



United Soccer League App Sponsorship Valuation

TITLE SPONSOR

\$25,000

Based on 10,000 app users

\$12,500

Based on 5,000 app users

Includes:

LAUNCH SCREEN

INTRO CONTENT



FAN CAM

\$700 /Filter

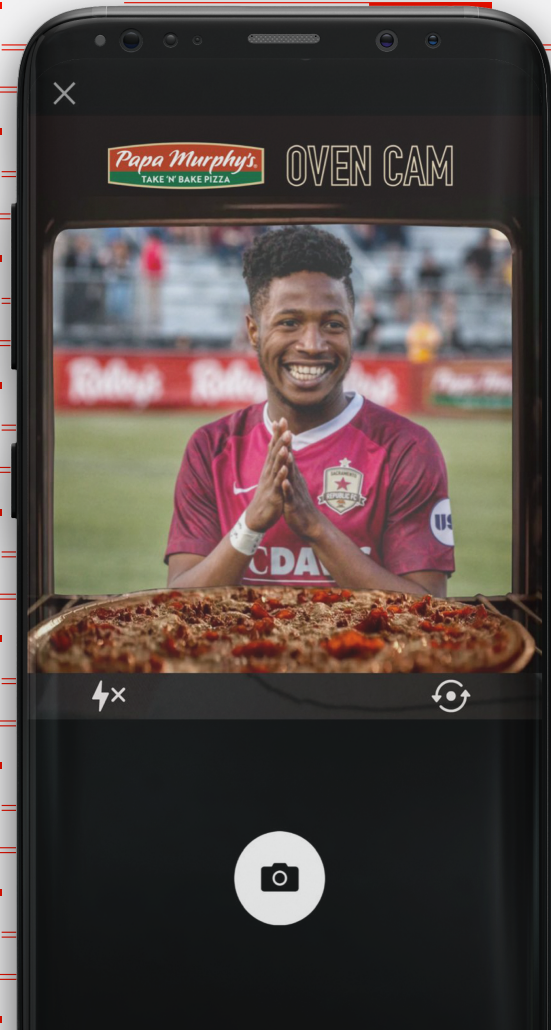
Based on 10,000 app users

Uses:

CUSTOM FILTERS

BRAND AWARENESS

CONTESTS



GAME RECAPS

\$1,000 /Each

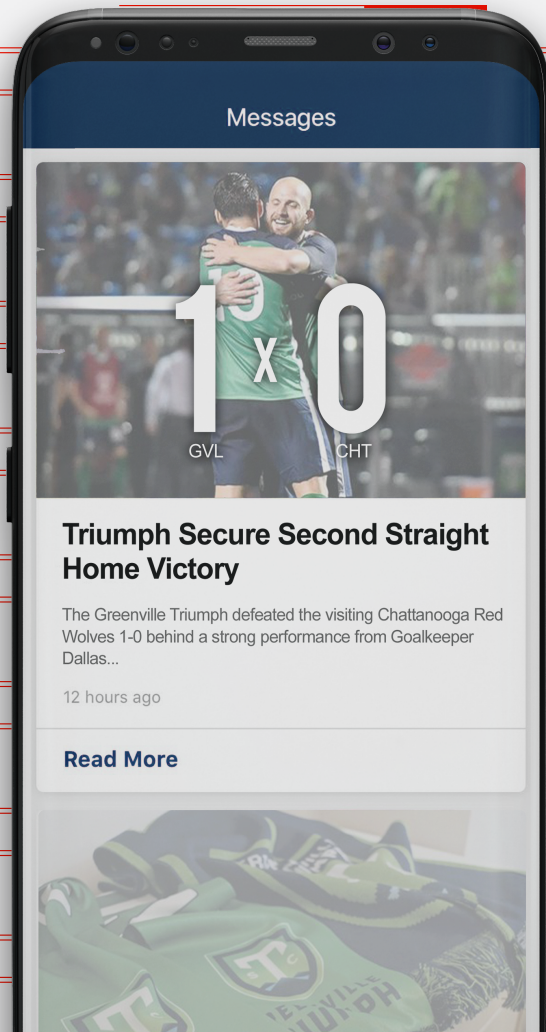
Based on 10,000 app users

Includes:

