

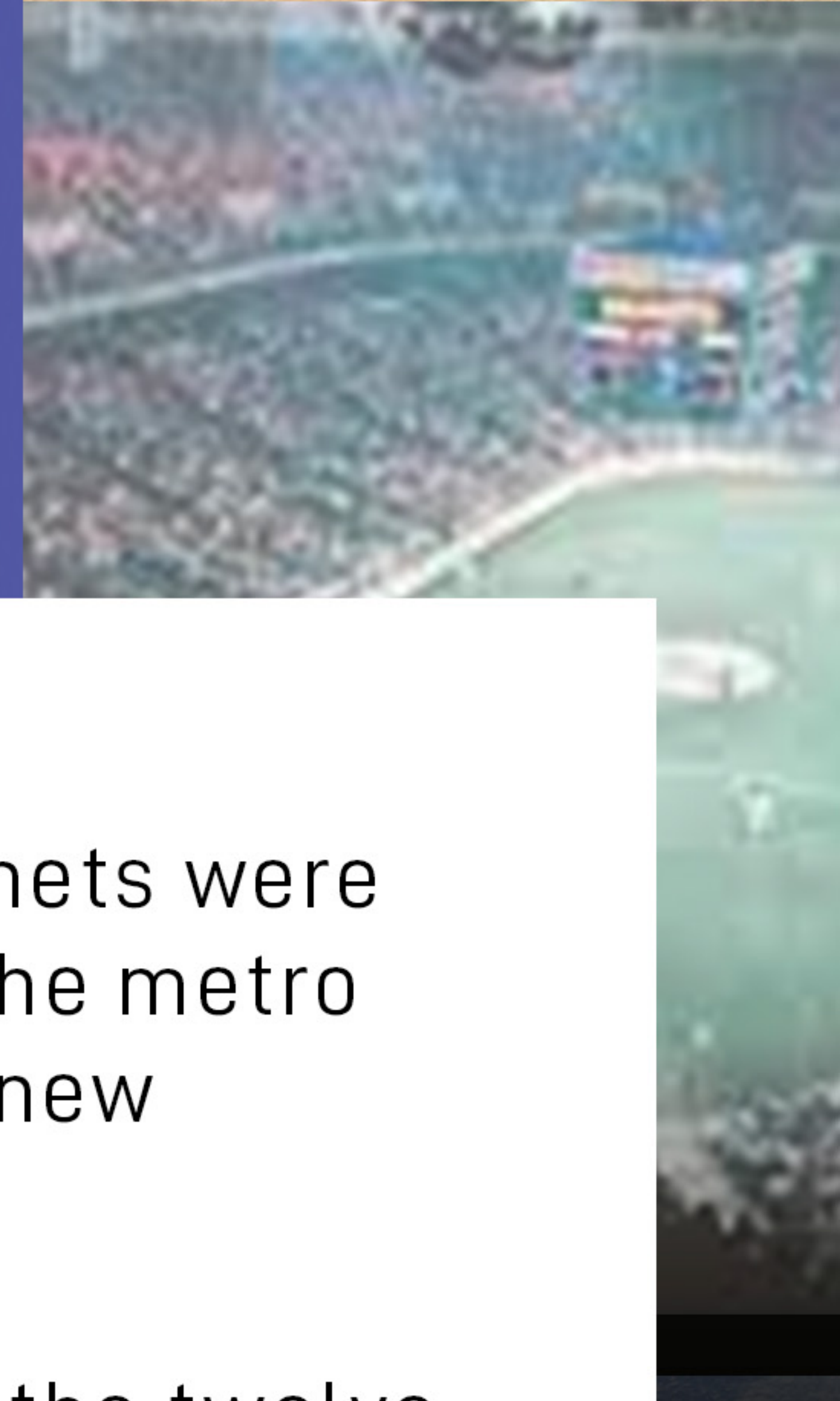
KANSAS CITY COMETS 2023 / 24



**PARTNERSHIP  
OPPORTUNITIES**



# COMETS HISTORY



---

Professional Indoor Soccer returned to Kansas City when the Comets were reborn in 2010. Since that time, they have reminded fans across the metro of the team they grew up cheering for, while introducing a whole new generation to Hot Winter Nights.

