-PDL in 2001. During his time with the Reserves which were later renamed the Chicago Fire Premier and Chicago Fire U-23s in the PDL, over 100 college age players moved on to MLS and USL sides, including key members of the Fire first team in the 2000s.

With the start of the MLS initiative for developing their own players through academies, in 2009 Dorn became the Fire's Director of Player Development and Managing Director of the Fire Academy on behalf of ownership overseeing all aspects of the Player Development system and synergy between the Fire PDL/U20s, Fire Academy and Fire Juniors. More than 30 professional players in the system at the time were developed under his tutelage, many starting all the way from U-10.

Since 2017, Dorn has consulted MLS start-up academies, potential USL ownership groups and the USL and MLS on player development platform expansion; and he has served as Chairman of the USL-2 club Chicago FC United, founded of the Milwaukee Bavarians USL-2 and W-League franchises. He also serves as Managing Partner of USL-2 franchise Peoria City and is a member of the Chicago Fire Futbol Club Foundation.

John resides in Chicago full time and New Buffalo, MI part-time, and is proud to have become an advocate and participant in diversity and inclusion forums and community in sports over the past few years. He enjoys outdoor activities and sports, except golf, which continues to drive him nuts.





**JIM DEROSE**

President

After retiring as the winningest coach in Bradley Soccer history, **Jim DeRose** takes over as Peoria City President for the 2024 season. In his 28 years at Bradley, DeRose became the second-winningest coach in MVC Men's or Women's Soccer history and his seven NCAA Tournament appearances are the most all-time of any Bradley Athletics coach.



**BOBBY PARKER**

Chief Operating Officer

With more than 30 years of NCAA Division I experience as a student-athlete, communications officer, event manager and senior leadership team member, **Bobby Parker** has joined Peoria City in a full-time role as the club's Chief Operating Officer and will handle all of the club's non-technical operations.



**MATT SHEEHAN**

Vice President

A three-time award-winning journalist turned Media Relations professional, Matt Sheehan has a passion for writing, strategic partnerships, and bettering the Peoria community. His experience in TV News and marketing now collides with his passion for soccer, the sport he played since 4 years old.



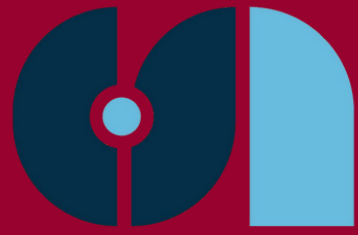
**KYLE RETZLAFF**

Chief Financial Officer

A soccer student-athlete at The Ohio State, where he earned his degree from the prestigious Fisher College of Business, Kyle Retzlaff has enjoyed a distinguished career in the soccer industry. Retzlaff enjoyed a three-year stint with the United States Soccer Federation from 2011-12 working with the Lamar Hunt US Open Cup and Development Academy. He joined the Chicago Fire Soccer Club as Player Development Manager from 2012-15 and then served as Soccer/Events Coordinator for Seat Geek Stadium from 2016-18.

Since 2017, Retzlaff has served as Director of North America for Beswicks Sports. He also serves as General Manager for USL League Two club Milwaukee Bavarians, while serving as Chief Financial Officer for Peoria City.

# FRONT OFFICE



central states  
marketing

# ***MEDIA AND MARKETING***

**Peoria City partners with Peoria-based marketing firm Central States Media and radio group Advanced Media Partners in all of its marketing and promotions efforts.**



# Media Coverage



**Peoria City partners with Central States Media and Advanced Media Partners for advertising and marketing support. During the 2023 season:**

- Peoria City invested in an 8-week radio ad campaign featuring 84 30-second commercials per week on three stations. The radio campaign delivered a gross estimate of 651,200 impressions with a net reach of 300,000-600,000.*
- The average listener heard Peoria City advertising 7.6 times per week.*
- KISS-FM provided live remote coverage during five Peoria City pregame tailgates.*
- The 2024 campaign calls for a 12-week schedule.*

**Peoria City's 2024 Introductory Press Conference was covered by all four television news outlets - WEEK, WMBD, WHOI and WYZZ - as well as 1470 WMBD, WCBU and the Peoria Journal Star.**



# SOCIAL MEDIA

MAY 18, 2024

## STARTING XI

- 3 CHRISTIAN ORTEZ
- 4 ABDEL TALABI
- 5 BRADY DROZDOWSKI
- 6 JONAH STEKLY
- 7 JONAS LYSHOJ
- 11 JAMAINE TURNER
- 17 NOAH MADRIGAL
- 20 JUSTIN WILSON
- 23 MYLES SOPHANAVONG
- 24 WES GIBSON
- 25 LUCAS FONTANA

