FC TUCSON PARTNERSHIP DECK

2027 SEASON



Club Overview

FC Tucson is Southern Arizona's premier soccer club. Established in 2010, the club currently features a pre-professional men's team competing in USL League Two, an amateur women's team in the WPSL, and a boys' youth academy program through USL Academy.

Our men's and women's teams are composed of top-tier youth, collegiate, and adult players from around the world, while our academy provides an elite platform for Tucson's most promising young athletes.

Beyond competitive play, FC Tucson proudly hosts Major League Soccer (MLS) and United Soccer League (USL) clubs each January and February for preseason training and exhibition matches as part of our annual Desert Showcase. These events offer local fans a rare opportunity to see world-class talent up close at the Kino Sports Complex.

FC Tucson is deeply committed to the Tucson community. Through strong local and regional partnerships, we invest in a wide range of outreach programs—including youth camps, clinics, and Barrio-2-Barrio events—as well as grassroots and youth soccer initiatives that help grow the game from the ground up.

Meet The Team



Jon Pearlman
Founder & President



Kyle Cornell
VP Finance & Soccer Operations



Cole Eckel
VP Business Strategy & Development

On-Field Success

USL 2

2012 - 2018 / 2023 - Present

- 0 losing seasons
- 5 Conference Final Appearances
- 1 Western Conference Championship (2024)



USL 1

2019 - 2022

- Founding member of Professional League USL1
- 1 Semi-Final Appearance



Recent Seasons



FC Tucson Men

- 3 Straight Playoff Appearances
- 1 Western Conference Title (2024)
- 2026: FC Tucson Men - 6(W) - 2(L) - 4(D)



FC Tucson Women

- 5 Straight Winning Seasons
- 2025 WPSL Conference Organization of the Year
- 2026: FC Tucson Women - 6(W) - 3(L) - 1(D)

Path To Pro Runs Through FC Tucson



Aaron Long

FC Tucson (2012/2014)

USMNT Captain 2018

Portland Timbers (MLS)

Seattle Sounders (MLS)

NY Red Bulls (MLS)

LAFC (MLS)



Donny Toia (Tucson Local)

FC Tucson (2012)

Phoenix Rising FC (USL C)

Chivas USA (MLS)

Orlando City (MLS)

Montreal Impact (MLS)

Real Salt Lake (MLS)



Aaron Herrera

FC Tucson (2016/2017)

Guatemala National Team

Real Salt Lake (MLS)

CF Montreal (MLS)

DC United (MLS)



Hope Hisey (Tucson Local)

FC Tucson (2022)

Arizona Soccer

Kansas City Current (NWPSL)

Spokane Zephyrs (Super League)



Luz Duarte (Tucson Local)

FC Tucson (2019/2020, 2024)

Atletico San Luis (Liga MX F.)

Partner Organizations

FC Tucson Youth

- Largest Youth Soccer Organization in Southern Arizona
  - 2,000 registered members
- Recreational & Competitive Leagues
- Access To Team Management/Communication Platforms:
  - Playmetrics
  - TeamSnap
- Scholarship Programs



TASL

Tucson Adult Soccer League

- One of the largest adult recreational soccer leagues in the country
- Co-Ed Play
- Year Round Competition
- Access to Household Decision Makers



Goals & Objectives

We are committed to a vision that goes far beyond soccer. Each Partnership is unique and tailored to fit what your organization is hoping to solve for. We are data-driven and know how to reach core segments most dynamically and effectively. We have the top professionals in Southern Arizona who are dedicated to building successful, long-lasting partnerships by working with you in the following ways:

- **Leveraging Marketing Dollars**
- **Reaching Target Audiences**
- **Brand Awareness**
- **Recruiting Talent & New Business**
- **Team Building Events**
- **Goodwill In The Community**
- **Trade Opportunities**



Soccer's Golden Era in the U.S.

Recent years have seen U.S. Soccer hit unprecedented heights!

- North America has hosted major soccer tournaments:
  - 2025 FIFA Club World Cup
  - 2025 CONCACAF Gold Cup
  - **2026 Mens FIFA World Cup**

- USL is the fastest growing soccer organization in the U.S.

- Soccer is the #2 favorite sport to watch among 18-34 year olds

- Interest in soccer in the US has **doubled** since the 2026 World Cup



Soccer's Golden Era in the U.S.