The Comets qualified for the playoffs that first year, and in ten of the twelve seasons after that. In 2014, they defeated the Baltimore Blast to claim their first Major Indoor Soccer League (MISL) Championship.

Following that campaign the Comets were one of the founding members of the new Major Arena Soccer League (MASL). Setting the precedent for excellence in this new league, the team finished the inaugural season with an undefeated 20-0 regular season record. In the first few years of the MASL the Comets won three straight division titles and reached the Eastern Conference Finals twice.

The Comets have qualified for the playoffs the past three seasons, reaching the MASL semifinals in '21 and '22. In the 2022/23 MASL Season, the Comets suffered an overtime heartbreaker to Utica City FC in front of a sold out crowd at the Adirondack Bank Center in Utica, NY in the first round of the MASL Playoffs. Despite the disappointing loss, the Comets still led the league in attendance, with an average of 4,355 fans per game.



# POSTSEASON HONORS



---

2023 MASL Playoff berth

Back to back MASL Semifinal appearances (2021, 2022)

2014 MISL Champions

2015, 2016, 2017 and 2022 MASL Central Division Champions

2020, 2021 Central Cup Champions

3 Championship Final Appearances

3 League MVP Awards



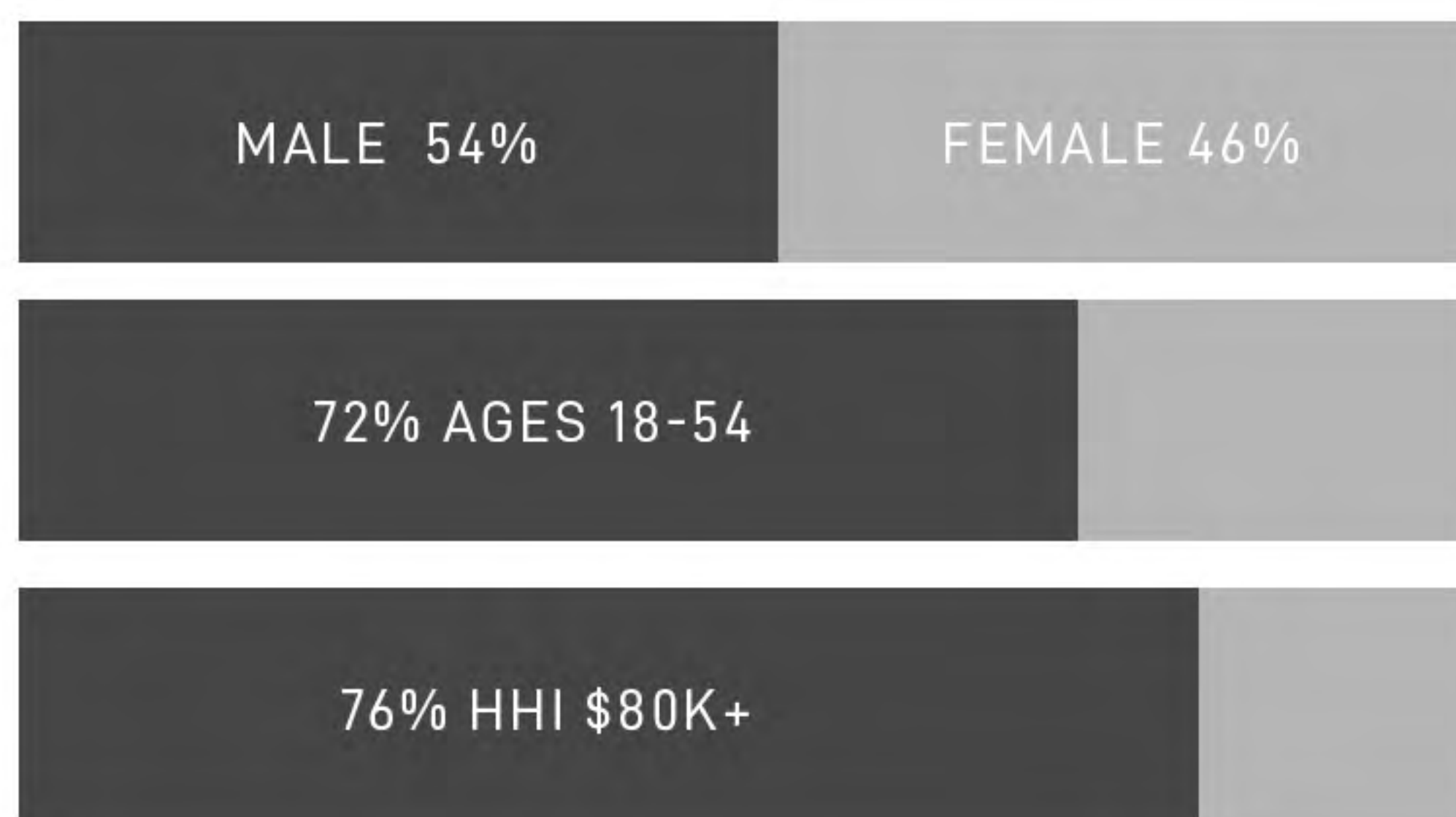


# DEMOGRAPHICS



## Demographics

---



Male 54% Female 46%  
Age 18-54: 72%  
Families with Children  
76% Household income \$80K+

