



# INDOOR SOCCER IN ST. LOUIS

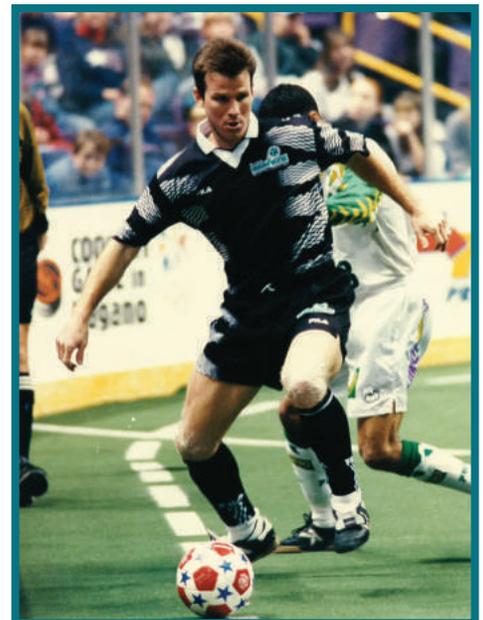
The city of St. Louis has always been known for its strong soccer pedigree and is considered to be America's "First Soccer Capital" dating back to the first reported game in 1875. From the amateur teams that captured the U.S. Open Cup in the early days of U.S. Soccer, to the local players that helped make up the 1950 U.S. World Cup team that defeated England, to the 10 NCAA National Championships won by St. Louis University, no other city in America has the storied history of soccer that St. Louis has.

When it comes to professional indoor soccer, St. Louis is entering its 31st season of competition. The original Steamers competed from 1979-1988 (competed for the League Championship in 1981, 1982, and 1984), the Storm from 1989-1992, and the original Ambush from 1992-2000. A 2nd version of the Steamers played in 2000, 2001, and from 2003-04 through the 2005-06 season, where the team lost in the League Championship.

With all of the teams over the years, the 1994-95 St. Louis Ambush, featuring several homegrown players such as Daryl Doran, Kevin Hundelt, Mark Moser (pictured), Joe Reiniger and Jamie Swanner, captured the city's one and only professional soccer championship, by sweeping the Harrisburg Heat in a best-of-seven series. The Ambush won five Division titles and also competed in the league finals four times (1994, 1995, 1998, and 1999).

With the recent success of the U.S. Men's and Women's National Teams, the excitement of soccer in general has spread across the nation. St. Louis has also experienced that success with emergence of USL, PDL, and WPSL franchises. The area has also seen an increased growth of participation in youth soccer.

This December, the Ambush will enter it's 6th season at the Family Arena in St. Charles, MO.



# MAJOR ARENA SOCCER LEAGUE

The Major Arena Soccer League (MASL) is a North American indoor soccer league consisting of 20+ teams in the United States, Canada, and Mexico. The MASL is an affiliated member of the World Minifootball Federation (WMF), the governing body of the sport.

The St. Louis Ambush is a part of the MASL's Central Division, along with the Kansas City Comets, Milwaukee Wave, and Chicago Mustangs.



**MAJOR ARENA SOCCER LEAGUE**

- Baltimore Blast
- Harrisburg Heat
- Syracuse Silver Knights
- Florida Tropics
- Toronto (2018-2019)
- St. Louis Ambush
- Kansas City Comets
- Chicago Mustangs
- Cedar Rapids Rampage
- Milwaukee Wave
- RGV Barracudas
- Monterey Flash
- El Paso Coyotes
- Dallas Sidekicks
- Salcedo Bonera
- Atletico Baja
- Torlock Express
- Ontario Fury
- San Diego Backers
- Tacoma Stars

/MASLArena /MASLSoccer /MASLSoccer /MASLSoccer

# AMBUSH IN THE COMMUNITY!

Since the return of the Ambush in June of 2013, the franchise has participated in over 500 Community Events, which include holiday festivals, charity events, 5k walks/runs, school appearances, tournaments, parades, and events held at Busch Stadium, Scottrade Center, The Dome at America's Center and Ballpark Village. Ambush players and mascot "Bushwhacker" participate in as many events in the community as possible. The Ambush have also utilized partnerships with other local pro and semi-pro teams to help increase brand awareness.



