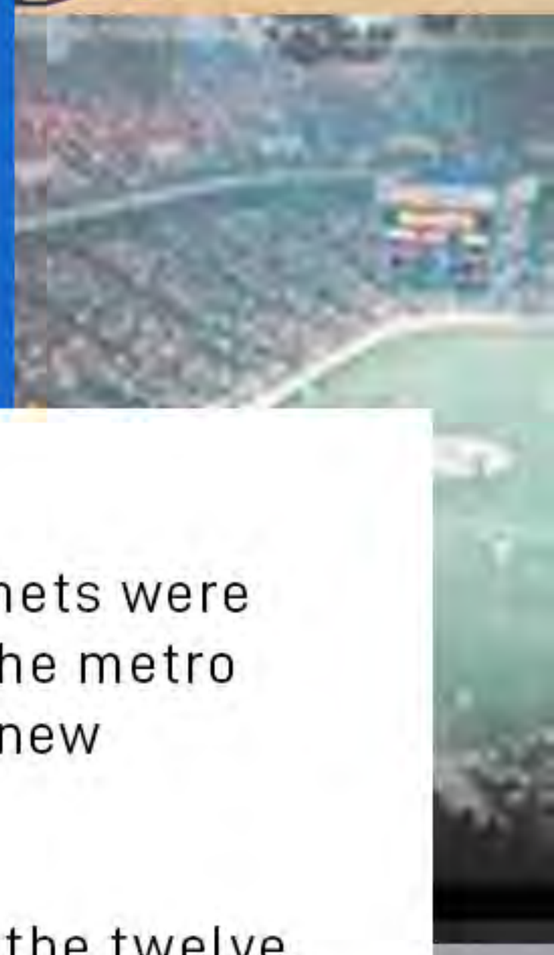
KANSAS CITY COMETS 2024/25

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 the 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 for 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 disaponting loss, the Comets still led the league in attendance, with an average of 4,355 fans per game.

POSTSEASON HONORS

2024 MASL Eastern Conference Champions

2023/24 Golden Boot Award + 4 players featured as MASL Awards Winners

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

4 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

13 active clubs across the US and Mexico and growing.

The MASL represents the highest level of indoor soccer played in the world.

CABLE DAHMER ARENA

State of the art mid-sized arena

Capacity
Lower bowl: 4700
Suite seating: 800

The Comets led the league in attendance the past two seasons, with an average 4829 fans packed into Cable Dahmer Arena in the '23/24 season.