## Geographic Demos

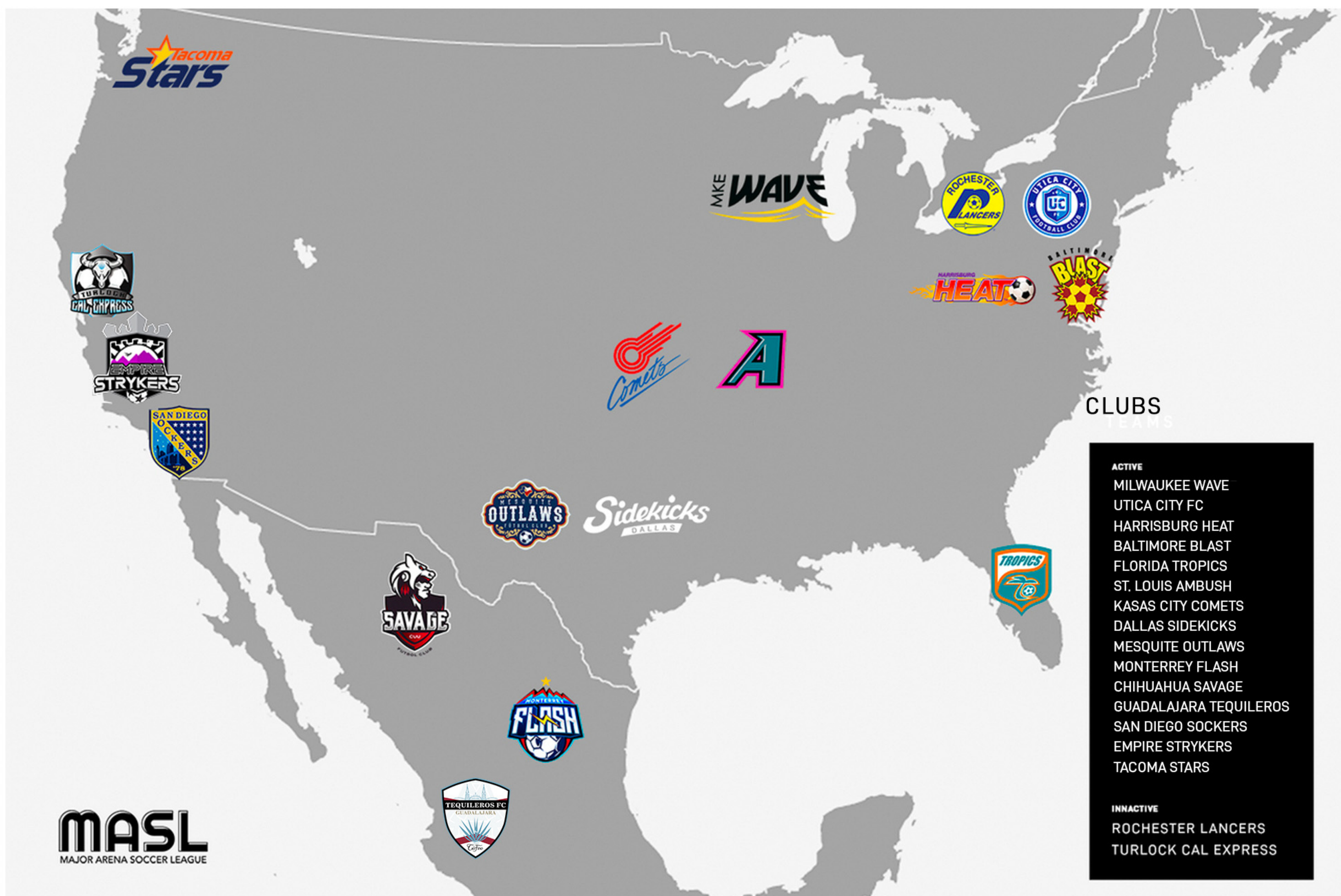
---



Jackson County: 40%  
Johnson County: 36%  
Clay/Platte/Other: 24%



# MASL TEAM MAP

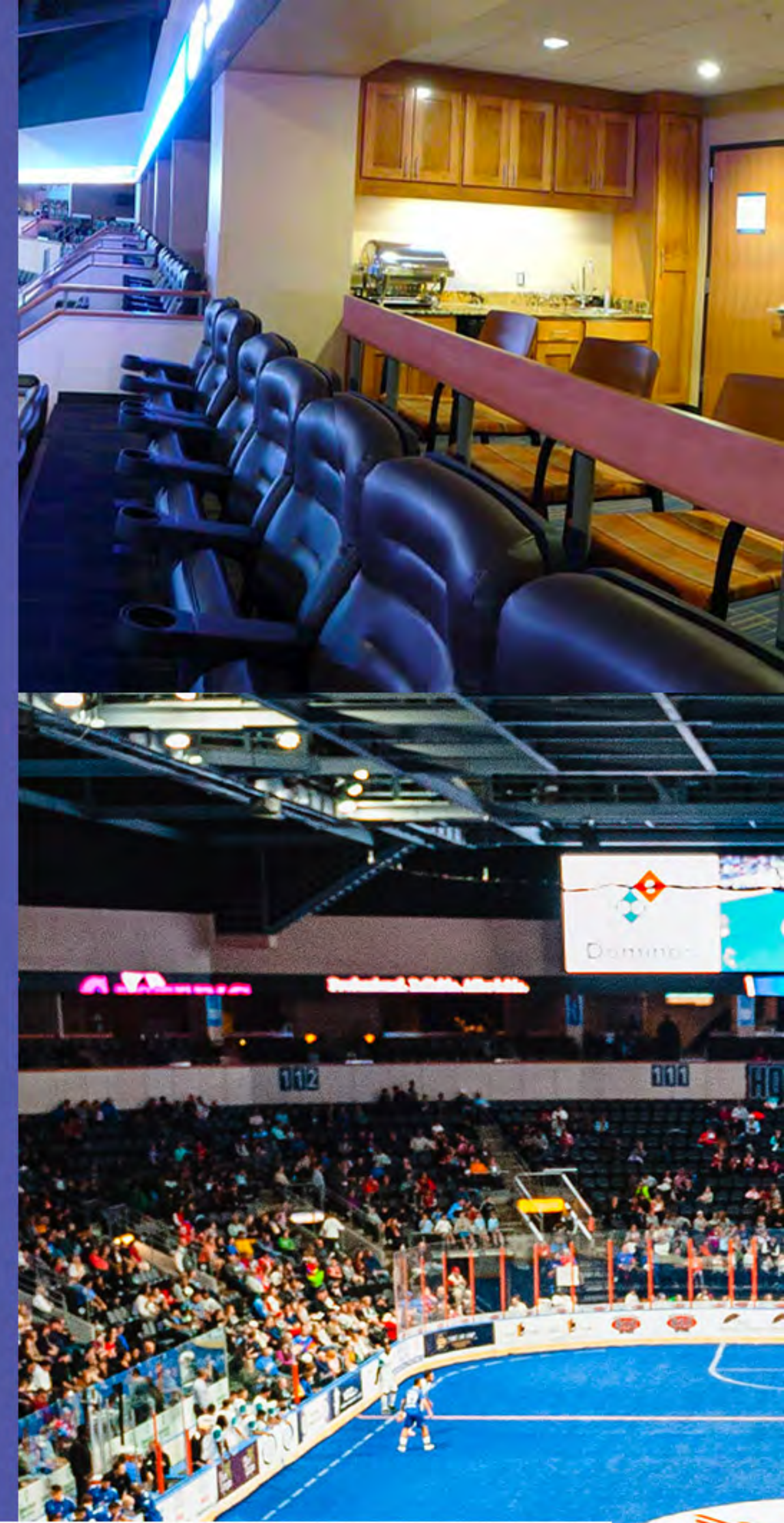


15 active clubs across the US and Mexico and growing.

Brazilian soccer superstar Ronaldinho, among other new ownership groups are set to start new franchises over the next few years.



# CABLE DAHMER ARENA



---

State of the art mid-sized arena

## Capacity

Lower bowl: 4700

Suite seating: 800

---



# PARTNERSHIP OPPORTUNITIES



## JERSEY SPONSORSHIP

Logos placed on front, back or sleeve of every Comets Home and Away jersey, including replicas sold to fans at all home games and other comets merchandise outlets.

## FIELD NAMING RIGHTS SPONSOR

Have your company name synonymous with the Comets and our unique all-blue playing field each and every home game. This is the most valuable and visible marketing piece the Comets have to offer!

## PLAYER SPONSORSHIP

Your company can individually sponsor your favorite Comets player or coach! Every time your sponsored player appears on the Cable Dahmer Arena video boards, so does your company logo.

## PA ANNOUNCEMENTS

Promote your business to a captive Comets audience with public address announcements during home games at Cable Dahmer Arena.



# PARTNERSHIP OPPORTUNITIES



---

## MASCOT SPONSOR

Your company has the unique opportunity to sponsor the Comets Mascot. The Mascot's jersey will be adorned with your company logo, attaching your business to a lovable local character that will be seen interacting with fans during each home game and at appearances all over the KC Area throughout the year.

## CUSTOMIZED PROMOTIONS

With four quarters and four media timeouts, we can develop a customized promotion during any Comets home game. These opportunities are executed on-field or in the stands and are designed to entertain fans, with support from public address announcements, signage and video displays.

## GAME DAY ROSTER CARD

Over 2,000 pieces handed to fans every game with your company logo/message and pictures of every player on the roster. Perfect for autograph opportunities!