INFO CARD

PUSH NOTIFICATION

STAYS IN NEWS FEED



PLAYER SPOTLIGHTS

\$1,400 /Each

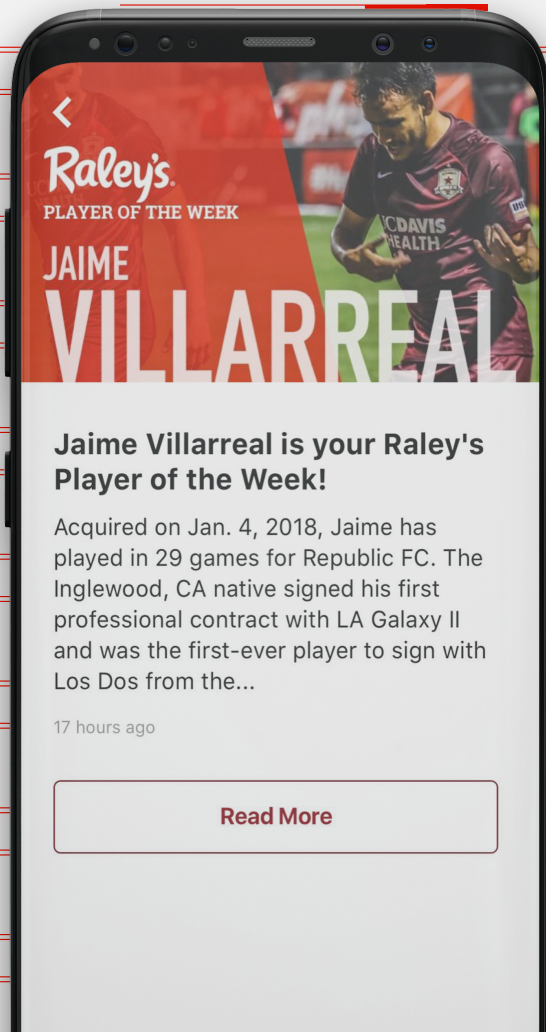
Based on 10,000 app users

Includes:

WEEKLY COMMUNICATION

PUSH NOTIFICATION

BANNERS



PRE-GAME TRIVIA

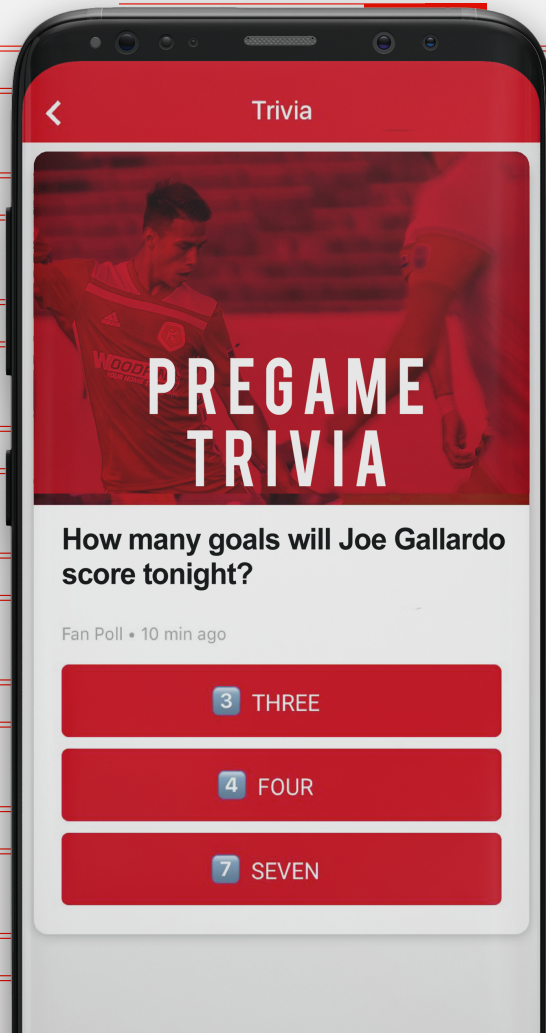
\$1,400 /Question

Based on 10,000 app users

Includes:

SPONSORED QUESTION

PUSH NOTIFICATION



IN-APP BANNERS

\$12,000 /Banner

Based on 10,000 app users

HOME

MESSAGES

EVENT PAGES

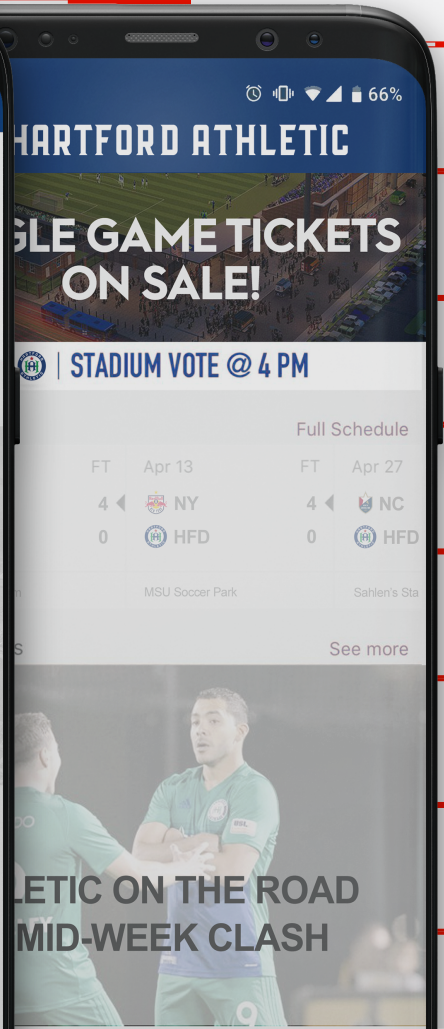
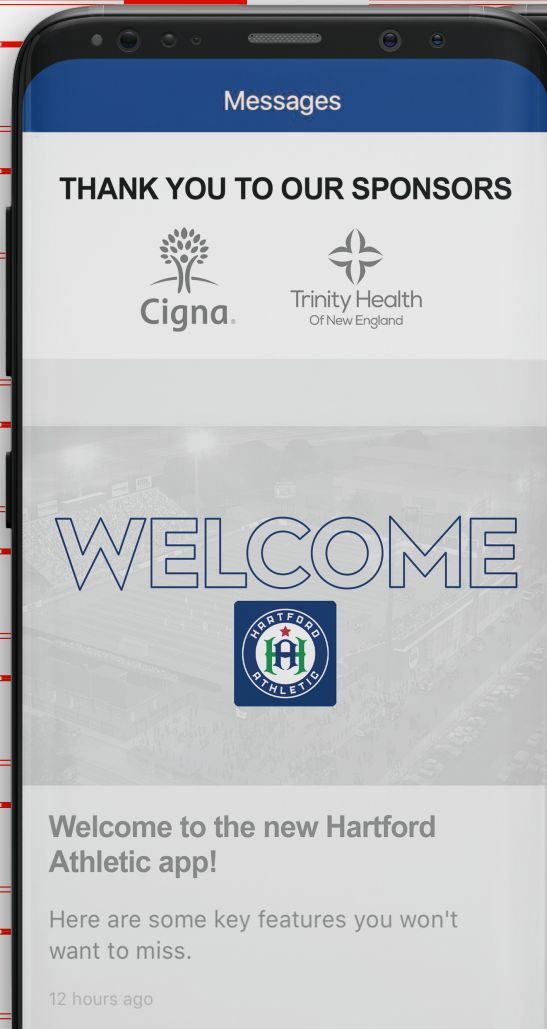
Uses:

ADVERTISEMENTS

SPONSORSHIPS

SPECIAL EVENTS

EXCLUSIVE OFFERS

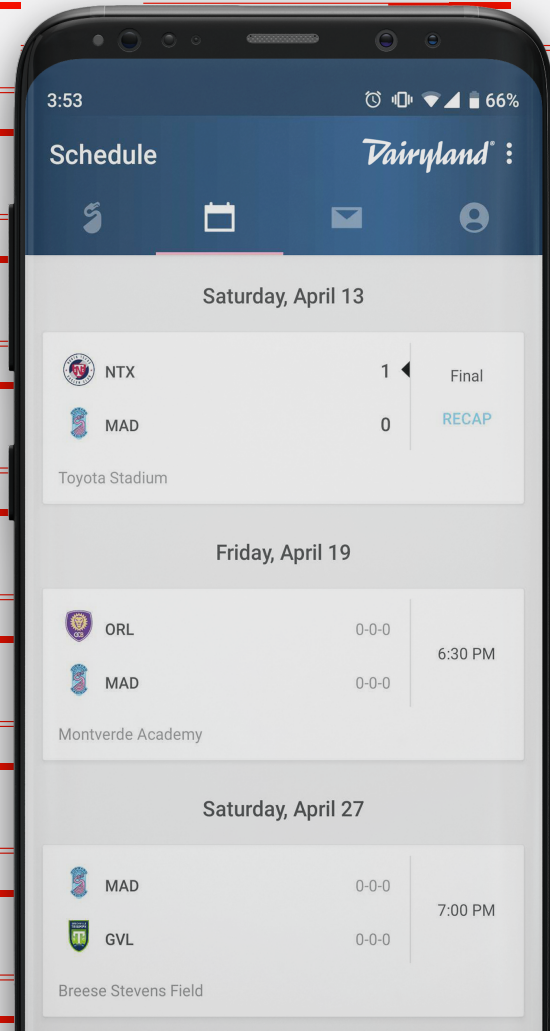


GLOBAL APP SPONSOR

\$32,000

Location:

GLOBAL HEADER | ALL SCREENS



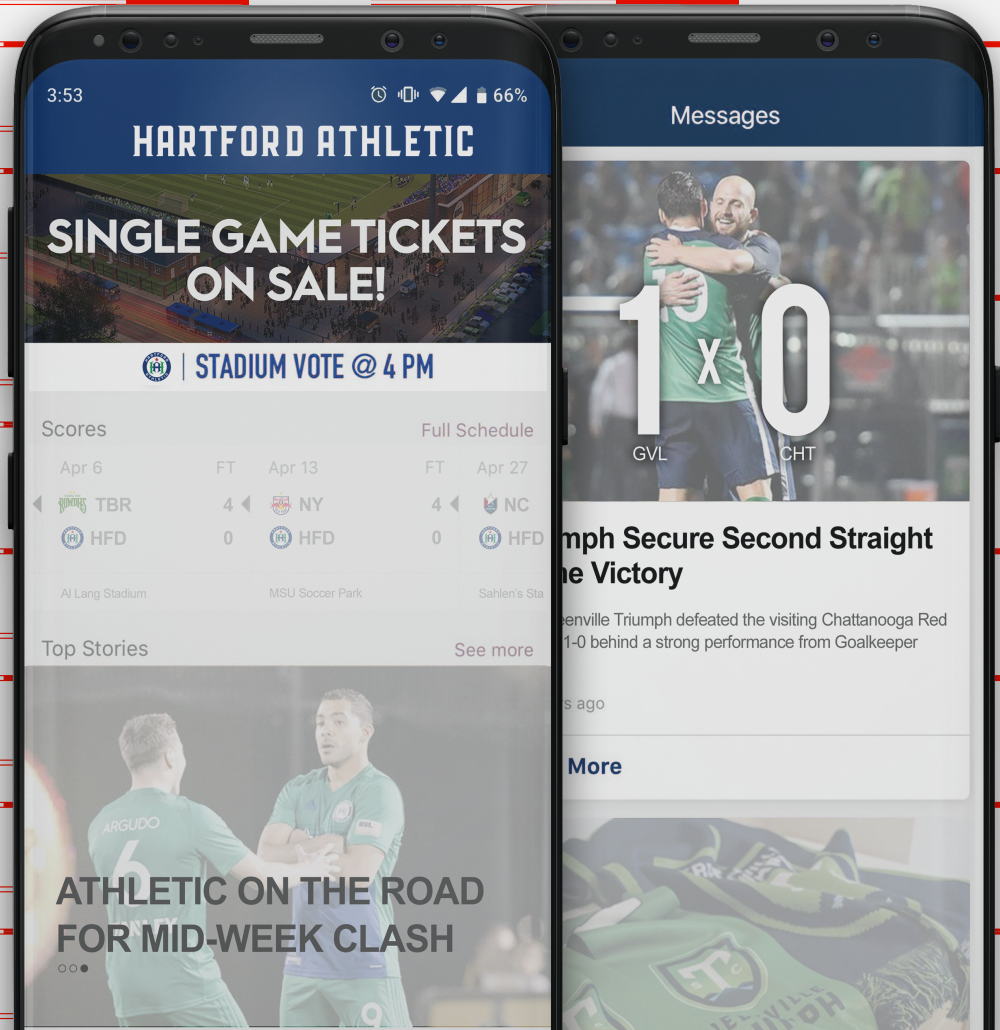
CONTENT SPONSOR

\$6,000 /News Widget

Based on 10,000 app users

\$500 /Communication Message

Based on 10,000 app users



SUMMARY

		Based on 10,000 app users or 1 million annual screen views		Based on 5,000 app users or 500,000 annual screen views	
Sponsor Opportunity	Inventory	Value*	Potential Revenue	Value*	Potential Revenue
Title Sponsor	1	\$25,000	\$ 25,000	\$12,500	\$ 12,500
FanCam Filter	4	\$700	\$ 2,800	\$350	\$ 1,400
Player Spotlights	12	\$1,400	\$ 16,800	\$700	\$ 8,400
Game Recaps	34	\$1,000	\$ 34,000	\$500	\$ 17,000
Pre-Game Trivia	34	\$1,400	\$ 47,600	\$700	\$ 23,800
In-App Banners	1	\$12,000	\$ 12,000	\$6,000	\$ 6,000
Global App Sponsor	1	\$32,000	\$ 32,000	\$16,000	\$ 16,000
Content Sponsor - News Widget	1	\$6,000	\$ 6,000	\$3,000	\$ 3,000
Content Sponsor - Push Notification	34	\$500	\$ 17,000	\$250	\$ 8,500
			Total: \$ 193,200		
				Total: \$ 96,600	

*U.S. market value provided by FanThreeSixty as of April 2019