



OFFICIAL PARTNERSHIP OPPORTUNITIES



BAY AREA – A PROVEN MARKET WITH A PASSION FOR SOCCER

#2 World Cup TV Ratings

The San Francisco-Oakland-San Jose DMA ranked second in the US in average viewership ratings for the 2018 FIFA World Cup on Fox/FS1.

2.4M Households

Oakland averages a 15% YoY growth in housing and touts over 3,000 new residents each year. Oakland is of the most ethnically diverse major cities in the US and is a leader in multiculturalism.

#15 Top Soccer Market

The DMA ranked 15th in the US in a recent study based on soccer TV viewership, attendance, participation, social conversation, and digital search.

240K+ Youth Soccer Players

The Bay Area boasts tremendous youth soccer enrollment. These players and their families represent a significant demographic with an inclination to support pro soccer.

60K+ Adult Soccer Players

The Bay Area possesses extensive options for adult soccer players in both indoor and outdoor leagues; competitive, recreational and co-ed. coed.

47,790 Average Attendance

The last five major matches in the East Bay drew large crowds for teams including Real Madrid, Inter Milan, Mexico, Ecuador, Sweden, and Iran.





UNITED SOCCER LEAGUE (USL)

United Soccer League Championship

- USL is the world's largest D2 soccer league with representation in 35 markets in the United States
- 5,500 average crowds

National Media Platform

- ESPN, ESPN+, ESPN Deportes
- 900 live matches on ESPN+
- 1,800 hours of live content

Growing Brand

- 2.6M online fans (+23% YOY)
- 60M+ impressions across Instagram, Twitter and Facebook in 2019
- 355k+ followers on social media





A NEW KIND OF SPORTS TEAM

Oakland Roots SC is the first, Purpose-driven, professional sports team in the United States. Our Purpose is *“to harness the magic of Oakland and the power of sports as a force for social good”*.

In just a few years this bold vision has turned Roots into one of the most exciting and fastest-growing brands in American sports, attracting celebrity investors like NFL star Marshawn Lynch, eclipsing all our competitors in merchandise sales, garnering global praise for our work in tackling racism and earning the love of the City of Oakland.

We believe it’s our Purpose to re-imagine what a professional sports team means to its community. We seek to work in partnership with others joyfully committed to diversity, authenticity and social and environmental justice for all.

Let’s do it together.





ROOTS JOURNEY

Past

- Three years of market-leading community outreach and engagement which culminated with a successful launch in the Fall of 2019
- Sold out home games in 2019, 2020 and 2021
- Brand recognized globally as a unique voice

Present

- Officially joined the USL Championship Division in 2021
- Qualified for USL Championship Playoffs in first season in league
- #1 merchandise sales in USL
- Local ownership group investing in community
- Diverse player, coach and front office staff

Future

- Launching women's soccer team in 2022
- Planning for own facilities in Oakland





'COOLEST TEAM IN THE UNITED STATES'

"The USA's coolest team are also among their nation's greatest altruists. The Californians were formed in 2018 with one major Raison d'être: to serve Oakland as a force for good. The Roots take pride in their varied work within the community, and it just so happens that their spiffing merch already embarrasses the usual club branded tat. Their PUMA made home jersey is merely a taster".

From FourFourTwo Magazine, most respected and read soccer magazine in the world, December 2021



**OAKLAND
ROOTS HOME \$85**
oaklandrootsfc.com
The USA's coolest team
are also among their
nation's great altruists.
The Californians were
formed in 2018 with one
major raison d'être: to
serve Oakland as a force
for good. The Roots take
pride in their varied work
within the community –
and it just so happens
that their spiffing merch
already embarrasses the
usual club-branded tat.
Their PUMA-made home
jersey is merely a taster.



“ABOUT THAT ACTION”

One of the most recognizable and iconic figures in American sports, Marshawn Lynch is a proud son of Oakland and a passionate advocate for social justice and his community. In 2021 he joined the Oakland Roots ownership group.

“Giving kids in my home town a pro soccer club and players to look up to and a team that this community and city can get hella excited about was something I had to get down with” he said. “And then, you layer in the commitment they are making to this city through all our grassroots efforts just reassured and told me that the organization isn’t just talking about creating change, but really being about that action and making sh*t happen.”





AN AUTHENTIC LOCAL BRAND

Oakland Roots is partnered with local apparel and accessories retailer Oaklandish to distribute Roots gear at retail, online and at games.



The club continues to cultivate its brand by implementing a retailing and branding strategy that establishes Oakland Roots as a prominent streetwear and lifestyle brand.

The mission of Oaklandish is to spread “local love” by way of civic pride-evoking merchandise, while creating quality inner city jobs for locals, and giving back to the people and places that maintain Oakland’s trailblazer spirit. In line with this mission, Roots and Oaklandish have agreed to donate a portion of all proceeds to local charities.