---





# SOCIAL MEDIA METRICS



FOLLOWERS/SUBSCRIBERS

ENGAGEMENT RATE @ 200K IMPRESSIONS



FACEBOOK

26K

6%



INSTAGRAM

7.4K

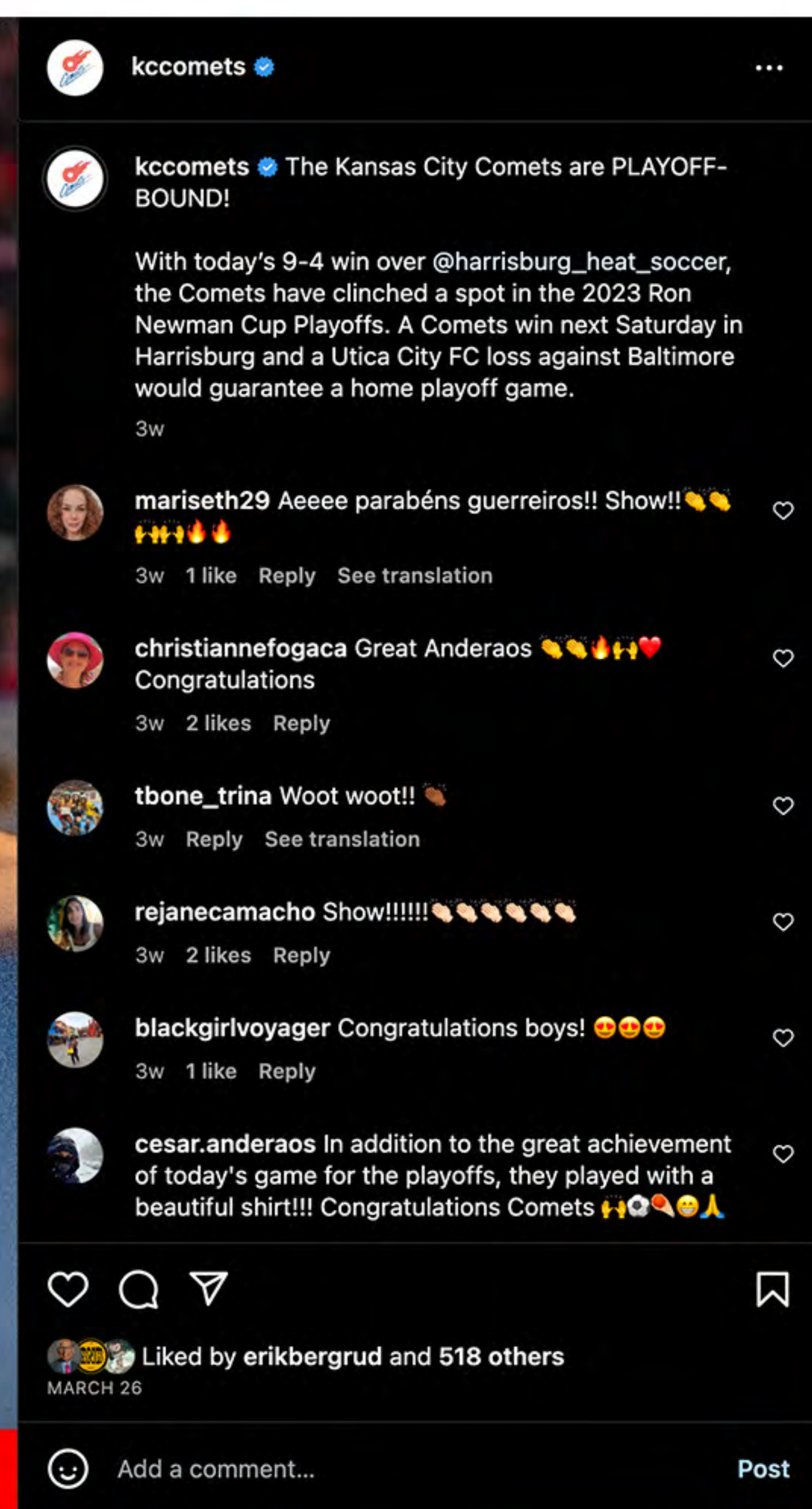
8%



TWITTER

7.1K

3%





# CONTENT CASE STUDIES



## BENJI MONREAL HEEL FLICK GOAL VS DALLAS

Featured as the #5 play on ESPN TOP TEN  
Video was reshared across top soccer and sports news media platforms around the world.