## ABOUT THE AMBUSH MARKET:

- 35,000+ Social Media Followers (Facebook, Twitter, Instagram, & Snapchat)
- Average Single Game Attendance of 2,500 - 3,000 fans
- Fan base is spread out over a 60-mile radius of the Family Arena
- Partnership with many individual soccer clubs in the St. Louis Metro area
- Partnership with SLYSA, SCCYSA, MYSA & CYC
- Partnership with area chambers & charities

## INFO ABOUT SOCCER IN ST. LOUIS:

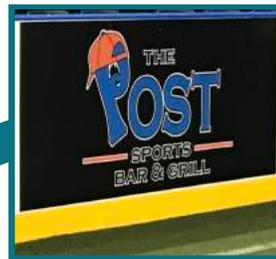
- There are more than 10 indoor soccer facilities in the St. Louis Metro area
- Over 60,000 youth play soccer in the St. Louis Metro area
- 98% of all area high schools offer soccer



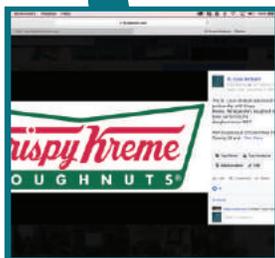
# BENEFITS OF JOINING OUR TEAM!

## INCREASED BRAND AWARENESS

### COMMUNITY INVOLVEMENT



### FAMILY-FRIENDLY ENTERTAINMENT



### SOCIAL MEDIA PRESENCE



### NON-STOP ACTION 12 HOME GAMES



### YOUTH SOCCER CAMPS & CLINICS

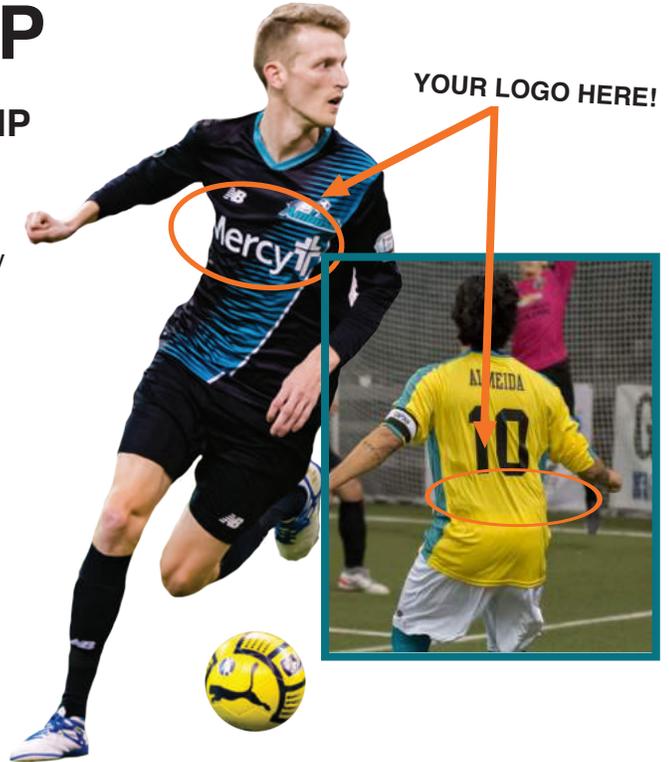
# JERSEY SPONSORSHIP

## JERSEY LOGO FRONT & BACK SPONSORSHIP

Own the front or the back of the St. Louis Ambush Jersey with your company's logo as the team competes on the field. Your logo will be placed on all team jerseys with high visibility on broadcast game coverage (online via MASLtv and as picked up by other outlets), game photography, and team photos that may appear in various media, websites, social media & community events.

## JERSEY SLEEVE

A logo on the jersey sleeve is a great way to obtain brand awareness & exposure, both during & after games, through broadcast game coverage, game photography, and during all player appearances and community events.



# FIELD NAMING RIGHTS

Become part of the official Ambush Field by owning the sponsorship space on both sides of midfield for the 2018-19 season! The Ambush will play all 12 home games on "YOUR COMPANY NAME" Field at the Family Arena. This will be included in all broadcast coverage, press releases, etc.



