



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 - 2 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.
- Futsal Court
- ChiroFit: 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 prepared strategically for over 2 years to ensure that our Feb 2024 opening exceeded expectations - AND IT DID!

## 2025

### 50k+ Visitors Per Year

- ULETE FC 12+ teams
- ULETE Flag Football 5+ teams
- Dragon Youth Soccer 25+ teams
- Skills Training
- Camps
- Leagues & Tournaments
  - Soccer
  - Futsal
  - Flag Football
- Field Rentals
- Special Events
- Dak Prescott Camp
- Real Madrid Scout Camp
- College/Pro Off-Season Training
- Chiro/Rehab Care
- Marketing Database of over 20k people

## 2026

### 50k+ Visitors Per Year

- ULETE FC 20+ teams
- ULETE Flag Football 10+ teams
- Dragon Youth Soccer 30+ teams
- Skills Training
- Camps
- Leagues & Tournaments
  - Soccer
  - Futsal
  - Flag Football
- Field Rentals
- Special Events
- Celebrity-Athlete Camps
- College/Pro Off-Season Training
- Chiro/Rehab Care
- Marketing Database of over 40k people

## 2027+

### 50k+ Visitors Per Year

- ULETE FC 30+ teams
- ULETE Flag Football 15+ teams
- Dragon Youth Soccer 30+ teams
- Skills Training
- Camps
- Leagues & Tournaments
  - Soccer
  - Futsal
  - Flag Football
- Field Rentals
- Special Events
- Celebrity-Athlete Camps
- College/Pro Off-Season Training
- Chiro/Rehab Care
- Marketing Database of over 60k people
- ULETE Location 2 identified

## What this Partnership will do for your Brand:

- Your Brand and Sales will be aligned with *ULETE*'s growth, targeting over 50,000 Visitors to *ULETE* each year.
- Your Brand will be consumed by *ULETE*'s customers who are Athletes ages 3-60 (youth, college, pro) & Parents, Siblings, Grandparents, Friends, Trainers and Nutritionist of the Athletes.
- Your Brand will be represented by *ULETE FC* which is led by international and domestic former soccer pros.
- Your Brand will market to and be consumed by Athlete's and Families in Soccer, Futsal, 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* will expand athlete-fan engagement.
- Many Current and Former Pro Athletes live in Southlake and adjacent cities.
- ULETE* expansion plans for future DFW Locations allow you to be in business with *ULETE* early.

# OPPORTUNITIES

# ADVERTISEMENT *OPPORTUNITY*

**ULETE**

Join the **ULETE** advertising partners on our high-traffic display location within our Southlake facility. **ULETE** is a multisport complex providing athletes, coaches, trainers, and teams access to premium sports opportunities in the area. We have over 20 thousand unique visitors each year with a 70% return rate.

## Three Different Advertisement Options:

### LOGO Position RED

- \*Magnetic Logo max 36"w x 23"h
- Located on the top row
- Included in **ULETE** monthly newsletter
- \$2400 / year paid in full

### LOGO Position BLUE

- \*Magnetic Logo max 16.5"w x 15"h
- Located on the middle row
- \$1000 / year paid in full

### LOGO Position ORANGE

- \*Magnetic Logo max 7.75"w x 9.6"h
- Located on the lower rows
- \$500 / year paid in full

## TERMS

12 months paid in full by check or credit card, Partner to email the logo they want to make into a magnet in either SVG, EPS, or PDF format