Sports Marketing is HOT:

- Nearly half of viewers (**49%**) perceive a sponsor more positively after a sporting event
- Sports sponsorships drive an average **10%** lift in purchase intent among fans. In fact, **67%** of sports fans have made a purchase tied to a major sporting event, and they're **16%** more likely to buy than non-fans when presented with relevant offers — a result of stronger brand loyalty.
- **81%** of fans expressed confidence in brands that sponsor sporting events



Opportunity In The Old Pueblo

Tucson is one of the largest metropolitan areas without a professional "Big Four" sports team:

- Top 20 Soccer Market in United States (giltedgesoccer)
- Bi-National Fanbase
- Transformational Community Impact
    - Team becomes source of civic pride, provides opportunities to elevate communities, and impacts entire societal range from youth to adults

Why FC Tucson:

- 16 Years Experience at the Professional & Pre-Professional Level
- Manages ~$500,000 in Marketing Assets Annually
- Dedicated Sales & Marketing Representatives Available Throughout The Entire Process



By The Numbers

Match Attendance & Reach

AVERAGE ATTENDANCE

2025	2026
1,415	1,467

58% Increase Since 2024

PER MATCH REACH

Organic (98K) + Paid (270K)

CINCO DE MAYO RECORD ATTENDANCE

2,045 Fans

2026 Cinco de Mayo Doubleheader



Digital Reach

SOCIAL MEDIA FOLLOWERS

INSTAGRAM	FACEBOOK	TikTok, LinkedIn, X
15.7k Followers	20.5k Followers	11k Followers (Combined)

2026 SEASON PERFORMANCE

	INSTAGRAM	FACEBOOK	TikTok, LinkedIn, X	
# OF POSTS / STORIES	689	242	545	
VIEWS – ORGANIC	3.9 million	2.3 million	950k	↑ 55%
VIEWS – PAID	500k	850k	385k	↑ 70%
ENGAGEMENTS	87.7k	43.2k	18k	↑ 189%

EMAIL / TEXT COMMUNITY

23k Subscribers ↑ 60%

WEBSITE PERFORMANCE

550k Website Visits (Total Visits 2026 Season) ↑ 40%



Earned Media

Radio:

- Spears & Ali Show (ESPN 1490 AM)
- The Frank Show (KLPX 96.1 FM)
- Wildcats Radio (1290 AM)

TV:

- KVOA
- KGUN9

Print / Digital:

- Arizona Daily Star / Tucson.com
- Tucson Sentinel
- USL2 Homepage

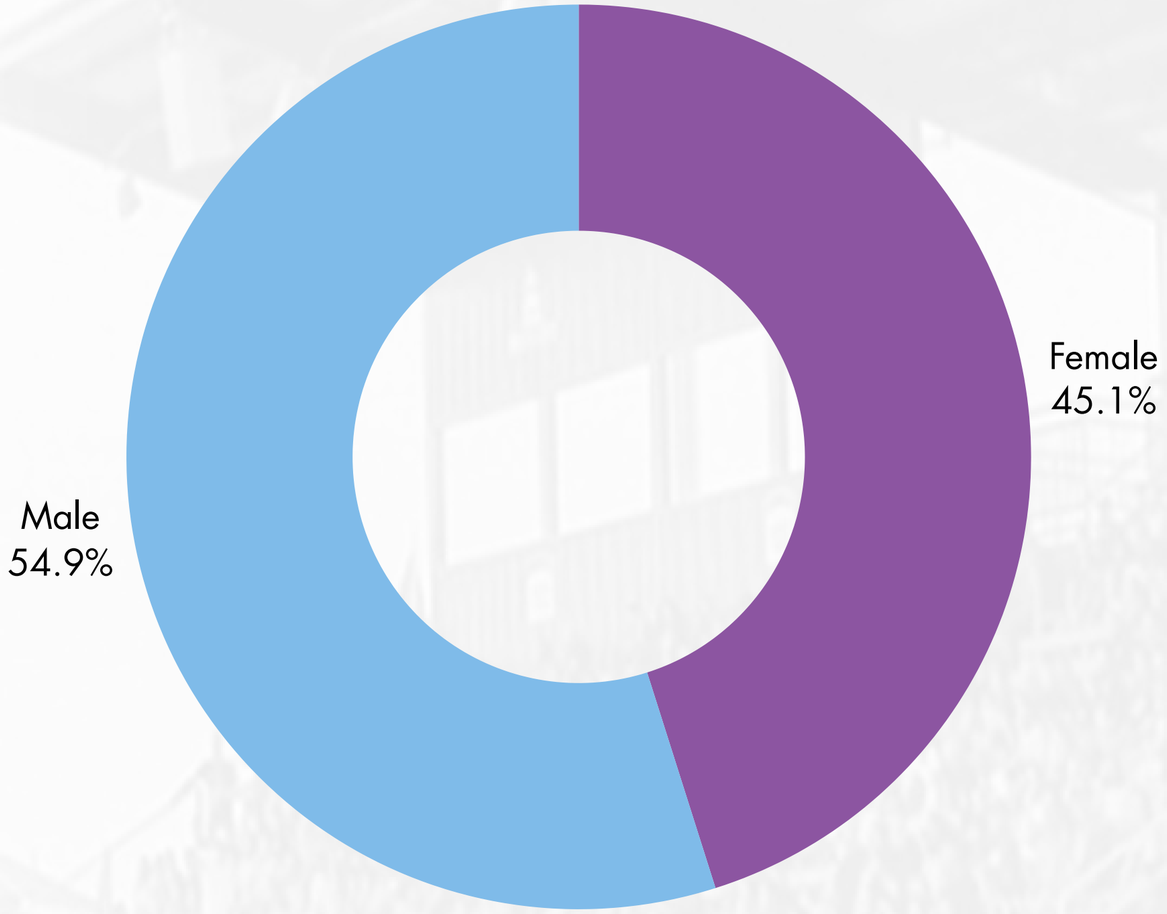




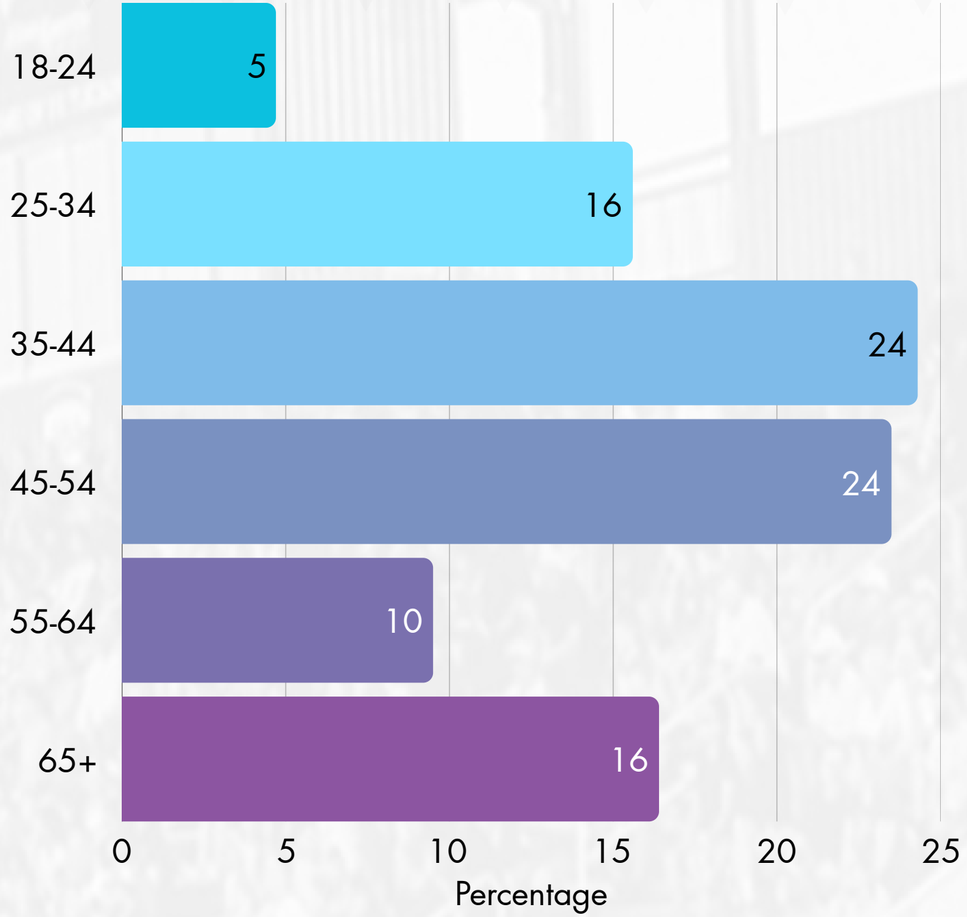


Fanbase Demographics

Gender



Age Range



