



# 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

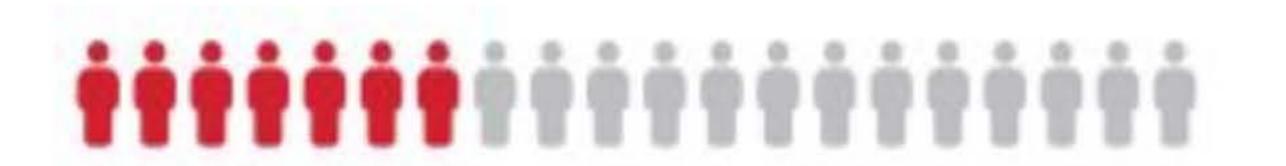


Attendance record - 517 - for single game

## 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.



59%



Multi-Ethnic Racially Diverse



Majority:

#### 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



## 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 & 2023 U23 Illinois State Cup Finalist



2022 Shea Bechtel MWPL Golden Boot

