

ULETE

MultiSport Facility



Advertising & Brand Integration Opportunities

In 2023, Sports Business Journal ranked Dallas #1 of the top 50 cities in the U.S. for the best opportunity and environment to conduct sports business.



Early Rendering- not exact

Located in Southlake, Texas, *ULETE* is one of the most premier Multisport facilities in America, designed for athletes to further develop their athleticism and skills, compete in high level competition and gain exposure opportunities.

The 44,000 indoor and 34,000 outdoor square-foot fields offer a premiere destination for clubs, tournaments, competitions and field rentals.

Local Info:

Adjacent to Dragon Stadium and the cities of Grapevine, Colleyville, Trophy Club and Keller.

Ave. Household Income		Population
\$239,000	Southlake	32,000
\$126,000	Grapevine	51,000
\$219,000	Colleyville	27,000
\$168,000	Trophy Club	15,000
\$176,000	Keller	47,000

4 Miles from DFW Int'l Airport, centrally located between Dallas and Fort Worth

Minutes from Highways 114 & 26

200+ Local Restaurants and Dining Options

8 Hotels located within 5-10 minutes

OUR FACILITY 2308 Dean Way
Southlake, Texas, 76092

- Indoor Turf Fields - 3 short-sided fields marked for soccer, football, baseball, softball and lacrosse, with (1) 70' Velocity Cage and 2 Floor to Ceiling Retractable Field Divider Nets
- Outdoor Turf Fields - 2 short-sided fields marked for soccer, football, baseball, softball and lacrosse, with (2) 45' Baseball Cages and (2) 12' Tall Training Walls & Sand Pit.
- Strength Weight Room
- On-site athletic trainers for health, injury and recovery needs
- Skills-Agility-Strength-Conditioning - training services for all levels of athletic performance
- Pro Shop - sporting goods and apparel
- Nutrition - health and performance-focused drinks, snacks and foods

HOW WE SCALE & WHY THIS PARTNERSHIP

ULETE has been preparing strategically for over 2 years to ensure that our Feb 2024 opening exceeds expectations.

2024

100k+ Visitors Per Year

- ULETE FC 16+ teams
- Skills Training
- Camps
- Tournaments
 - Soccer
 - Flag Football
 - Baseball
 - Softball
 - Lacrosse
- League: Flag Football
- Field Rentals
- ULETE Sports Day Event
- Four Events Per Year
- College/Pro Off-Season Training
- Chiro/Rehab Care
- Marketing Database of over 100k people

2025

145k+ Visitors Per Year

- ULETE FC 32+ teams
- Skills Training
- Camps
- Tournaments
 - Soccer
 - Flag Football
 - Baseball
 - Softball
 - Lacrosse
- League: Flag Football
- Field Rentals
- ULETE Sports Day Event
- Four Events Per Year
- College/Pro Off-Season Training
- Chiro/Rehab Care
- Marketing Database of over 145k people

2026+

185k+ Visitors Per Yr

- ULETE FC 50+ teams
- Skills Training
- Camps
- Tournaments
 - Soccer
 - Flag Football
 - Baseball
 - Softball
 - Lacrosse
- League: Flag Football
- Field Rentals
- ULETE Sports Day Event
- Four Events Per Year
- College/Pro Off-Season Training
- Chiro/Rehab Care
- Marketing Database of over 100k people
- ULETE Location 2 purchased

What this Partnership will do for your Brand:

- Your Brand and Sales will be aligned with ULETE's growth, targeting over 185,000 Visitors to ULETE each year.
- Your Brand will be consumed by ULETE's customers who are Athletes ages 4-24 (youth, college, pro) & Parents, Siblings, Grandparents, Friends, Trainers and Nutritionist of the Athletes ages 25-75.
- Your Brand will be represented by ULETE FC & Volf Soccer Academy which are both led by international and domestic former soccer pros.
- Your Brand will market to and be consumed by Athlete's and Families in Soccer, Football, Baseball, Softball and Lacrosse.
- Your Brand and ULETE highlights: Southlake, Texas and surrounding city's with families who are driven for excellence, have winning traditions and their buying power and brand interest is influential to others.
 - World Cup 2026 in DFW and ULETE using direct relationships to host team practices.
 - Many Current and Former Pro Athletes live in Southlake and adjacent cities.
 - ULETE expansion plans for DFW Locations 2 & 3 will allow you to be in business with ULETE early to block out your competitors.

