



**WELCOME  
TO THE CLUB**

# WELCOME TO THE CLUB

## VISION

New York City FC is what happens when the beautiful game meets the world's greatest city.

Players step up. The crowd roars with passion. Fans unite. People connect. Together, we create something unique.

We're New Yorkers to the core: absorbing cultures and transcending borders. Giving something back to the city we love.

We are the five boroughs. We are New York City.

Welcome to the Club.

## MLS SOCCER FACTS

# 32m

32 MILLION - A RECORD TOTAL GROSS VIEWERSHIP IN 2016 (MLS)

# 70%

70% GROWTH IN TOTAL NUMBER OF ADULT SOCCER FANS (Nielsen Sport)

# 80%

80% AVERAGE MLS TEAM VALUE INCREASE SINCE 2013 (Forbes)

# 7.3m

TOTAL ATTENDANCE GREW FROM 2.9 TO 7.3 MILLION IN 10 YEARS (MLS)

# 170

MLS IS NOW BROADCAST IN 140 COUNTRIES (MLS)

# 7th

MLS ATTENDANCE IS 7th IN WORLD SOCCER (MLS)

## NYCFC FACTS

|                   |  |
|-------------------|--|
| Home Stadium      | Yankee Stadium, Bronx  |
| Training Ground   | City Football Academy, New York opening 2018                     |
| Front Office      | Midtown Manhattan  |
| President         | Jon Patricof   |
| Sporting Director | Claudio Reyna  |
| Head Coach        | Patrick Vieira   |
| Majority owner    | City Football Group, owner of Manchester City and Melbourne City |
| Minority owner    | New York Yankees   |



# OUR STORY SO FAR...

TIMELINE

**2010**

**JULY 22**

Manchester City and the UAE embassy open a rooftop soccer field at P.S. 72, East Harlem.



**2013**

**MAY 21**

Manchester City FC announce, in partnership with the New York Yankees, the acquisition of Major League Soccer's 20th club, to be known as New York City FC.

**Claudio Reyna is announced as Sporting Director, the Club's first employee.**

Jason Kreis is later appointed as the first Head Coach.

**2014**

**MARCH 20**

The official New York City FC badge is revealed after a fan-vote.

**JUNE 2**

David Villa becomes the first ever signing for New York City FC.

**NOVEMBER 13**

New York City FC reveal their first ever home jersey.

**Etihad Airways announced as a Principal Partner, which includes their logo on all Club uniforms.**



**DECEMBER 2**

City in the Community, the charity proudly supported by New York City FC, is officially launched.

**2015**

**MARCH 8**

New York City FC's first ever league game against fellow expansion team, Orlando City.

**MARCH 13**

New York City Football Club play their inaugural home game against New England Revolution at Yankee Stadium, defeating the visitors 2-0 in front of 43,507 fans.

**43,507**

**NYCFC FANS AT INAUGURAL HOME GAME AGAINST NEW ENGLAND REVOLUTION**



**2016**

**JANUARY 1**

Patrick Vieira is appointed as Head Coach for New York City FC.

**JULY 12**

In partnership with the Mayor's Fund to Advance NYC, US Soccer Foundation, and adidas, New York City FC announce New York City Soccer Initiative, bringing 50 new soccer fields to the five boroughs.

**OCTOBER 5**

New York City FC announce a permanent training facility in Orangeburg, the City Football Academy, New York.

**2017**

**FEBRUARY 27**

The NYCFC Girls Soccer Academy is announced for U14 – U19 girls, based in Orangeburg.



**FEBRUARY 28**

New York City FC Designated Player, Maxi Moralez, surprises the 'millionth fan' with a customized jersey, celebrating the milestone of a total of 1 million fans attending a home game.

**APRIL 16**

NYCFC U16s win the adidas Cup Premier Division, the Club's first major silverware, without conceding a single goal.



# BEAUTIFUL FOOTBALL

## FIRST TEAM

NYCFC has 26 senior players from 15 different countries in the squad, including three designated players - David Villa, Andrea Pirlo and Maxi Moralez.

The team trains at SUNY Purchase, and from 2018 will train at City Football Academy, New York, in Orangeburg.