# TICKET BACK ADVERTISING



The Ticket Advertising sponsorship is a unique way to advertise your brand by placing your company logo, special offer, or QR Code on the back of Ambush game tickets. This is a high visibility sponsorship with every fan ages 2+ requiring a ticket to enter the arena.

# DASHER BOARDS

Corporate Sign-age can appear surrounding the field of play during all home games at the Family Arena. This location provides great visibility & exposure from broadcast & media coverage, in addition to the in-stadium crowd. Additional exposure can be gained through visibility during other events at Family Arena throughout the Ambush season.



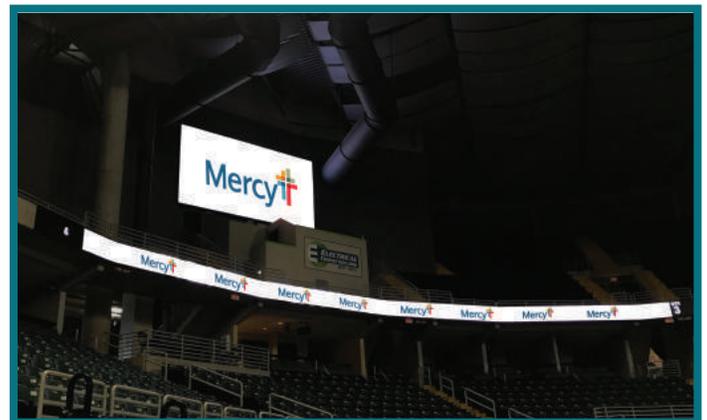
# VIDEO/RIBBON BOARD ADVERTISING

## VIDEO BOARDS

The Family Arena features two 25' HD Video Boards at either end of the arena. A 15 or 30 second video commercial during a stop in play, in between quarters, at halftime, or during timeouts offers great exposure and can be an effective way to promote your business to Ambush fans.

## RIBBON BOARDS

HD Ribbon Boards line all four corners of the Family Arena, and can be utilized to scroll your company's name/logo during Ambush home games.





## IN-GAME PROMOTIONS

Your company can sponsor an in-game promotion that can occur during a stop in play. This promotion could be a soccer shoot-out, a dance cam, fan trivia, mini-ball toss, or any other creative idea you may have. Sponsoring an in-game promotion offers great exposure for your brand.



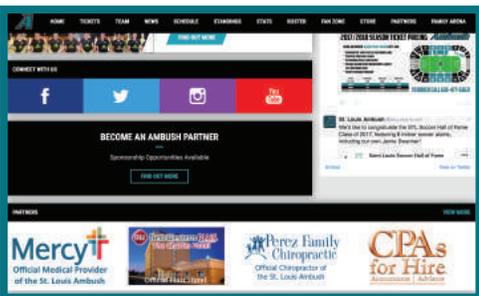
## CONCOURSE TABLES

What better way to promote your product or service than being face to face with our fans? Having a promotional table on the concourse allows your business to interact with fans on a personal level. You may have give-aways, small games or demonstrations, sales reps on hand to answer any questions about your company, or even use promotions & raffles to build your database.



## STEP & REPEAT BANNER

The Step & Repeat Banner is a large backdrop that would feature your company's logo along with our Ambush logo. This banner could be used for photo opportunities, pre & post game interviews, press conferences, or other special event!



## WEBSITE BANNERS & ADS

As a corporate partner of the St. Louis Ambush, your company's logo and link will appear on our Sponsor's Page on our team website. You can also sponsor a banner ad on our website for higher exposure. Fans, media, and league members regularly visit the Ambush website to view game recaps, view our schedule, purchase team merchandise and tickets. These banners can be linked directly to your website providing you with an additional chance to drive targeted traffic to your website.