## SEMIFINAL GAME 1 HIGHLIGHTS

FACEBOOK POST ANALYTICS

78K + Views  
25 Seconds avg view time  
43.5K Minutes viewed

## JAMES TOGBAH GOAL VS MILWAUKEE

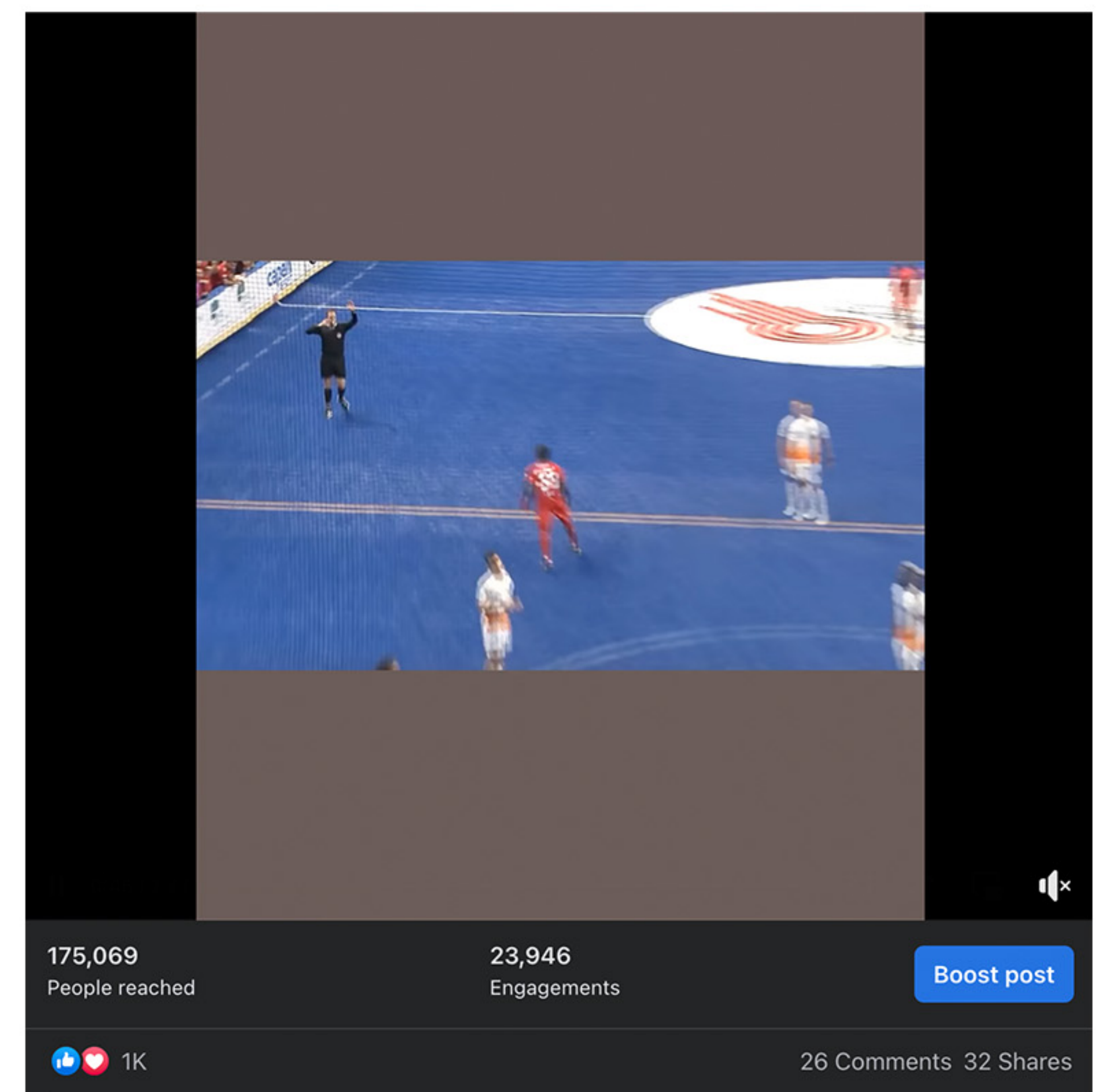
INSTAGRAM REEL ANALYTICS

30.1K Views  
1648 Likes  
5 Comments

## BENJI MONREAL 1ST CAREER GOAL VS MILWAUKEE

INSTAGRAM REEL ANALYTICS

26K Views  
2794 Likes  
21 Comments



SEMIFINAL GAME 1 HIGHLIGHTS - FB POST



# SPECIAL COMETS GAMES



---

Our special "themed" Comets games have been a huge success in promoting businesses and charities for years.

Our annual charity Pink Game and Military Game have become a fan favorites and have generated much needed revenue for two important causes through our jersey auction.



# THANK YOU



---

By joining the Comets Family you're becoming a part of a Kansas City tradition like no other. Through our commitment to community involvement, the local business community, and pioneering the future of indoor soccer we can promote your brand to our loyal fans in a meaningful way. We appreciate you taking the time to consider a partnership with the Kansas City Comets.

KCCOMETS.COM

---