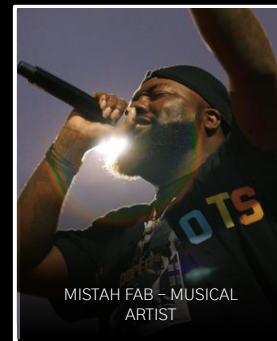




GLOBAL BRAND EXPOSURE

Oakland Roots SC received over **50M** impressions in unaided / earned media in 2021.

Includes: FourFourTwo, NBC Sports, ESPN, New York Times, The Guardian Urban Pitch, G-Eazy "Bang", Hypebeast, USL Launch, Telemundo, The Athletic, Common Goal, PES/Konami (Roots Gaming), Luke Gerr, Giphys, Bay Area Unite Videos, KTVU Fox 2





A GREENER, CLEANER OAKLAND

Oakland Roots SC has announced its commitment to becoming climate positive by 2022, going beyond achieving net-zero emissions and setting the path as one of the first professional sports teams in the world to do so.

We are working to understand our own carbon, plastic and water use footprint so we can contribute to a greener, cleaner Oakland.

We are also seeking to use our position to educate and motivate our passionate fans to live a greener and healthier life.

[Learn about our Climate Justice Pledge](#)





ROOTS IN THE COMMUNITY



[Oakland Roots wins USL Impact Award for Anti-Racism](#)



[Oakland Roots Volunteer Day with Alameda County Food Bank](#)



[Oakland Roots announces journey to Climate Positive by 2022](#)



[Oakland Roots launches Roots in the Community](#)



[Can football clubs make the world a better place? Feature on DW](#)



[Oakland Roots launch Anti-Racist Project - feature in New York Times](#)



[Oakland Roots launch Write Your Roots Day in Oakland](#)



[Former refugee now playing for Oakland - feature in SF Chronicle](#)



FAN DEMOGRAPHICS

ETHNICITY

- 45% LatinX (2x the USL average)
- 38% Caucasian
- 9% African-American
- 6% Asian
- 2% Other

AGE

- 60% are 25-54

AVERAGE HOUSEHOLD INCOME

- \$150,000 - \$199,000

GENDER

- Male 60%
- Female 38%
- Unknown 2%

USL FANS

- USL fans are 1.3X more likely to be millennial than general population.
- USL fans are 4.2X more likely to be affluent.
- USL fans are 1.3X more likely to have a college education.

LATINX FANS

- Hispanics are the youngest and fastest growing demographic in the nation,
- The buying power of the Hispanic population IS estimated to be over \$12T.





THE ANTI-RACIST PROJECT

Oakland Roots SC is the only club in the United States to be a member of the global Common Goal movement led by some of the world's top sports stars like Juan Mata, Jurgen Klopp, Megan Rapinoe and Alex Morgan.

In 2021 Roots helped launch the Common Goal Anti Racist Project, a groundbreaking initiative designed to tackle racism at every level of the sport from the boardroom to the grassroots. Stars from the US Mens and Womens National Teams and FC Barcelona have since joined the project.

In 2022 Roots launched a new project aimed at educating the youth soccer community about how to build safe and welcoming communities for all.

Partnership Opportunity:

Local Entitlement available for "The Anti Racist Project"





PLAY PROUD UNITED

In 2022 Oakland Roots will be part of a unique, international program to tackle discrimination and homophobia in soccer.

Together with other clubs from the United States, Canada and Mexico we'll be leading 'Play Proud United', a program led by clubs and fans to ensure soccer is a safe and welcoming place for all.

The program will be part of our process to build a comprehensive Diversity, Equity, Inclusion and Belonging strategy for our organization and our gameday experience.

Partnership Opportunity:

Local Entitlement available for "Play Proud United"



NAMING RIGHTS

- Club Seating and Hospitality
- Suite
- Party Deck
- Field
- Seating Sections
- E.10th Pre-Game Activation Area

PURPOSE TITLE PARTNERSHIPS

- Anti Racism Project - Local
- Play Proud United - Local
- Concrete Roses - Free Access to Sports
- Write Your Roots - Education and Literacy
- Roots Recognize - Arts and Culture

BROADCAST

- ESPN - :30 Sec Commercial Spots
- KTVU (Fox) English Linear - :30 Sec Commercial Spots
- TeleXitos Spanish Linear - :30 Sec Commercial Spots
- In-Game Features and Clockwraps

DIGITAL

- Website Display Banner Ad
- Social Media Content





IN-STADIUM BRANDING

- TV View Fieldboards
- Fan View Fieldboards

IN-GAME/IN-STADIUM ACTIVATION

- Half-Time Promotions
- Ball Kids - Title Partner
- Game Title Partner

COMMUNITY EVENTS

- Player Appearances
- Grassroots Events
- Away Game Watch Parties
- Meet the Coaches and Players Events

MEMBERSHIPS AND HOSPITALITY

- Perch Suite (Annual or Single Game)
- Nest Party Deck (Up to 20 guests)
- Annual Membership (Season Tickets)
- Club Field Seats
- Company Team Building Events
- VIP Fully Catered Events





CONTACT

Steven N Powell
Chief Revenue Officer
Email: stevenpowell@rootssc.com

Mobile Tel: 713.724.5023

