WELCOME TO THE CLUB
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.

<table>
<thead>
<tr>
<th>MLS SOCCER FACTS</th>
<th>NYCFC FACTS</th>
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<tbody>
<tr>
<td>32m</td>
<td>Home Stadium</td>
</tr>
<tr>
<td>70%</td>
<td>Training Ground</td>
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<tr>
<td>80%</td>
<td>Front Office</td>
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<tr>
<td>7.3m</td>
<td>President</td>
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<tr>
<td>32m</td>
<td>Sporting Director</td>
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<td>70% growth in total number of adult soccer fans (Nielsen Sport)</td>
<td>Head Coach</td>
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<tr>
<td>80% average MLS team value increase since 2013 (Forbes)</td>
<td>Majority owner</td>
</tr>
<tr>
<td>170</td>
<td>Minority owner</td>
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MLS ATTENDANCE IS 7th IN WORLD SOCCER (MLS) | TOTAL ATTENDANCE GREW FROM 2.9 TO 7.3 MILLION IN 10 YEARS (MLS) | MLS IS NOW BROADCAST IN 140 COUNTRIES (MLS) | 7th | MLS TOTAL GROSS VIEWERSHIP IN 2016 (MLS) | 32m | 80% |
NEW YORK CITY FC

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.

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.

Claudio Reyna is announced as Sporting Director, the Club's first employee.
Jason Kreis is later appointed as the first Head Coach.

2014

NOVEMBER 13
New York City FC reveal their first ever home jersey.

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.

2016

JANUARY 1
Patrick Vieira is appointed as Head Coach for New York City FC.

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.

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

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.

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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.

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

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

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

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

Pentagon represents the five boroughs

Typeface Gotham, inspired by the City’s signage

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

1.9m say NYCFC is their favorite team

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

FOLLOWERS

FACEBOOK

2.3m followers #1 followed MLS club

9.5m likes/comments/shares since page launched (most in MLS)

YOUTUBE

29.1k subscribers #1 lifetime video views

INSTAGRAM

488k followers #1 followed MLS club

16m likes

MLS RETAIL SALES

#1

SAY NYCFC IS THEIR FAVORITE TEAM
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.

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.

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.

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

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

**LEAD PARTNER**

**NEW YORK-PRESBYTERIAN HOSPITAL**

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.
MAKING FUTURE HISTORY

COMING SOON

CITY FOOTBALL ACADEMY, NEW YORK

NEW 2018 17 VIÑOLY
NEW ELITE TRAINING FACILITY, CITY FOOTBALL ACADEMY NEW YORK, IN ORANGEBURG, NY
UNDER CONSTRUCTION AND DUE FOR COMPLETION IN EARLY 2018
17-ACRE SITE
DESIGN OVERSEEN BY RAFAEL VIÑOLY, ARCHITECT OF CFA MANCHESTER AND MELBOURNE

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