

D.C. UNITED WELCOMES A NEW ERA OF SOCCER WITH THE OPENING OF AUDI FIELD

For 22 years, D.C. United, one of the original 10 teams in Major League Soccer, has played its home games at the 57-year-old, 45,000-seat RFK Stadium. Although packed with history, the cavernous building did not give the Black-and-Red much of a home field advantage.

For more than 10 years, D.C. United tried to secure a new home pitch. The team's dream of a new home will become a reality on July 14 when they move into the 20,000-seat, soccer-specific Audi Field.

From its innovative technology to its location in southwest Washington in the redeveloped Buzzard Point, Audi Field will capture the nation's interest when it opens to a sold-out crowd.



D.C. United Opens a New Era at Audi Field

When the calendar page turns to July 14, the dream of D.C. United owners Erick Thohir and Jason Levien will become a reality. On that long-awaited day, D.C. United will face the Vancouver Whitecaps in the grand opening of their new stadium – Audi Field.

In 2012, Thohir and Levien purchased the team and began the painstaking process of trying to secure a new venue. Since its inception in 1996, the Black and Red have played in historic 57-year-old RFK Stadium.

Previous ownership groups attempted to provide a new stadium for the team. But the District of Columbia offers unique challenges. In addition to the difficult task of finding a good location, D.C. provides additional hurdles of having to work with both the local and federal government. Some locations the team considered were on federal property. It literally would have taken an act of Congress to build on those sites.

All Signs Lead to Buzzard Point

Although the team could have built a stadium faster and less expensively at a suburban location, Thohir and Levien wanted an urban locale,

closer to their fan base.

"We're particularly attractive to the millennial and Generation Z crowd because of the fast-paced nature of soccer, and the fact that millennials have grown up with MLS in their blood since they were young," said Levien, the team's managing general partner and CEO. "We have an urban stadium where a lot of millennials live and work. It's a very social, engaged community atmosphere."



The pitch at Audi Field.

The owners wanted to be in southwest Washington, where the heart and soul of the city is moving. They found that spot at Buzzard Point, between the Navy Yard and the District Wharf, two dynamic areas that attract the millennial crowd. Audi Field sits on the peninsula between the Anacostia River and the Washington Channel, across the street from Nationals Park and 1.3 miles south of the U.S. Capitol building.

"We're in a dynamic neighborhood in Buzzard Point, which is a fast-growing, exciting area in downtown Washington," said Levien.

With the limited geographic footprint available at Buzzard Point, Audi Field, with its 20,000 seats, including 1,500 club seats, 31 suites and 550 field-level seats, is on one of the most compact sites in MLS. To overcome that hurdle, the team built up, with a very steep incline, putting fans right on top of the action.

"It's going to be a very intense environment to watch soccer," said Thohir, the team's general partner.

Building for More Championships

Although D.C. United is one of the most decorated clubs in MLS, having won four early championships and nine other major trophies, the team hasn't won the Major League Soccer title since 2004.

"We want to completely overhaul the club and hit a refresh button on everything we've been doing," said Levien. "Audi Field gives us the opportunity to completely change our positioning in the market."

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Huge Advantage for United Players

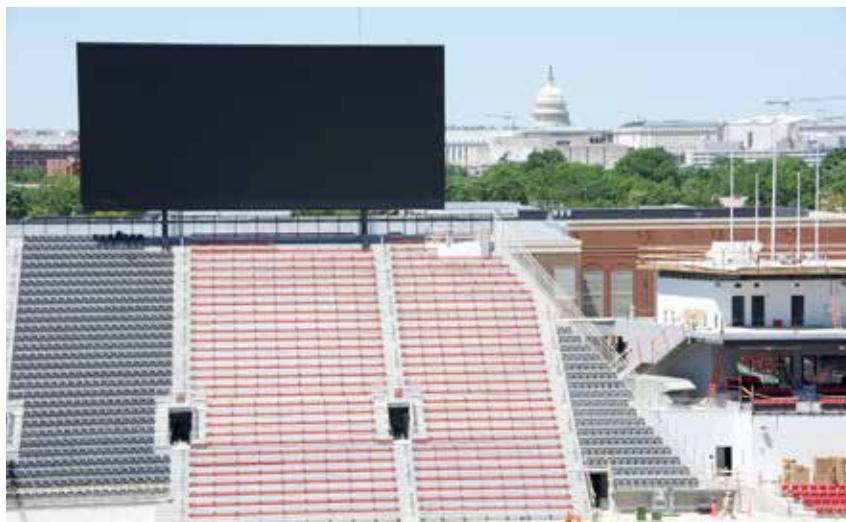
After years of competing at RFK Stadium, the players were excited to get their first look at Audi Field, from the locker room to the pitch to seeing how close their fans would be to cheer them on. The team's supporters' section is right behind one of the goals.