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

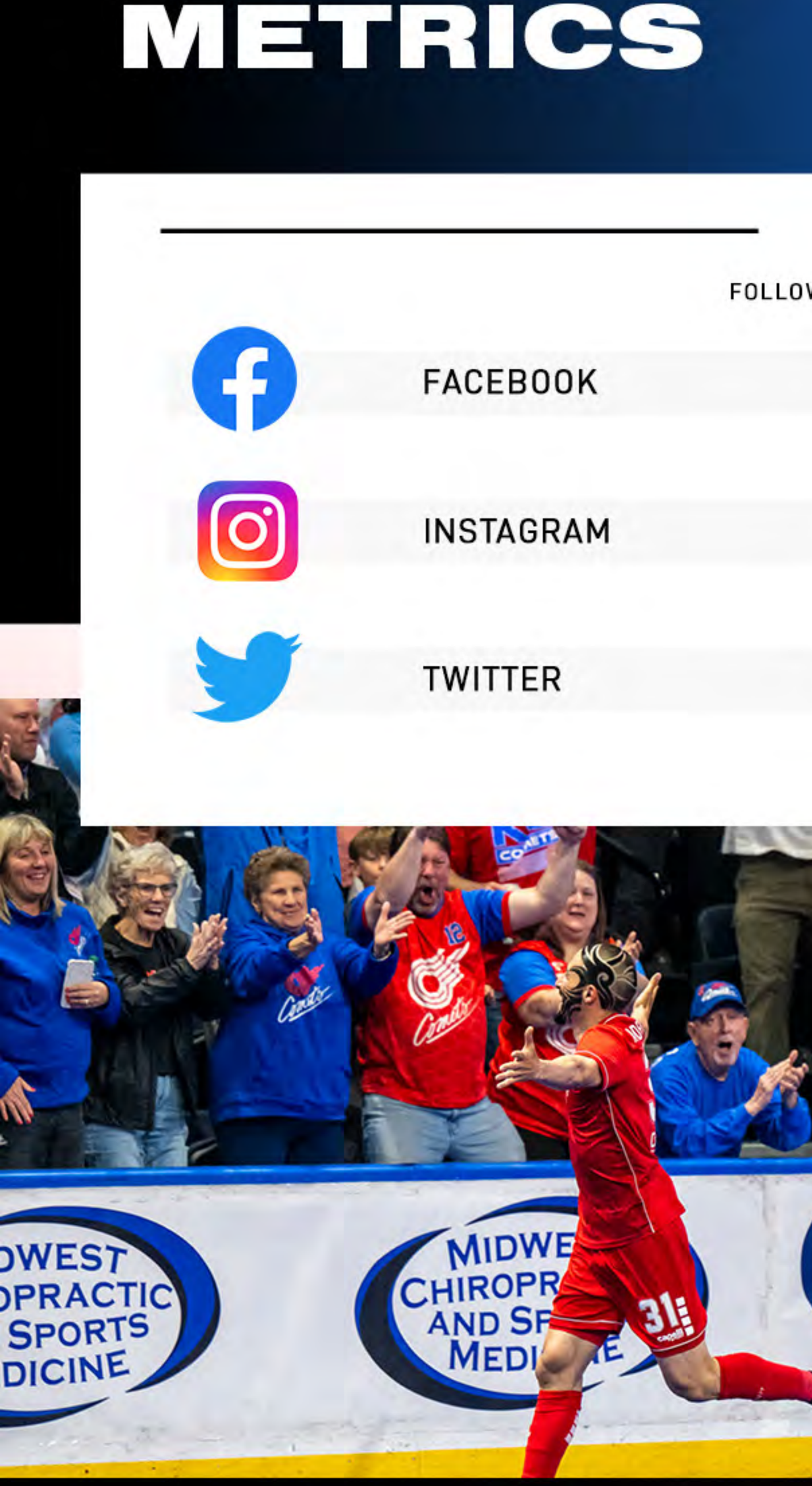
With four quarters and four media timeouts, we can develop a customized promotion during any Comets home game. These opportunities are executed on-field or in the stands and are designed to entertain fans, with support from public address announcements, signage and video displays.

