



WOMEN'S SOCCER



2026 SEASON

HER GAME

HER TIME

**BE A PART
OF HISTORY**



WOMEN'S PREMIER SOCCER LEAGUE



CORPORATE PARTNERSHIPS

WITH EMPLOYEE REWARD OPPORTUNITIES





OUR VISION

- Provide fan-friendly game presentation at affordable rates. (*Major League entertainment at Minor League prices.*)
- Become the elite women's soccer team in Arizona.
- Create platform for women athletes' to continue career progression.
- Take needed first steps towards bringing major league women's soccer to Arizona.

COMMUNITY APPEARANCES



Honored On-Field at D'backs Home Game

FUN & UNIQUE MATCH PROMOTIONS



"Taylor Swift" Night Including Live Halftime Performance

OFFICIAL POST-GAME PARTY ON-FIELD (ALL FANS INVITED EVERY GAME)





2025 INAUGURAL SEASON HIGHLIGHTS

SET MULTIPLE ALL-TIME LEAGUE ATTENDANCE RECORDS (SINGLE-GAME & SEASON)



FEATURED DIVERSE PLAYER POOL

- Top National/International Players
- Arizona Focused:
50%+ of Roster Had Direct Ties to Arizona Market
- 50%+ of roster involved with NCAA Division 1 Level



Holly Hunter:
*Desert Dreams F.C.
Player Called-Up to
U.S. Women's Deaf
National Team*



Anaiya Miyazato:
*Desert Dreams F.C.
Player Called-Up to
Mexico Youth
Women's National
Team*



Dyana Dawood:
*Desert Dreams F.C.
Player Called-Up
to Iraq Women's
National Team*

GENERATED MEDIA IMPRESSIONS

ACROSS TV, NEWSPAPER & COMMUNITY EVENTS





WOMEN'S PREMIER SOCCER LEAGUE



- The Women's Premier Soccer League was founded 25+ years ago and features teams across the country.
- Numerous past FIFA Women's World Cup & NCAA Champions have participated in the league.



ALEX MORGAN

California Storm, 2010
Seattle Sounders Women, 2012



ROSE LAVELLE

Dayton Dutch Lions, 2016



MEGAN RAPINOE

Elk City Pride, 2002 - 2006
Seattle Sounders Women, 2012



BRANDI CHASTAIN

California Storm, 2010



PEORIA SPORTS COMPLEX

- 10,000+ seat stadium repurposed for soccer following each Cactus League season (home of MLB's San Diego Padres & Seattle Mariners).
- Provides great fan amenities & match day experience.
- Located in densely populated *P83 District* featuring numerous restaurants, shopping & family activities nearby making it one of the premier destinations for West Valley families.

PEORIA
SPORTS COMPLEX





WHY US? WHY NOW?



- 3rd largest U.S. market without major league women's soccer.
- Arizona is a 'major league' market:
But only has one women's pro sports team.
- Huge local soccer interest & participation levels (youth & adult).
- Record recent growth for women's sports across multiple benchmarks (e.g., fan affinity, etc.).
- Most Phoenix-area sports teams located downtown or in the East Valley – leaving the West Valley as an underserved market for family & sports-related entertainment options.





DESERT WEST MARKET COLLABORATION

WEST VALLEY TRADITION

Desert West Market (previously named Park West Market) is a long established West Valley tradition featuring a community market with 120+ vendors and food trucks each weekend. During winter months (Oct-Apr.) the market occurs on Saturday mornings. And during summer months (May-Sept) the market occurs on Saturday evenings. The market averages approximately 4,000 patrons each Saturday night.

DDFC + DESERT WEST MARKET

Starting with the 2026 season, we are partnering with the Desert West Market to create an enhanced hyper-local West Valley experience featuring local vendors, multiple food trucks, kids games, live music – and Desert Dreams F.C. soccer simultaneously occurring at the stadium (where one ticket will give fans access to all events).

COMMUNITY PARTNERSHIP

We are excited about the foundation laid in our 2025 inaugural season – and how this partnership will help us further increase local awareness, etc.





JOIN US

**ALL SPONSORSHIP PACKAGES
INCLUDES TICKETS FOR
ALL EMPLOYEES:**

- Regardless of Total # of Employees!
- Great Way to Show Employee Appreciation!
- Best Value in Arizona Sports!

**20% PRICE REDUCTION
FOR 2-YEAR DEALS!**





OPPORTUNITIES

- Tickets for All Employees (+ Guests)*
- Logo on Uniform
- Title Night Partner
- In-Game Marketing Activations
- On-Site Tabling & Handouts
- Social Media
- In-Stadium Signage
- Hometown Player Program
- "Kicks For Kids" Program
- And Countless Customized Activations to Elevate Your Business Locally!



*** ALL PARTNERSHIPS INCLUDE FREE TICKETS FOR ALL YOUR EMPLOYEES (AND/OR GROUP NIGHTS FOR KEY VENDORS, ETC.).**



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BE A PART OF HISTORY

This team is only made possible from the support of our local community.

We want to work with like-minded businesses of all types & sizes to create mutually beneficial programs together.

We guarantee that we have a package size to meet your marketing & budget goals. And we pride ourselves on finding a price point for every interested party – and for always over-delivering.

Our long-standing policy is to issue full refunds if any corporate partner is not satisfied with one of our events.

Sponsorships, Tickets, Grassroots Initiatives...

LET'S KICK IT TOGETHER

CONTACT US: Brett@Hometown-Sports.com

LEARN MORE: DesertDreamsFC.com

