



FC DALLAS HOMEGROWN PARTNER PROGRAM

Purpose: To provide minority-owned businesses in the club's marketing territory with sponsorship packages valued at \$100,000 each. This program will deliver unparalleled access to DFW business leaders, athletes and executives while providing marketing, entertainment and commercial growth opportunities for the chosen businesses.

Requirements:

1. To qualify for the Homegrown Partner Program, each business must affirm in writing that 51% or more of the ownership interest in the company is one of the following:
 - a. Black Americans
 - b. Hispanic Americans (persons with origins from Spanish or Portuguese speaking countries).
 - c. Native Americans (American Indians, Eskimos, Aleuts, or Native Hawaiians).
 - d. Asian Pacific Americans (persons with origins from Burma, Thailand, Malaysia, Indonesia, Singapore, Brunei, Japan, China (including Hong Kong), Taiwan, Laos, Cambodia (Kampuchea), Vietnam, Korea, The Philippines, U.S.Trust Territory of the Pacific Islands (Republic of Palau), Republic of the Marshall Islands, Federated States of Micronesia, the Commonwealth of the Northern Mariana Islands, Guam, Samoa, Macao, Fiji, Tonga, Kiribati, Tuvalu, or Nauru).
 - e. Subcontinent Asian Americans (persons with origins from India, Pakistan, Bangladesh, Sri Lanka, Bhutan, the Maldives Islands or Nepal).
2. Be a for-profit company (non-profit entities should consider our grant program – visit <https://www.fcdallas.com/community/grants>)
3. Have its main office or place of business located within a 75-mile radius of Toyota Stadium which is located at 9200 World Cup Way in Frisco, Texas

After considering all applicants FC Dallas will select five local minority-owned businesses to be FC Dallas Homegrown Partners for the 2021 season.

Timeline:

- January 11, 2021: Application window opens
- February 12, 2021: Application window closes
- February: Applications reviewed
- February: FC Dallas Homegrown Partner Program Committee identifies potential winners.
 - o FC Dallas will work with winners to execute a Sponsorship Agreement and obtain approval from Major League Soccer.

Partners will be announced prior to the start of the MLS Season

HOMEGROWN PARTNER PROGRAM APPLICATION

Please complete the appropriate information and attach supporting documents where applicable.

1. Provide evidence of the current valid registration of the business. Such evidence includes:
 - a. Organization Name:
 - b. Name and Title of Contact Person:
 - c. Address:
 - d. City, State and Zip Code:
 - e. Phone:
 - f. Email Address:
 - g. Website Address:
 - h. Social Media Handles:
2. In what industry does your business operate?
3. What is your company's mission?
4. How long has your business been established?
 - a. When did you start your business?
5. How many full-time and part-time employees do you have?
6. What's your business pitch?
 - a. Please explain what your company does, the problem you are solving, how your product/service/idea solves the problem, why you are uniquely qualified to pull this off, and if you've formed any partnerships you are proud of.
 - b. Why do you want to be connected to the soccer community?
7. Do you have any other sports partnerships (professional or amateur)?
8. What is your annual marketing budget?
 - a. Who are you trying to reach? Why would a partnership with FC Dallas benefit you?
 - b. Please provide a general overview of your marketing plan.
9. Please include the following:
 - a. Proof of Minority Owned Business Certification from the United States Small Business Administration
 - b. Proof of State of Texas Business Registration
 - c. Three (3) to five (5) images to support your application
10. Do you consent to the information shared as part of this application process being shared internally within the FC Dallas organization for marketing and communication purposes including sharing offers and opportunities including ticketing promotions?
11. Do you consent to the information shared as part of this application process being shared with other commercial partners of the FC Dallas organization for marketing and communication purposes?