# 2nd

POSITION IN THE EASTERN CONFERENCE 2016

# 62

MOST GOALS SCORED IN MLS IN 2016

# MVP

DAVID VILLA 2016

## THE ACADEMY

The NYCFC Academy offers the highest level of technical standards and competition for New York's brightest young talent. The Boys Academy currently has two teams - U14 and U16 - with more to be added, and the recently announced Girls Soccer Academy has teams at U14, U15, U16/17 and U18/19.

### BOYS

# 2

TEAMS

# 17

PLAYERS FROM U14-17 IN USA NATIONAL TEAM

# U16

GENERATION ADIDAS CUP PREMIER DIVISION CHAMPIONS 2017

### GIRLS

# 2017

LAUNCHED

# 4

AGE GROUPS

# Orangeburg

HOME TO THE GIRLS ACADEMY

## MEET NYCFC



**PATRICK VIEIRA**

- Became Head Coach for NYCFC Jan 1 2016
- World Cup Winner 1998
- 107 caps for France
- Former Manchester City EDS Coach

## ← DAVID VILLA

- World Cup 2010 Winner
- NYCFC's first signing
- NYCFC Captain
- 2016 MLS MVP
- 23 goals in 2016 season



**JACK HARRISON**

- First round MLS draft pick 2016
- Former player for Manhattan Soccer Club, an NYCFC Youth Affiliate



**JAMES SANDS**

- Age 16
- From Rye, New York
- Trained and played with NYCFC first team in pre-season 2017



# OUR FANS

NYCFC fans don't sit on the bench – they actively participate in Club decisions, have regular opportunities to meet, greet and communicate with players and front office staff, and care passionately about giving back with City in the Community.

### CITY IN THE BOROUGHS

Throughout the year, a selection of the Head Coach, first team players and front office staff visit City Members in the five boroughs for an informal Q&A.

### FAN APPRECIATION DAY

Every season we formally recognize the incredible support of NYCFC fans on the last day of the season.

Fans are also recognized in a special 'shirts off our back' ceremony where they exchange shirts with players post-game.

### STAFF AND FAN VOLUNTEERING

Together, NYCFC staff and fans have given thousands of volunteering hours for community organizations including Habitat for Humanity, Grow NYC and the Bowery Mission, proudly giving back to their city.

### CITYZENS GIVING

Every year, fans decide how funds are split between community projects in New York, Manchester, Melbourne, and all over the world.



## OUR BADGE

THOUSANDS SUBMITTED THEIR OWN DESIGNS AND MORE THAN 100,000 FANS VOTED ON THE FINAL BADGE

Inspired by the old New York City Subway Token

Navy blue, white and orange are drawn from the New York City flag

Pentagon represents the five boroughs

Typeface Gotham, inspired by the City's signage



Modern and confident badge that clearly speaks to New York City's status as a leading city

Born out of an in-depth study of building lettering in New York City, the monogram reflects the rich graphic language that is so much a signature of the five boroughs

## FAN FACTS

# 10.6m

SOCCER FANS IN NEW YORK

# 6.6m

HAVE AN INTEREST IN NYCFC

# 2.3m

NYCFC FOLLOWERS

# 20k

MEMBERS IN THE FIRST YEAR

# #1

MLS RETAIL SALES

# 1.9m

SAY NYCFC IS THEIR FAVORITE TEAM

## FOLLOWERS

### FACEBOOK



# 2.3m

FOLLOWERS

# #1

FOLLOWED  
MLS CLUB

# 9.5m

LIKES/COMMENTS/SHARES  
SINCE PAGE LAUNCHED  
(MOST IN MLS)

### YOUTUBE



# 29.1k

SUBSCRIBERS

# 4m

LIFETIME  
VIDEO VIEWS

### INSTAGRAM



# 488k

FOLLOWERS

# #1

FOLLOWED  
MLS CLUB

# 16m

LIKES

AT EVERY LEVEL. IN EVERY COMMUNITY

# COMMUNITY



Community matters in sports. From day one, New York City FC, has been committed to using the power of soccer to benefit the most in-need communities in the five boroughs.

With the work of City in the Community, the hours given by staff and fans, and the Club's commitment to social responsibility, there is endless potential for good for our city.