**CONTACT: John@ULETEsports.com**

Subject Line: Advertising



\*FINAL LOGO SIZE DETERMINED BY  
CUSTOMER LOGO SHAPE



# 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

## 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 - 15 Boys & Girls

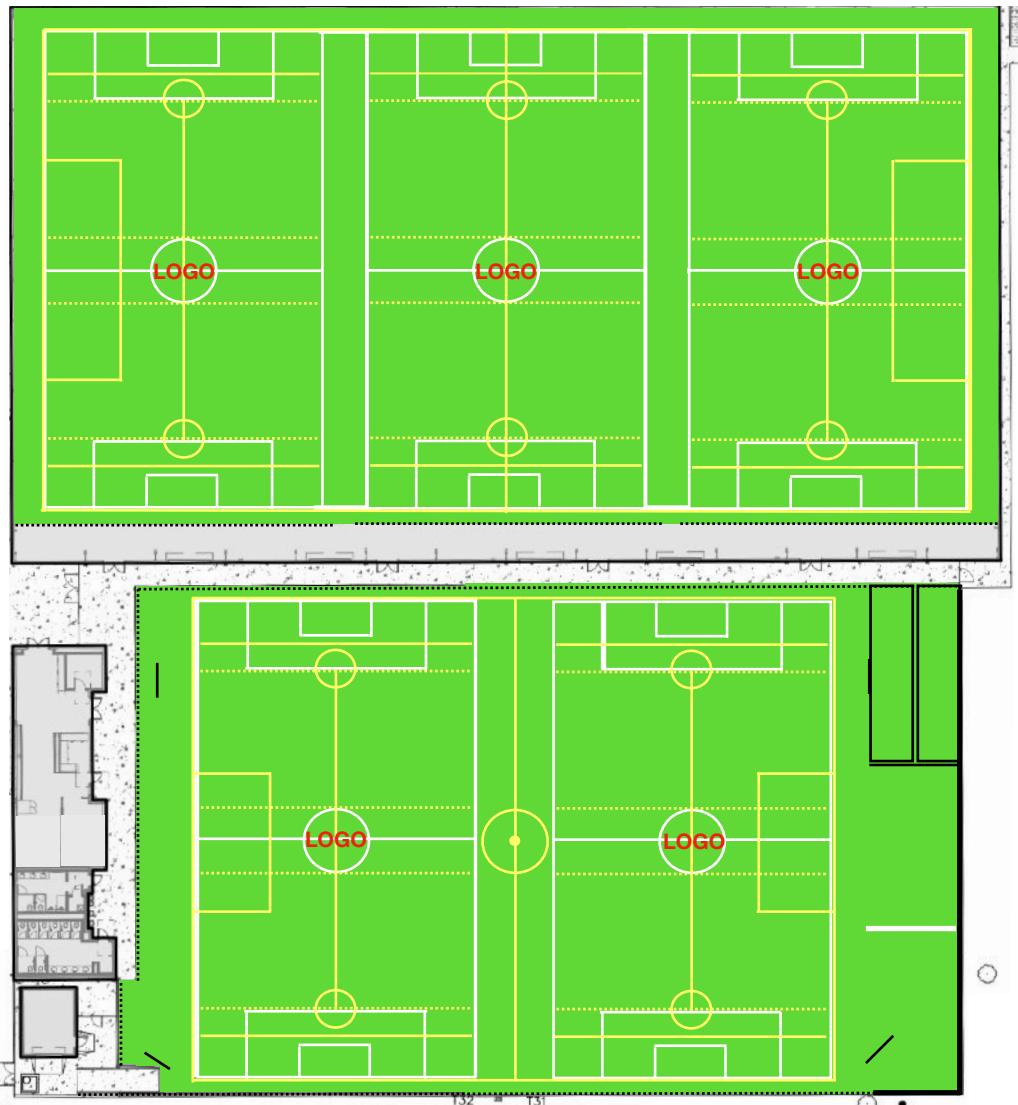


# OPPORTUNITIES

## FIELD LOGOS:

Field names tied to logo-brand

- 3 Indoor Fields
- 2 Outdoor Fields



For pricing and more information  
contact: [John@ULETEsports.com](mailto:John@ULETEsports.com)

(817) 528-7068 cell

**ULETE**

2308 Dean Way, Southlake, Texas, 76092