LOGO  
HERE



VS



FULL TIME

LOGO  
HERE



USL 2  
League Two

PEORIA CITY SOCCER



5 vs 2



MATCH DAY

MAY 18,  
2024

KICK OFF  
07:30PM

SHEA STADIUM



PEORIA CITY

VS

CHICAGO CITY



COMPANY NAME

LOGO  
HERE



ABDEL  
TALABI

LOGO  
HERE

GOAL  
GOAL  
GOAL



MAN OF THE MATCH

05.18.2024



NOAH MADRIGAL

YOUR COMPANY NAME

LOGO  
HERE

HALF TIME

LOGO  
HERE



PEORIA CITY SOCCER



3 vs 2



USL 2  
League Two



# RIVER CITY BREWS

Network of local bars/restaurants who support Peoria City and get exclusive club perks, including The 309 Red Lager, brewed by Industry brewing!

<https://peoriacitysoccer.com/river-city-brews/>





# ABOUT O'NEILLS

## FOUNDED IN 1918



The largest sportswear company in Ireland, O'Neills has grown to be a well-respected, international brand for soccer, rugby, hurling and much more. Peoria City and O'Neills' partnership is a huge step for both sides. Peoria City will be O'Neills' top American soccer club partner, while O'Neills will offer Peoria City a global advantage to compete at a high level. Peoria City's official O'Neills gear will be carefully crafted at O'Neills' facilities in Strabane, Northern Ireland and Dublin, Ireland. Find more at [https://www.oneills.com/us\\_en/](https://www.oneills.com/us_en/)



JERSEY SPONSOR



# STYLE 5



1.



2.



WATERMARK



THESE DESIGNS ARE SUBJECT TO OUR COPYRIGHT AND UNREGISTERED DESIGN RIGHTS. ANY ATTEMPT TO COPY OR PASS OFF THESE DESIGNS WILL BE SUBJECT TO LEGAL ACTION.



# CORPORATE SPONSORS

2024 PEORIA CITY SEASON







# SPONSORSHIP ELEMENTS

*Suggested categories, but far from a restricted list of options*

**Peoria City Ticket Bank**

**Peoria City Play Zone (SOLD)**

**Game Day Play Pack**

**Game Periods**

**Halftime and Pregame Contests**

**Shea Stadium Seating Areas**

**The 309 Club (concourse hospitality area)**

**Tailgate Area (SOLD)**

**Gameday sponsor**

**Sponsor a Player**

**Stat Sponsor**



# PEORIA CITY PRESIDENT SPONSORSHIP: \$20,000

## Sponsored Items:

- Presenting sponsor for game-day promotions
- Halftime tennis ball toss
- Halftime golf challenge
- Pregame soccer shot
- Secondary uniform sponsor with logo on shorts AND a jersey sleeve
- Presenting sponsor for July 2 postgame fireworks
- Three Peoria City social media game-day graphic categories (ex. Match Day preview, Starting Lineup, Final Score)





# PEORIA CITY PRESIDENT SPONSORSHIP (CONTINUED)

## **Peoria City to Provide:**

- One dedicated Fieldside Club Hospitality Tent for the season with 10 admissions for all Peoria City home games at Shea Stadium (six USL League Two games and all exhibitions)
- Three reserved tailgate season parking spaces for all Peoria City home games at Shea Stadium (six USL League Two games and all exhibitions)
- Two fieldside advertising signs - one located in front of sponsor's Fieldside Club Tent and the second near midfield facing video camera(s) during all Peoria City home games (pending Bradley Sports Properties approval)
- Press conference and news release announcing sponsorship, including distribution on all club website and social media
- Sponsor logo displayed on Peoria City website during the term of the sponsorship
- Five sponsor reads during all Peoria City audio/video live game productions
- Two 30-second commercials to run during all Peoria City audio/video live game productions (pregame, halftime)
- Scorebug logo displayed for 20 minutes of game time (10 each half) during all Peoria City live game video productions
- Three public address announcements at all Peoria City home games during the sponsorship term
- A batch of 250 single-game tickets donated to Peoria City's For the City Ticket Bank in the name of the sponsor for distribution to area service organizations



# CAPTAIN SPONSORSHIP: \$10,000

## **Sponsored Items:**

- Presenting sponsor for one Peoria City sponsorship element
- Two Peoria City social media game-day graphic categories (ex. Tonight's Captain, Man of the Match)

## **Peoria City to Provide:**

- One dedicated Fieldside Club Hospitality Tent for the season with 10 admissions for all Peoria City home games at Shea Stadium (six USL League Two games and all exhibitions)
- Two reserved tailgate season parking spaces for all Peoria City home games at Shea Stadium (six USL League Two games and all exhibitions)
- Two fieldside advertising signs - one located in front of sponsor's Fieldside Club Tent and the second near midfield facing video camera(s) during all Peoria City home games (pending Bradley Sports Properties approval)
- News release announcing sponsorship, including distribution on all club website and social media platforms