"We think Audi Field is going to give us a big home-field advantage for our players and an advantage when we recruit new players," said Levien. "With Audi Field, it's going to be very inviting for young, talented players to want to be a part of D.C. United."

"Being in an urban setting, where it's compact and intimate creates a tremendous amount of energy," Thohir said. "It sends the message to players that D.C. United is going to be at the forefront of what's happening in MLS once again and that we're investing because we want to compete to win championships and have success on the pitch."

Corporate Partners and Fans Flock to the Point

Audi Field has resonated with the corporate community, with Audi



In addition to the game, fans at Audi Field are treated to a view of the U.S. Capitol.

claiming naming rights early on. Two other early partners were Eagle Bank, local to the D.C. area, and Heineken. Eagle Bank was not only involved in some of the stadium financing, but also became a founding partner. Heineken has branded the stadium's northeast deck, which includes a bar and party deck.

"We're jumping to the top of the league in terms of the amount of corporate interest we're attracting," said Levien. "We feel great about where we're positioned in the market.

We've already signed a lot of key sponsors and we're in heavy discussions with more."

"Audi Field gives us a huge opportunity to revolutionize our brand," continued Levien. "We've seen an exponential increase in corporate partners and tickets sales, from season tickets to general admission tickets to groups to our premium experiences. We've got a fan base that is young and we're looking to grow that fan base tremendously by this opportunity."

Year-Round Entertainment

D.C. United also controls the land around Audi Field and programs are being developed for experiences connected to events at the stadium.

In addition to D.C. United's matches in MLS, the team plans to organize international friendlies and potentially a Capital Cup Tournament, in which they'll bring in clubs from capital cities around the world to compete in an annual tournament.

"Our focus for Audi Field is our MLS matches," said Levien, "then we're going to program the stadium heavily around other soccer events and other sporting events like football and rugby, and also concerts."

A Bright Future for D.C. United

"This is year one of the new stadium," said Levien. "We've obviously had tremendous growth in corporate sponsorships and dramatic growth in season ticket numbers. We've sold out all our suites. We're going to continue to build off that. We think there's a lot of growth potential. Even though we've seen this dramatic growth entering the new stadium, we see a path towards much greater growth moving forward." ■

CONGRATS
D.C. UNITED™

ON YOUR NEW HOME AT AUDI FIELD!



With the new **D.C. United** app for **Audi Field**, powered by **VenueNext**, fans can access exclusive team content – videos, photo galleries, scores – and ticket holders can trade in tickets for Fan Allocation Money (FAM) to be used toward upgrades and unique experiences at the stadium. Fans can also use the new app to purchase parking, order food and beverage for express pick-up, and more – all from the convenience of their smartphone.

DOWNLOAD IT TODAY, FROM THE APP STORE AND GOOGLE PLAY

VENUENEXT

VenueNext Breaks into MLS with its Audi Field Mobile App

The goal of VenueNext, a connected venue mobile platform, is to enhance the fan experience and increase engagement with the team and venue. With the opening of Audi Field, VenueNext, which serves multiple teams in the NBA and NFL, is making its first foray in MLS.

VenueNext built the new D.C. United mobile app for Audi Field, available for iOS and Android, which allows D.C. United to integrate all the venue's systems, including ticketing, access, point-of-sale, security and more, and make these available to fans through their smartphones.