OPPORTUNITIES

FACILITY NAME & BUSINESS TIE-IN:

- Main Check-In Building (on green wall)
- Large Indoor Building (both ends of white building / east end faces Dragon Stadium main parking lot)



ULETE Parking Lot
Over 150 Parking Spaces

Dragon Stadium Parking Lot Over 750 Connected
Parking Spaces with 11,000 Stadium Capacity

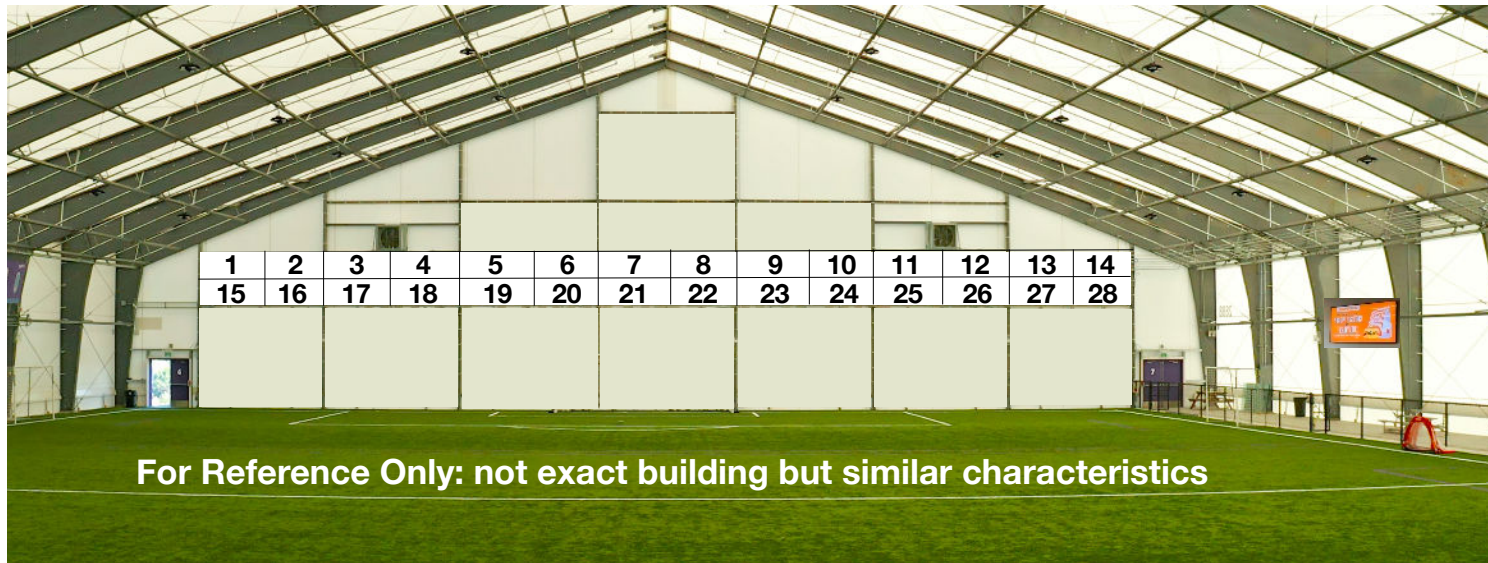


Dragon Stadium
Parking Lot

OPPORTUNITIES

INDOOR BANNER ADVERTISING: Approx 8' x 4' Banners

Only 2 businesses per category and advertised at opposite ends of building

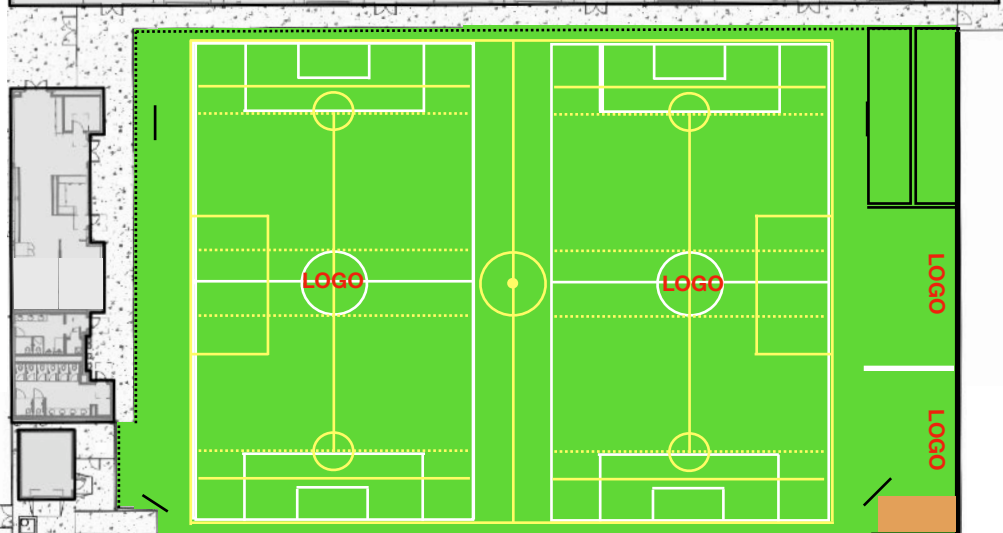
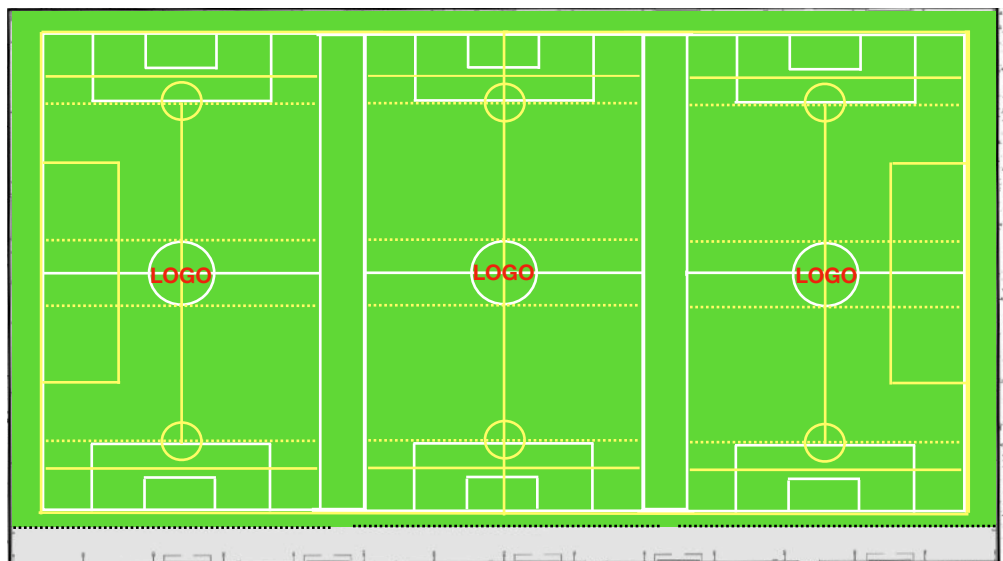


1	2	3	4	5	6	7	8	9	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26	27	28

FIELD LOGOS:

Field names tied to logo-brand

- 3 Indoor Fields
- 2 Outdoor Fields
- 2 Training Walls



OPPORTUNITIES

COACH & PLAYERS JERSEYS VSA & ULETE FC



- Led by Internationally recognized Libor Volf & Alexander Jakubov, *Volf Soccer Academy* is already dominating Vancouver, Canada, and has arrived in the USA to compliment its academy's known around the world in other locations such as Czech Republic, Egypt and Uganda.
- Exclusively available at *ULETE* in the DFW Metroplex
- Ages 6 - 16 Boys & Girls



ULETE FC

- Led by 23 Year International Pro Soccer Player, Pablo Da Silva with over 10 years Coaching at Pro and Youth Levels
- *ULETE FC* Teams
- Ages 4 - 18 Boys & Girls



OPPORTUNITIES

DIGITAL ADS:

Rotating Ads on facility TV Monitors in
Check-In and Indoor Training Buildings



SOCIAL MEDIA:

ULETE Website

EVENTS:

Vendor opportunities

For pricing and more information

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(817) 528-7068 cell

ULETE

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