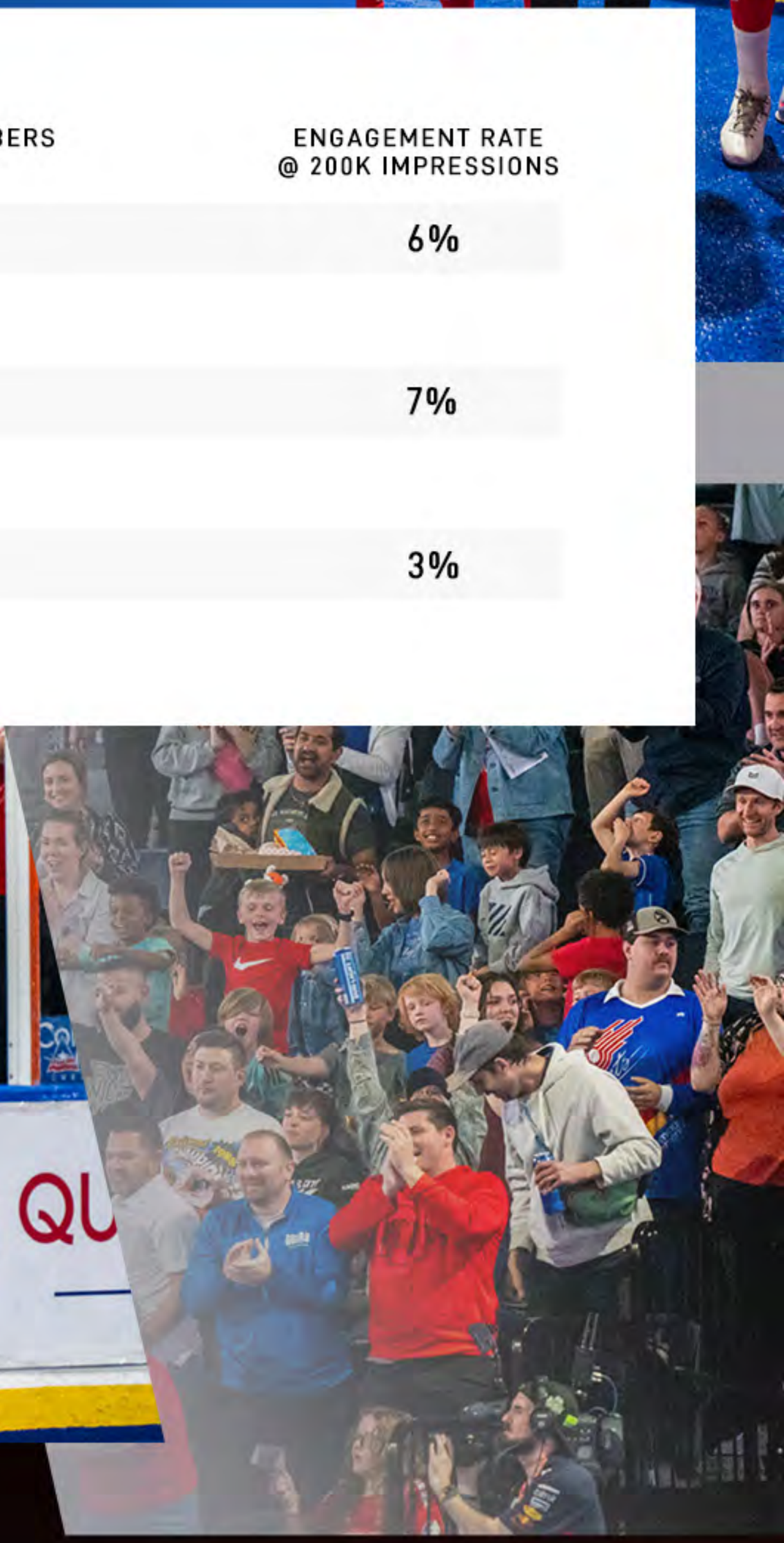
GAME DAY ROSTER CARD

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	30K	7%
TWITTER	7.1K	3%





BROADCAST PARTNERS

MASL BEST BROADCAST PRODUCTION AWARD (2022/23 SEASON)

Comets games are featured in English and Spanish across multiple platforms for TV, streaming and radio including being one of the flagship MASL offerings on **CBS Sports Golazo Network.**

Comets games are also featured live on **38 the Spot**, and on regional radio networks **WHB Sports Radio 810** and **ESPN Radio Kansas City.**

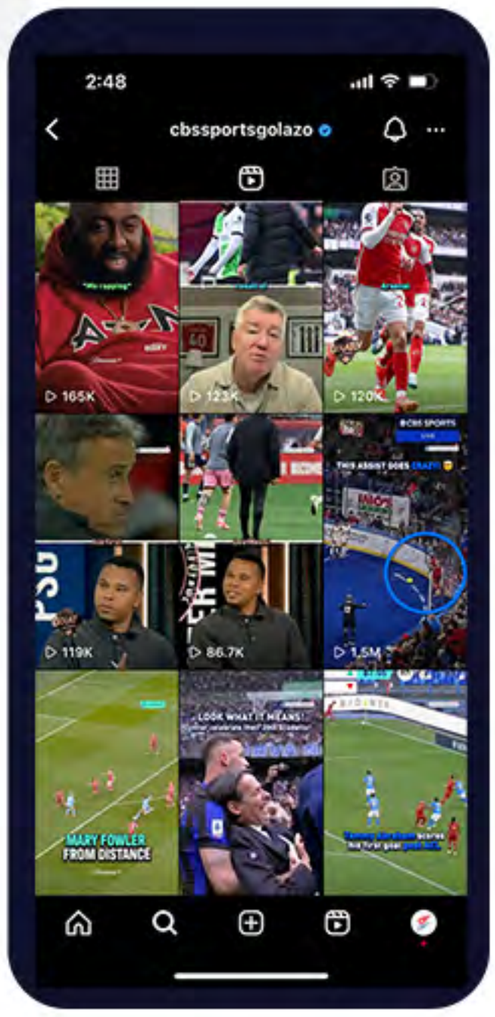
Comets broadcasts are available in live and on the MASL En Español FAST channel on Canela Deportes, an international Spanish Language Network with over **23 million unique viewers in North and South America.**