PEORIA





# CAPTAIN SPONSORSHIP (CONTINUED)

## **Sponsored Items:**

- Presenting sponsor for one Peoria City sponsorship element
- Two Peoria City social media game-day graphic categories (ex. Tonight's Captain, Man of the Match)

## **Peoria City to Provide:**

- Sponsor logo displayed on Peoria City website during the term of the sponsorship
- Three sponsor reads during all Peoria City audio/video live game productions (first half, halftime, second half)
- One 30-second commercial to run during all Peoria City audio/video live game productions (halftime)
- Scorebug logo displayed for 10 minutes of game time (5 each half) during all Peoria City live game video productions
- Two public address announcements at all Peoria City home games during the sponsorship term
- A batch of 100 single-game tickets donated to the Peoria City's For the City Ticket Bank in the name of the sponsor for distribution to area service organizations





# SPONSOR LEVEL: BLACK

## \$5000

### Sponsored Items:

- Presenting sponsor for one Peoria City sponsorship element
- One Peoria City social media game-day graphic category (ex. Halftime Score)

### Peoria City to Provide:

- One dedicated Fieldside Club Hospitality Tent for the season with 10 admissions for all Peoria City home games at Shea Stadium (six USL League Two games and all exhibitions)
- Two reserved tailgate season parking spaces for all Peoria City home games at Shea Stadium (six USL League Two games and all exhibitions)
- Two fieldside advertising signs - one located in front of sponsor's Fieldside Club Tent and the second along the opposite sideline facing video camera(s) during all Peoria City home games (pending Bradley Sports Properties approval)
- News release announcing sponsorship, including distribution on all club website and social media platforms
- Sponsor logo displayed on Peoria City website during the term of the sponsorship
- Two sponsor reads during all Peoria City audio/video live game productions (first half, second half)
- Two public address announcements at all Peoria City home games during the sponsorship term
- A batch of 50 single-game tickets donated to the Peoria City's For the City Ticket Bank in the name of the sponsor for distribution to area service organizations





# SPONSOR LEVEL: COPPER

## \$3000

### Sponsored Items:

- Presenting sponsor for one Peoria City sponsorship element

### Peoria City to Provide:

- Four Fieldside Club season tickets (six USL League Two games and all exhibitions)
- One reserved tailgate season parking space for all Peoria City home games at Shea Stadium (six USL League Two games and all exhibitions)
- Two fieldside advertising signs - one in each end zone
- News release announcing sponsorship, including distribution on all club website and social media platforms
- Sponsor logo displayed on Peoria City website during the term of the sponsorship
- One sponsor reads during all Peoria City audio/video live game productions
- One public address announcements at all Peoria City home games during the sponsorship term
- A batch of 25 single-game tickets donated to the Peoria City's For the City Ticket Bank in the name of the sponsor for distribution to area service organizations





# SPONSOR LEVEL: RED

## \$2000

### Sponsored Items:

- Presenting sponsor for one Peoria City sponsorship element

### Peoria City to Provide:

- Two Fieldside Club season tickets (six USL League Two games and Lincoln Cup vs. Springfield FC)
- One reserved tailgate season parking space for all Peoria City home games at Shea Stadium (six USL League Two games and Lincoln Cup vs. Springfield FC)
- Two fieldside advertising signs - one in each end zone
- News release announcing sponsorship, including distribution on all club website and social media platforms
- Sponsor logo displayed on Peoria City website during the term of the sponsorship
- One public address announcements at all Peoria City home games during the sponsorship term







# SOCIAL MEDIA SPONSORS

2024 PEORIA CITY SEASON





# GOAL! \$1000

Sponsor benefits:

1. Company logo shown on season long Goal! graphics
2. Company name/social media handle tagged on season long Goal! graphics





# MAN OF THE MATCH: \$500

Sponsor benefits:

1. Company logo shown on season long Man of the Match graphics
2. Company name/social media handle tagged on season long Man of the Match graphics





# STARTING LINEUP: \$500

Sponsor benefits:

1. Company logo shown on season long Starting Lineup graphics
2. Company name/social media handle tagged on season long Starting Lineup graphics



MAY 18, 2024

STARTING XI

LOGO HERE

3 CHRISTIAN ORTEZ  
4 ABDEL TALABI  
5 BRADY DROZDOWSKI  
6 JONAH STEKLY  
7 JONAS LYSHOJ  
11 JAMAINE TURNER  
17 NOAH MADRIGAL  
20 JUSTIN WILSON  
23 MYLES SOPHANAVONG  
24 WES GIBSON  
25 LUCAS FONTANA