One of the system's prime features is the use of virtual currency – Fan Allocation Money (FAM). Rather than using loyalty points, fans can spend their FAM money as currency at Audi Field until the end of the season.

Through collaborations with Experience and Ticketmaster, VenueNext provides fans with the ability to return tickets to games they can't attend and receive FAM dollars for the value of those tickets, which can be used to upgrade their seats. Coming soon, fans will be able to use FAM dollars to pur-



Fans can purchase or transfer tickets on the D.C. United and Audi Field app powered by VenueNext.

chase food and beverage and VIP experiences at the stadium. They can even transfer tickets and FAM dollars to friends or family.

This flexibility will make a huge difference in season ticket-holder satisfaction and season ticket renewal rates.

The team benefits by being able to resell the returned tickets, helping them fill the 20,000-seat Audi Field for every game. They're also better able to understand their

fans and their preferences.

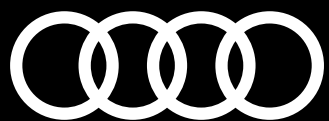
Through the use of the VenueNext Wisdom Marketing platform, D.C. United can segment their audience, customizing their fan experience offerings based on what they've learned about their fans' preferences. Those offerings can be individualized based on each fan's purchase history.

"D.C. United is very forward thinking and they're embracing all of the components of our platform," said John Paul, VenueNext's founder and CEO. "Our goal is to help D.C. United get a person in every seat for every game, and then for that person to have the best time they've had at any sporting event." ■



GAME ON

SOCCER IN D.C. HAS A NEW HOME



Audi Field opens July 14

Safeway anticipates a capital soccer experience at Audi Field

When D.C. United takes to the pitch at Audi Field for the first time on July 14 for a match against the Vancouver Whitecaps, it will be an exciting time for the team, the fans and the sponsors. The executives at Safeway, which is in its third year as the team's official grocery partner, are excited about the opportunities the team's new venue will bring.

"We're excited to be a part of the project," said Beth Goldberg, senior manager of community and public affairs for Safeway's Eastern Division. "The new stadium is going to be a great asset for the community, the team and their partners. D.C. United is already a very popular team – especially as soccer is the fastest growing sport in the U.S. – and the beautiful stadium will give soccer an even higher profile in D.C."

The merger of Safeway with Albertsons in 2015 created one of the largest food and drug retailers in the country, with more than 2,200 stores in 33 states and the District of Columbia,

and more than 265,000 employees. The company was founded on the principle of providing customers with value, offering them the products they want and need at a fair price.

"The new stadium is going to be a great asset for the community, the team and their partners."

BETH GOLDBERG

Senior Manager of Community and Public Affairs | Safeway's Eastern Division

That philosophy has carried over to the company's sponsorship of D.C. United. "We expect fans and members of the community to truly enjoy the new stadium, elevating their game experience to new heights," said Goldberg.

To tap into that fan excitement, Safeway has a series of activations

planned, including its support of the Safeway Youth Team of the Month and its celebrations of players' birthdays.

Prior to select games at Audi Field, fans can visit the Safeway tent, where they'll be treated to product giveaways. They'll also have the opportunity to win a variety of prizes, including Safeway gift cards.

Tying activation to their customers' shopping experiences, Safeway is running a Hidden Talon sweepstakes through October. Images of D.C. United's mascot will be displayed at local Safeway stores. Once fans find Talon's image, they can take his picture and post it to their social media accounts for a shot at prizes. Fans could win a range of rewards, from game tickets to a private Audi Field tour to a VIP game experience.

Safeway is also bringing United's fans to its stores through its co-sponsorship of the P&G Pro Camps. For their in-store giveaway, featuring D.C. United defender Kofi Opare, Safeway is inviting customers to submit entries for their

child to win a spot at the skills camp.

"We hope the team will be energized and attract even more fans and more people to its games," said Goldberg. "We're looking forward to the brand exposure we'll receive in this beautiful new venue."