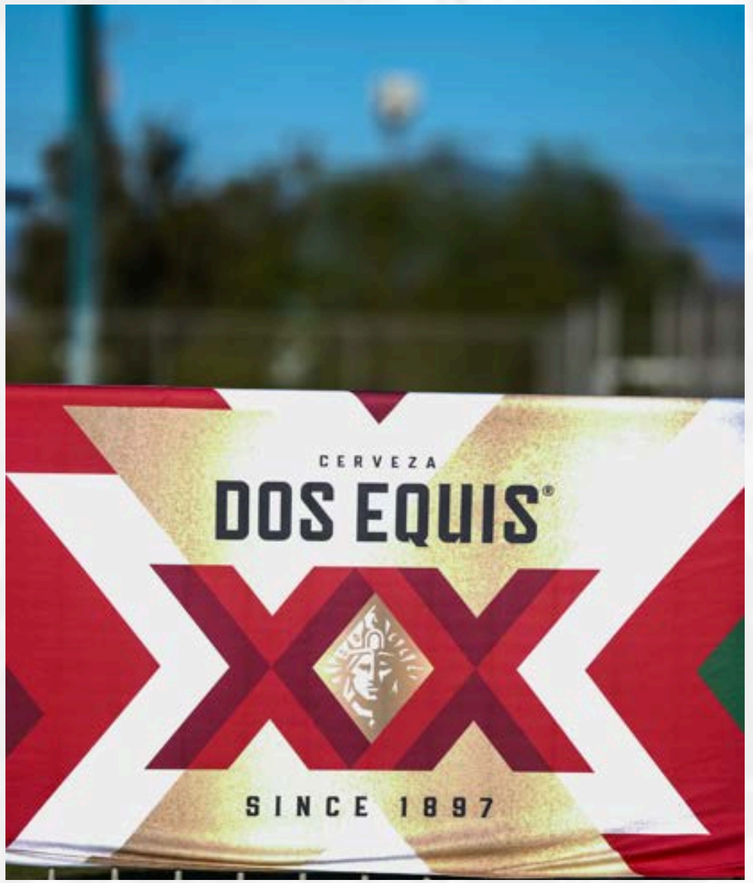
Local, Regional & Global Partners



Vantage West Credit Union



Raising Cane's



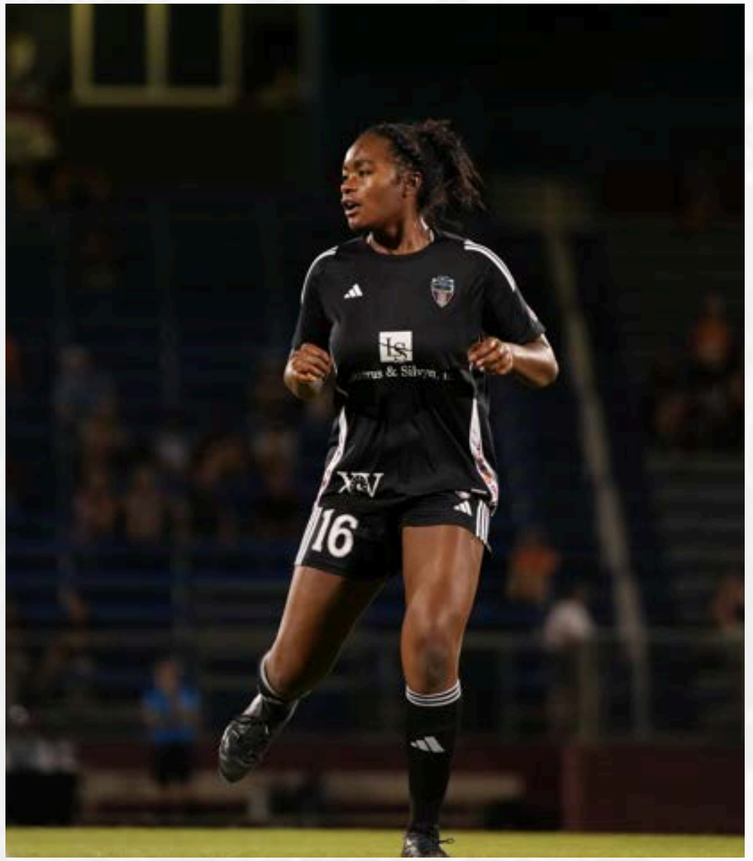
Heineken (Dos Equis & Tecate)

