



**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
- 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





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## The Steel City Platform

### First Team | Est. 2021

- +Plays in the Midwest Premier League: 36 Teams | 7 States
- +League placement: 7th

### U23 Team | Est. 2022

- +Plays in the National Metro Soccer League: 48 Teams | Chicagoland
- +League placement: 2nd *(in process)*
- +Illinois State Cup placement: 2nd

### Reserve Team | Est. 2023

- +Plays in the National Metro Soccer League: 48 Teams | Chicagoland
- +League placement: 1st *(in process)*

### Career Development | Est. 2022

- +Student internships: business, media, photography and broadcasting
- +People with disabilities: game-day operations and bench manager
- +Career mentoring, job placement, networking assistance, resume writing and interview prep from senior executives on Steel staff

## Soccer Accomplishments



First semi-professional soccer team in US history to receive a solidarity payment from a US professional team. Landmark deal paved way for other semi-pro players and teams.



2022  
U23 League  
Champion



2022 & 2023  
U23 Illinois State  
Cup Finalist



2022  
Shea Bechtel  
MWPL Golden Boot



3  
Players  
Turned  
Pro