For games that aren't broadcast to CBS Sports, the Comets were live streamed to Twitch, with the best viewership in 2023/24 topping out at **458,000 live views** on Monday, April 8th vs. Utica City FC.

VIRAL CONTENT

NACHO FLORES ASSIST IN 2024 PLAYOFFS

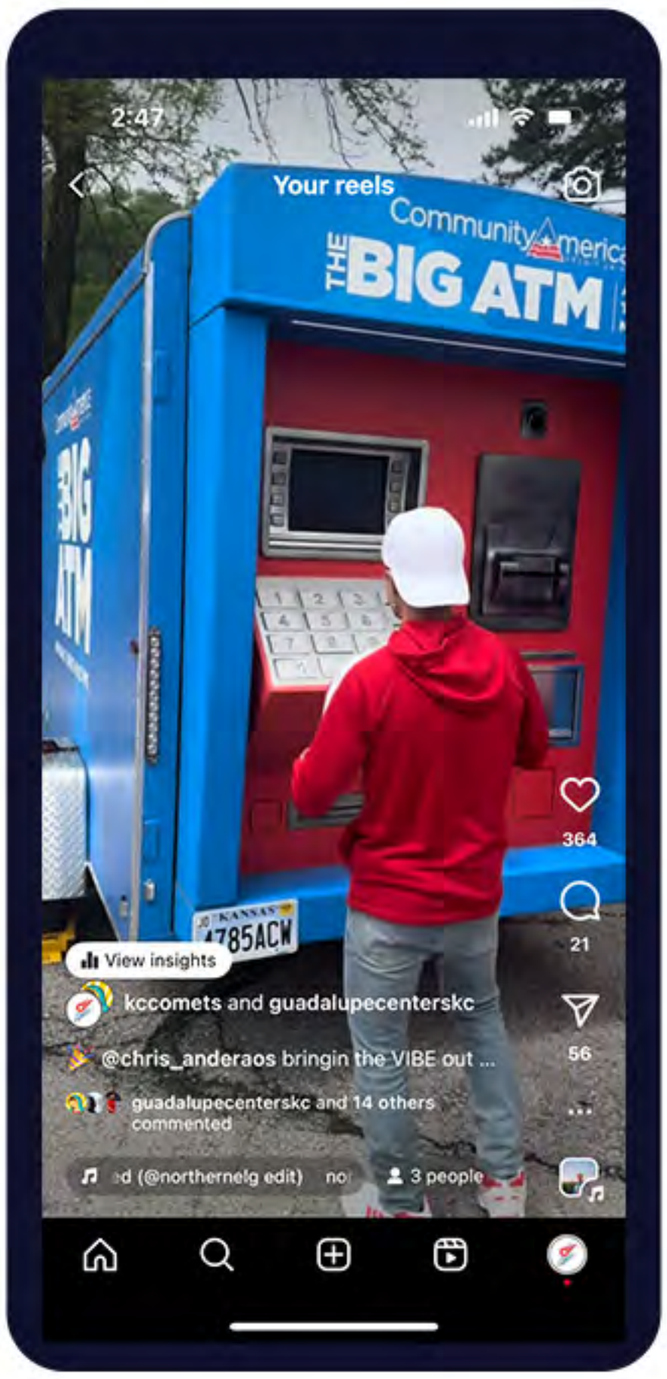
Reshared by CBS Sports Golazo Network and received over 1.5M views.



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.

CUSTOM SOCIAL MEDIA PROMOS



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.