The joint community initiatives of NYCFC and CITC have received the following awards:  
— MLS Marisa Colaiano Community Relations Department of the Year  
— Mayoral Service Recognition Award for Employee Volunteer Engagement  
— 2017 finalist for ESPN Humanitarian Team of the Year Award

NYCFC are also a charter member of the City's 'Good for me, Good for my City' campaign to increase volunteering across New York.

## CITY IN THE COMMUNITY

City in the Community uses the power of soccer to promote health, education and inclusion for underserved local communities and young people across New York City.

In 2010, Manchester City FC and the UAE Embassy partnered to build NYC's first rooftop mini-soccer pitch at East Harlem's Lexington Academy. This pitch alone has provided hundreds of young people with a safe place to play soccer. Lexington Academy is the only elementary public school in NYC to be awarded platinum status for health and wellness three years running by the NYC Department of Education.

The success of this program and others led to the establishment of City in the Community in 2014, as a standalone charity, to carry on this important work. CITC serves 5,000 young people each year, and works in four key areas:

### 1. Health and Education Initiatives

- Age 5 –11
- Healthy Hat-Trick

### 2. Safer Communities

- Age 12 –18
- Saturday Night Lights, funded by Manhattan DA

### 3. Youth Leadership Development

- Age 16+
- Young Leader Training Program

### 4. All Ages Safe Recreational Spaces

- Including community soccer fields at P.S. 49, South Bronx, and Sunset Park, Brooklyn



## NEW YORK CITY SOCCER INITIATIVE

A first-of-its-kind public-private partnership with the Mayor's Fund, adidas, U.S. Soccer Foundation, CITC and NYCFC to build, maintain and program 50 acrylic mini-soccer pitches in underserved neighborhoods.

## PROMOTING INCLUSION

NYCFC are proud supporters of MLS' 'Don't Cross The Line' campaign, designed to emphasize the League's commitment to end discrimination of any kind, and promote an atmosphere of diversity, equality and inclusion.

NYCFC have sponsored The Ramblers, New York's first LGBT soccer club, since 2014.

The Club are one of only five MLS teams with a Girls' Soccer Academy, and hold a number of activities each year to celebrate women and girls in the game.

Together with MLS Works, NYCFC's Special Olympics United soccer team takes part in Project Unified, a Special Olympics program.

## NYCFC YOUTH LEADERSHIP COUNCIL

The Youth Leadership Council is part of citywide initiative led by NYC Service, a division of the Office of the Mayor, bringing together young leaders from affiliates and community programs to work out issues through policy, practice, and advocacy service.



# PARTNERSHIPS

New York City FC is proudly supported by 26 partners, from independent local businesses to global brands.

LEAD PARTNER



PARTNERS



New York-Presbyterian Hospital, New York's number one hospital for the last 16 years, became a New York City FC Founding Partner in 2015. Every year since the partnership began, NYCFC

players have visited and spent time with patients at the children's hospital, taking gifts for kids and staff. The hospital also provides team physician services and general medical support for the team.

HEINEKEN



Heineken are an international brewing company, with US headquarters in White Plains, New York. As a founding partner of NYCFC, Heineken have created unique experiences for New York soccer fans through the Official Pub Partners across the tri-state area, celebrated fan culture via the 'Soccer in the Bronx' digital film and implemented a 'Designated Driver' program on match-days.

TO RISE SUPPLIES



To Rise LLC became a partner of New York City FC in 2017. The New York area market leader in supplies distribution wanted to increase their brand awareness and bring clients to NYCFC matches. For Earth Day 2017, To Rise Supplies provided eco-friendly, compostable products to Stadium Suites.



# COMING SOON

CITY FOOTBALL ACADEMY, NEW YORK



CITY FOOTBALL ACADEMY, MANCHESTER



- Elite training facility for men's, women's and youth teams in the heart of East Manchester
- Created 253 full time permanent jobs
- 7,500 jobs created during construction
- £206m in public value over a decade

## NEW

NEW ELITE TRAINING FACILITY,  
CITY FOOTBALL ACADEMY NEW  
YORK, IN ORANGEBURG, NY

## 2018

UNDER CONSTRUCTION  
AND DUE FOR COMPLETION  
IN EARLY 2018

## 17

17-ACRE SITE

## VIÑOLY

DESIGN OVERSEEN BY  
RAFAEL VIÑOLY, ARCHITECT  
OF CFA MANCHESTER AND  
MELBOURNE





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