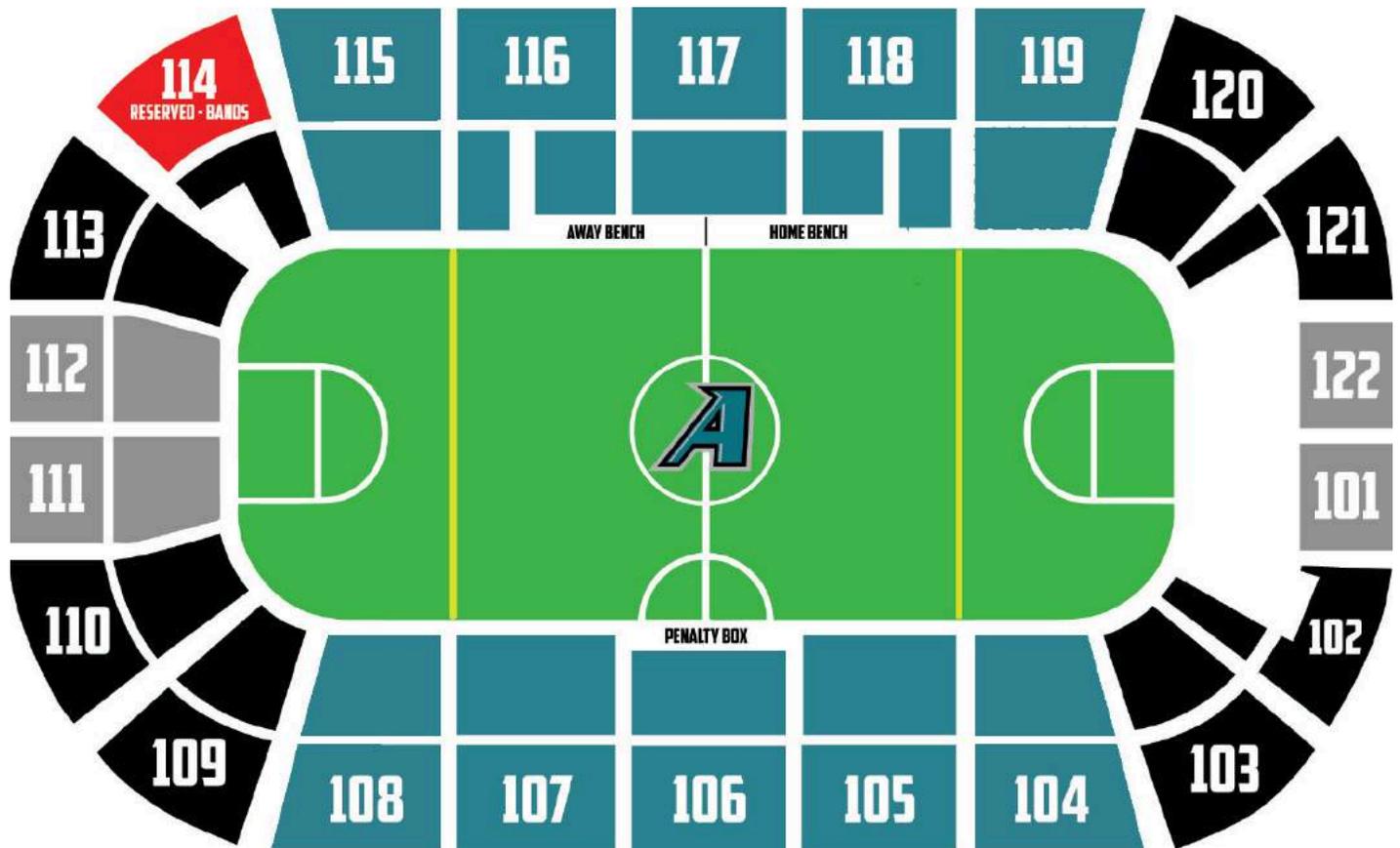
## TICKETING & GROUP NIGHTS

Spend a night with the Ambush! We offer group discounts for large groups, including school nights and corporate nights. We also offer performance opportunities pregame for school bands and choirs, as well as pregame and in-game performances opportunities for dance teams and studios.

Are you interested in fundraising opportunities? Ask a representative about how you can utilize the Ambush to help raise money for your group.

# AMBUSH ARENA SEATING

The Ambush play all 12 regular season home games at the Family Arena in St. Charles, MO. There are 3 levels of reserved seating available. The upper rows in Section 114 are reserved for school bands. Group discounts are available, starting at \$10 per ticket, and group outings can double as a fundraiser for your school or organization!



SECTION	SEASON TICKET	SINGLE GAME	GROUP TICKETS (10+)
SIDELINE	\$200	\$22.00	\$15.00
CORNERS	\$150	\$16.00	\$10.00
GOALS	\$150	\$12.00	N/A



636-477-6363

## AMBUSH OWNERSHIP:



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