HOMEGROWN PARTNER PROGRAM OFFICIAL RULES

1. Applicants must qualify as a Minority Owned Business which is defined for the purposes of the Program as having 51% or more of the ownership interest in the company vested in a member of a "Socially Disadvantaged Group", as defined by the Small Business Act, and as enumerated in this document;
 - i. Black Americans (African Descent).
 - ii. Hispanic Americans
 - iii. (persons with origins from Spanish or Portuguese speaking countries).
 - iv. Native Americans
 - v. (American Indians, Eskimos, Aleuts, or Native Hawaiians).
 - vi. Asian Pacific Americans
 - vii. (persons with origins from Burma, Thailand, Malaysia, Indonesia, Singapore, Brunei, Japan, China (including Hong Kong), Taiwan, Laos, Cambodia (Kampuchea), Vietnam, Korea, The Philippines, U.S. Trust Territory of the Pacific Islands (Republic of Palau), Republic of the Marshall Islands, Federated States of Micronesia, the Commonwealth of the Northern Mariana Islands, Guam, Samoa, Macao, Fiji, Tonga, Kiribati, Tuvalu, or Nauru).
 - viii. Subcontinent Asian Americans
 - ix. (persons with origins from India, Pakistan, Bangladesh, Sri Lanka, Bhutan, the Maldives Islands or Nepal).
- b. A written statement that the applicant qualifies under this definition is all that is required for the Program
2. Company must be registered in the State of Texas (visit https://www.sos.state.tx.us/corp/forms_boc.shtml)
 - a. Loss of state registration during the sponsorship term may terminate the sponsorship at the sole discretion of FC Dallas
3. Company must have its principal place of business within a seventy-five (75) mile radius from Toyota Stadium, Frisco, Texas (the "Territory").
4. The marketing assets available under the Promotion are illustrated by the following. This list of assets is provided for guidance only and FC Dallas and the Company will work together to tailor these assets to ensure a successful partnership.
 - a. Sponsor will receive the right to use the marks and logos of FC Dallas and North Texas SC (the USL League One affiliate of FC Dallas) and will have the ability to designate themselves as a sponsor FC Dallas and North Texas SC within the Territory.
 - b. Digital signage rights within Toyota Stadium and Toyota Soccer Center:
 - c. Press release and potential media opportunities announcing the new relationship with FC Dallas.
 - d. On-site activation rights at four FC Dallas regular season home matches.
 - e. Banner advertisement on the Official website of FC Dallas. Placement will be in equal rotations to that of other partners.
 - f. Inclusion in email blasts to FC Dallas fans.
 - g. Full page advertisement in the FC Dallas Gameday Magazine.
 - h. One feature story on FC Dallas' official website telling the story of the business.

- i. Logo recognition and link to business on the FC Dallas Partners Page of the Official FC Dallas website at FCDallas.com/HomegrownPartners.
5. All partnership agreements resulting from this Promotion are subject to final approval by Major League Soccer ("MLS"), and are subject to the constitution, bylaws, and other rules and regulations of MLS as they presently exist or as they may, from time to time, be amended.
6. All partnerships resulting from this Promotion will require the parties to enter into a binding Sponsorship Agreement executed by FC Dallas, the Company, and MLS. The form of this Sponsorship Agreement is that which is used with other sponsors of FC Dallas. Execution of finalized agreement required before announcement of winners.
7. Potential Homegrown Partners will be chosen after a review of all qualified submissions by the Homegrown Partner Program Committee (as appointed by FC Dallas in its sole discretion).
 - a. Employees, officers, and directors (including immediate family members (spouse, parent, child and sibling and their respective spouses, regardless of where they reside) and members of the same household, whether or not related) of FC Dallas Soccer, LLC, Frisco Stadium, LLC or their affiliates, are not eligible for this promotion.
8. Should FC Dallas be unable to reach agreement with any potential Homegrown Partners within a reasonable time (as determined by FC Dallas in its sole and reasonable discretion but in no event less than 14 days) the Homegrown Partner Program Committee may, at its discretion, choose another Homegrown Partner from the eligible applications.
9. FC Dallas reserves the right, in its sole discretion, to cancel or suspend the Homegrown Partnership Program for any reason.
10. By applying for the Homegrown Partner Program, the applicant has the opportunity to consent to receive communications from FC Dallas and/or its commercial partners