PEORIA CITY

VS

DES MOINES  
MENACE





# MATCH DAY: \$500

Sponsor benefits:

1. Company logo shown on season long Match Day graphics
2. Company name/social media handle tagged on season long Match Day graphics





# HALFTIME SCORE: \$500

Sponsor benefits:

1. Company logo shown on season long Halftime score graphics
2. Company name/social media handle tagged on season long Halftime score graphics

HALFTIME

LOGO  
HERE





# FULL TIME SCORE: \$500

Sponsor benefits:

1. Company logo shown on season long Full time score graphics
2. Company name/social media handle tagged on season long Full time score graphics

FULL TIME

LOGO  
HERE





# YELLOW CARD: \$500

Sponsor benefits:

1. Company logo shown on all opposing team Yellow card graphics
2. Company name/social media handle tagged on all opposing team yellow card graphics







# RIVER CITY BREWS

2024 PEORIA CITY SEASON





# VIP: \$2500

Sponsor benefits:

1. Host of pre-season/during season team party
2. 250 general admission tickets to use or sell throughout season
3. Official back of ticket sponsor with option to put coupon on tickets
4. Peoria City replica jersey to hang in your establishment
5. Peoria City scarf to hang in your establishment
6. Peoria City flag to hang in your establishment
7. Signage at Shea Stadium, provided by sponsor
8. Official River City Brews game-day sponsor; Shoutout over PA
9. Sell any Peoria City partnership beers
10. Stream all Peoria City games





# PLATINUM: \$1000

## Sponsor benefits:

1. Host of pre-season/during season team party
2. 100 general admission tickets to use or sell throughout season
3. Peoria City replica jersey to hang in your establishment
4. Peoria City scarf to hang in your establishment
5. Peoria City flag to hang in your establishment
6. Signage at Shea Stadium, provided by sponsor
7. Sell any Peoria City partnership beers
8. Stream all Peoria City games





## GOLD: \$750

### Sponsor benefits:

1. 50 general admission tickets to use or sell throughout season
2. Peoria City scarf to hang in your establishment
3. Peoria City flag to hang in your establishment
4. Signage at Shea Stadium, provided by sponsor
5. Sell any Peoria City partnership beers
6. Stream all Peoria City games





# SILVER: \$500

Sponsor benefits:

1. 25 general admission tickets to use or sell throughout season
2. Peoria City flag to hang in your establishment
3. Sell any Peoria City partnership beers
4. Stream all Peoria City games





# BRONZE: \$250

Sponsor benefits:

1. 10 general admission tickets to use or sell throughout season
2. Peoria City flag to hang in your establishment
3. Sell any Peoria City partnership beers
4. Stream all Peoria City games





# SPONSOR A PLAYER

2024 PEORIA CITY SEASON





# HOST FAMILY

*House a Peoria City player for the season!*

Sponsor benefits:

1. One reserved tailgate parking space
2. One general admission season ticket for each member of the household
3. Peoria City apparel package for each member of the immediate household (replica jersey, t-shirt, scarf)
4. One complimentary Game Day Play Pack for household member in attendance at each home game
5. Autographed, game-worn jersey by the housed player
6. Host family/player photo autographed by player and shared on Peoria City social media outlets
7. Name displayed on Peoria City website







# COPPER LEVEL: \$500

Sponsor benefits:

1. Four General Admission season tickets'
2. Two complimentary Game Day Play Pack for each home game
3. Game-worn player jersey at end of season
4. Name/Business logo displayed on Peoria City website
5. Meet-and-greet + photo with player at selected home game
6. Featured photo shared to social media with player
7. PA recognition at one Peoria City home game





## RED LEVEL: \$350

Sponsor benefits:

1. Two General Admission season tickets
2. One complimentary Game Day Play Pack for each home game
3. Game-worn player jersey at end of season
4. Name/Business displayed on Peoria City website
5. Meet-and-greet + photo with player at selected home game
6. Featured photo on social media with player





# CONTACT US



**MATT SHEEHAN**

Vice President

**EMAIL: [MATTSEEHANNEWS@GMAIL.COM](mailto:MATTSEEHANNEWS@GMAIL.COM)**

**FOLLOW PEORIA CITY ON SOCIAL MEDIA!**

**FACEBOOK: [@PEORIACITYSOCCER](#)**

**X: [@PEORIACITYUSL2](#)**

**INSTAGRAM: [@PEORIACITYSOCCER](#)**

**YOUTUBE: [@PEORIACITYSOCCER](#)**

Peoria City looks forward to partnering with you!  
Thank you for supporting our players and our community.