



2023

Insights Report

Engagement accelerated in our third season.

- 52%↑** Season tickets **increased** from 64 to 97
- 50%↑** Attendance **increased** from 239 to 359 per game
- 26%↑** Stream views **increased** from 425 to 537 per game
- 22%↑** Social media followers **increased** to over 3,300
- 27%↑** Corporate partners **increased** from 11 to 14
- RECORD BREAKER** Attendance record - **517** - for single game

Potential of acquiring additional supporters is high.

Chicagoland **9.5 MILLION** 3rd largest US market
3.5 MILLION interested in soccer

Our inclusive demographics enable continued growth.

Male **59%**
 Female **41%** **Multi-Ethnic**
Racially Diverse Majority:
Age 18-44

Our hyper-local focus enhances our relevance.

Highest Engagement Markets
 Joliet | New Lenox | Frankfort | Lockport | Plainfield | Aurora
 Kankakee | Bourbonnais | Tinley Park | Bloom | Romeoville | Chicago
 Shorewood | Oak Forest | Manhattan | Crest Hill | Naperville | Manteno