Available Assets

Jersey Placement

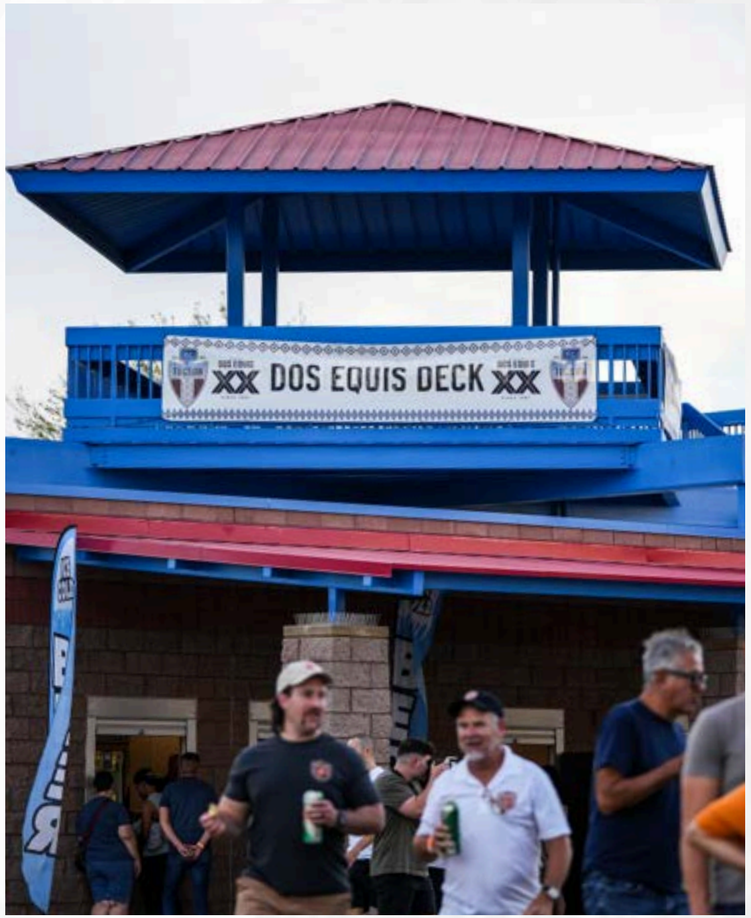


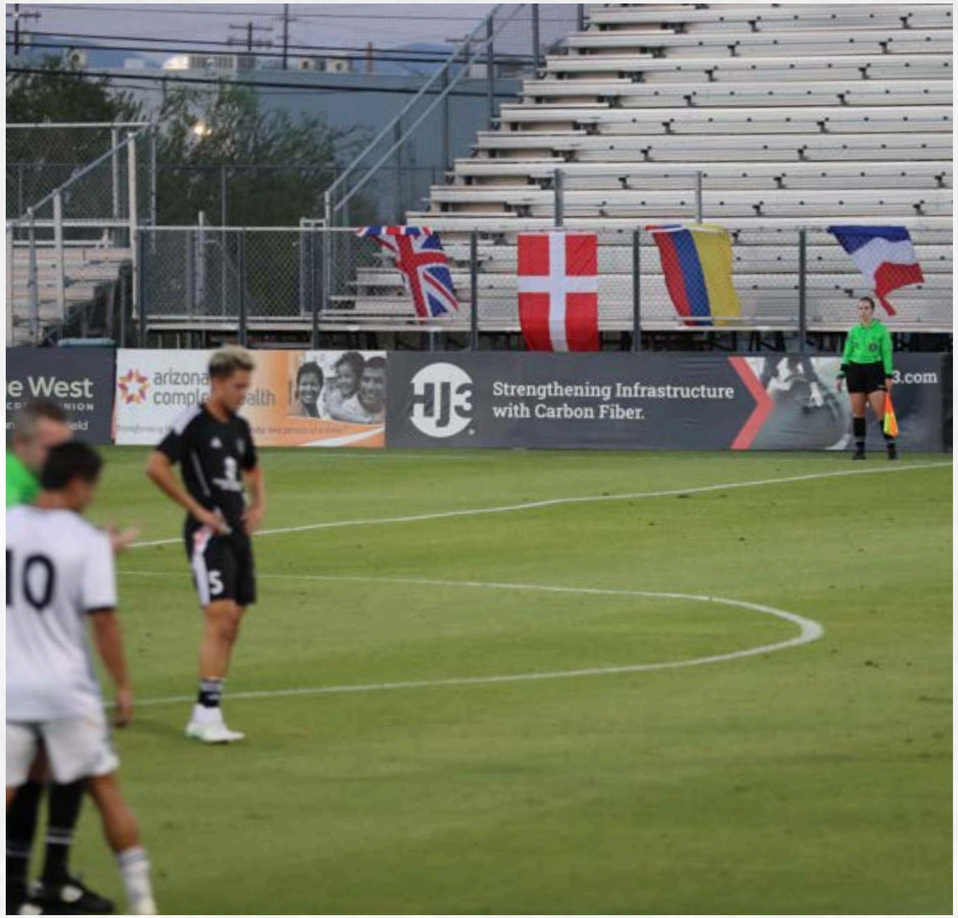


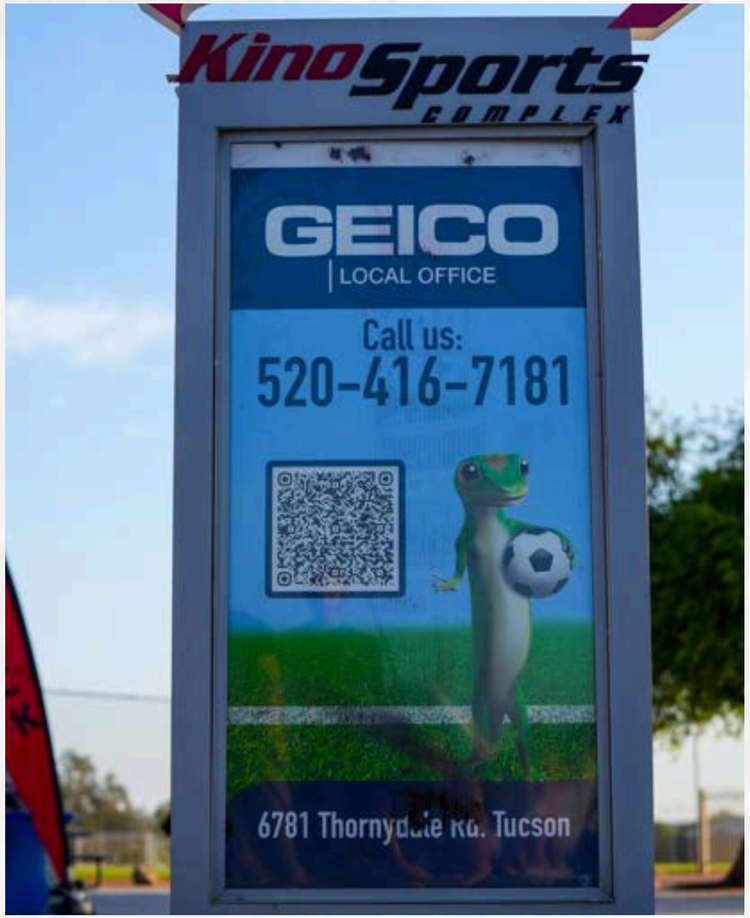


Men’s & Women’s Jerseys: Front, Sleeve, Back & Shorts