Nestled in the tight confines of Buzzard Point, Audi Field is located on one of the most compact sites in MLS. But with its location near the nation's capital, fans will have a view of the U.S. Capitol building, both from their seats and the stadium's rooftop bar. And, unlike most soccer stadiums, fans will be able to see the pitch from the outside.

"The new stadium is a beautiful architectural addition to D.C.," said Goldberg. "We're excited by the higher profile the new stadium will bring to the team, the sport and their partners."

As the countdown to a new era in D.C. United history continues, anticipation runs high. "We can't wait for the players and fans to experience the new stadium!" said Goldberg.

NEW HOME

SAME GREAT TEAM

SAFEWAY 

Official Grocery Partner of the Black-and-Red.



Levy Taps Into Technology at Audi Field

With its continuous gameplay, soccer presents unique challenges for concessionaires. There are only two natural service windows – before the game and during intermission.

When Levy was chosen as Audi Field's hospitality partner, E15, Levy's analytics subsidiary, engaged its consumer insights group to conduct research into fans' pain points and the types of food concepts. E15 learned that, for more than any other sport, the top concern of soccer fans is speed of service.

Since Levy and E15 were brought on early in the process, they were able to work with Audi Field's architects and designers to plan the building. E15 used a data-driven approach to fully address the speed-of-service challenge.

"When we worked on the design of this building, we focused on menu optimization and creating a world-class hospitality program with a speed-of-service mindset," said Sandeep Satish, director of partner strategy for E15.

While Audi Field has a central kitchen, most stands have their own cooking capabilities. "With the exception of barbecue, all of the food will be made right in the stand, ensuring we can give our fans a great food and



The menu for one of the 31 suites at Audi Field (left); To improve speed of service at the concession stands, Levy has separate kiosks for fans who want draft beer (right).

beverage experience while dramatically decreasing their time away from their seats" said Al Lanza, Levy's north-east regional chef.

Levy devised a back-of-house plan, addressing food prep, cooking, payment processing and food delivery, to streamline the process. One of the most time-consuming processes is pouring soda and beer. Levy solved this by removing that process from stands and only making it available in self-service taps and fountains on the concourse.

"We were thinking about what's fast and efficient based on the data, so we're still giving fans great soda and

unique local beers, but now we've split it so they can get packaged beer at stands and their draft at portables," said Satish.

Audi Field represents the sports world's largest investment in creating a cash-free environment in a new building, where there is no traditional point-of-sale. At three of the venue's 11 stands, guests will order and pay for their food on self-service kiosks. Line ambassadors will be present to assist guests as they adopt the system.

In addition to its 11 stands, several portables and 90 point-of-sales, Audi Field, which seats 20,000 people, is offering fulfillment on demand. Fans

can order from the D.C. United and Audi Field app, go to express lanes, show their QR code and pick up their purchase.

"We've actually added a point-of-sale to everybody's phone," said Satish.

To build a culinary approach as ambitious as its investment in technology, Levy partnered with local celebrity chef José Andrés and his Think-FoodGroup. Of the 11 concessions stands, four will feature Andrés' menus.

Audi Field will offer a range of food choices, from stadium classics to chicken, barbecue and dishes with a Latin flair, as well as a Marketplace, where fans can walk around and select their food.

At the Heineken Club and the Eagle Bank Club, which will serve 550 and 1,500 guests respectively, fans will be treated to eight serving stations. "These menus will change for every game based on the season," said Lanza.

"Our goal is to make Audi Field a destination both before and after a game," said Satish. "We want to match the excitement and passion of the fan base with a highly curated food and beverage experience and programming that addresses speed of service. And we want to deliver quality food during peak periods quickly." ■

D.C. UNITED Audi Field

AND TASTIEST
THE PERFECT BLEND
OF DATA AND DESIGN.

It's been a thrill bringing the best of our left-brained analysts and right-brained designers together to realize your hospitality vision for Audi Field and DC United Fans.

FROM ALL OF US:
CONGRATULATIONS
ON THE BIG WIN.

Levy E15 CURiOlogy