In-Stadium Signage







Field Board, Partner Plaza Banner, Advertising Stand

Partner Plaza Activations







Concessions & Vending





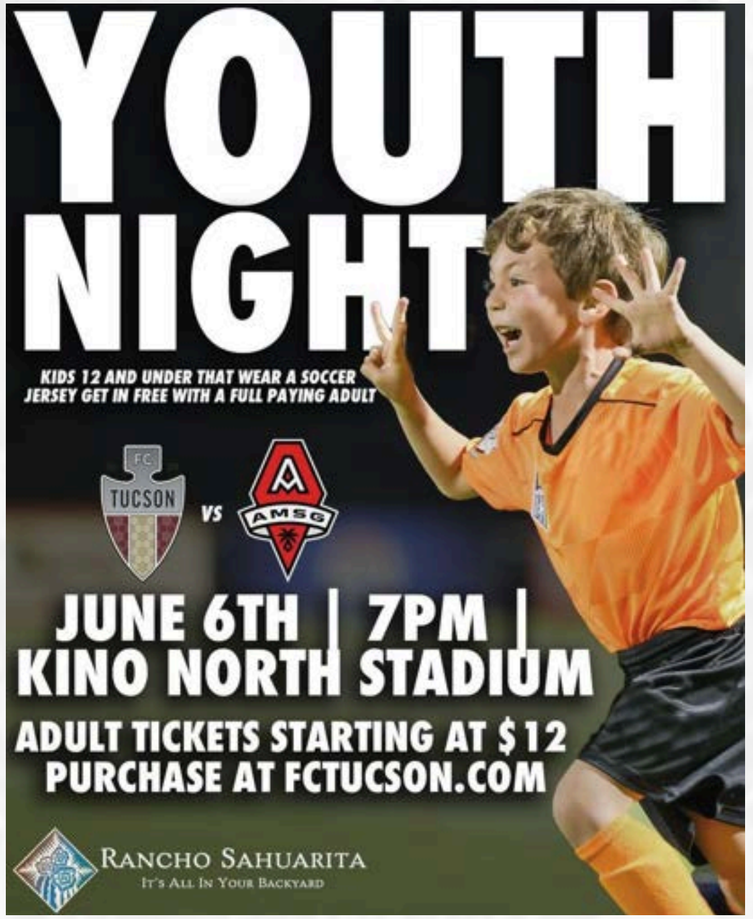


Vending Opportunities Available!

Theme Nights / Presenting Sponsor Matches

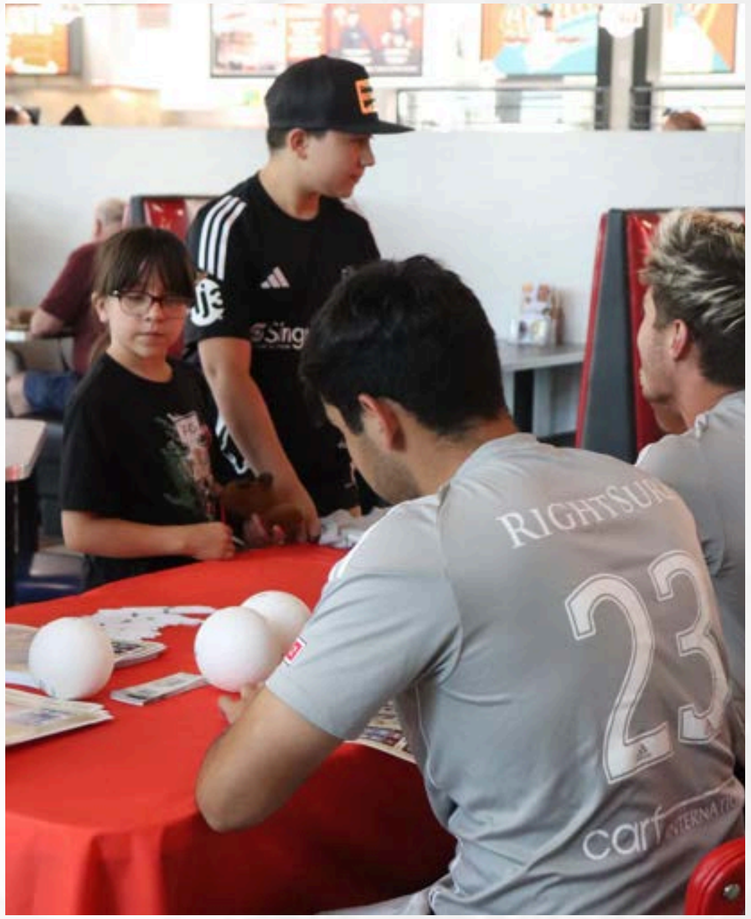




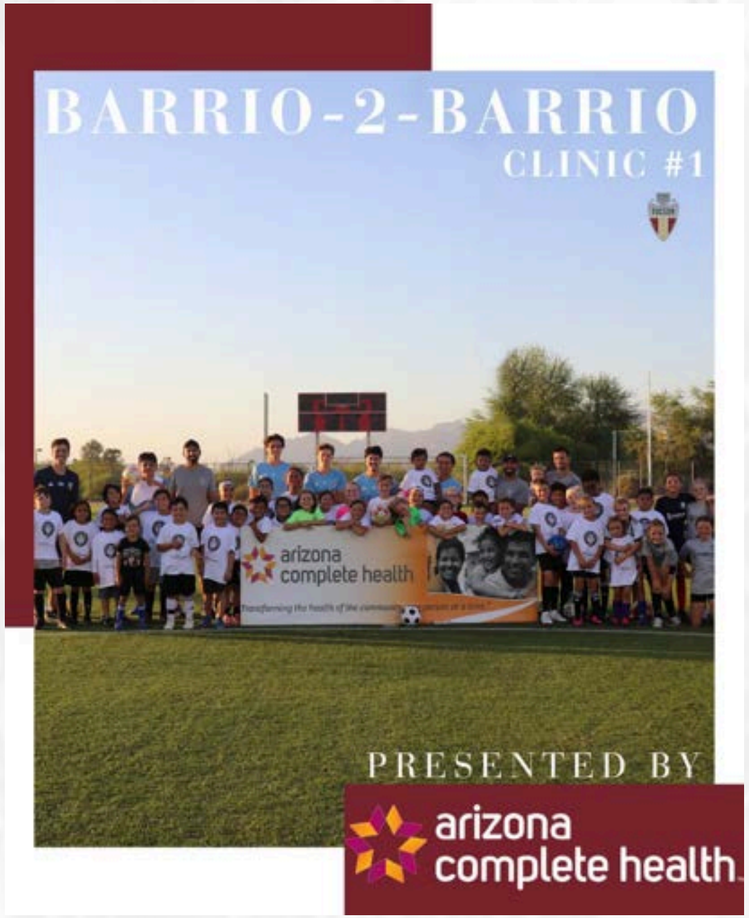


Social Media Posts, Giveaways, Activations, Staff Hospitality Box

Special Events







Meet & Greets, Watch Parties, Camps & Clinics

Physical & Digital Giveaways



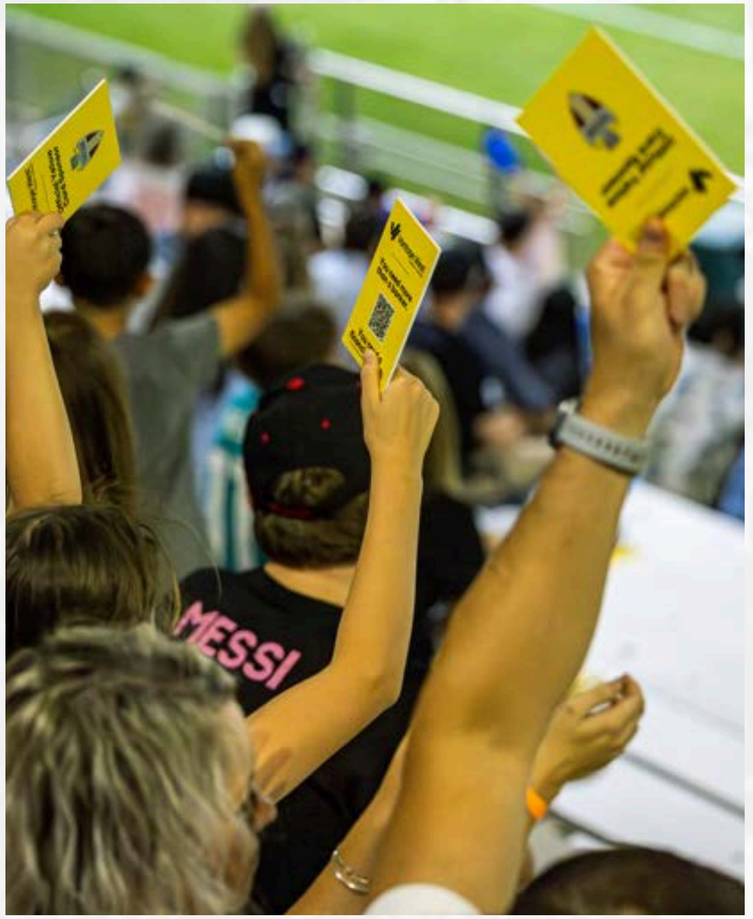
GEICO Arizona Football Tickets



Additional Creative Assets Available







Special Edition Kits, Match Information, Physical Items & More

Looking Ahead

2027 Season Outlook

Womens 2027 FIFA World Cup Year:

- FC Tucson continues to position Tucson and Southern Arizona as a national soccer destination

2027 Pre-Season Event:

- **MLS is BACK!** A 17th Consecutive Professional Soccer Preseason in Tucson is coming in February featuring MLS teams for the first time since 2023.

On-Field Momentum:

- Back-to-Backt-to-Back USL2 Playoff Appearances
  - 2024 Western Conference Champions
- Team led by former player & University of Arizona Assistant Soccer Coach - Sebastian Pineda

Fan & Community Engagement:

- Enhanced fan experience at matches with improvements from stadium upgrades and continued innovations in matchday engagement.

Future Vision:

- Strategic efforts underway to return to professional ranks (USL League One)



Contact Us

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Thank You!
EVENT STAFF