



**CORPORATE SPONSORSHIP**

# Los Angeles Bulls Soccer Club







LA BULLS

## OUR MISSION

LA Bulls are committed to educating and developing players growth beyond the sport within a positive playing environment.

We strive to teach essential life skills while developing intelligent, technical, and confident players to reach their highest potential.

## OUR PHILOSOPHY

We utilize soccer to help to develop qualities in children we believe are key to their success both on and off the field.

We help guide our players to identify the level they aspire to play and we focus on individual player development and character building at every level.

LA Bulls take pride in supporting each player throughout their development to have fun while reaching their potential.







OUR HISTORY

# LA BULLS

Founded in 2013 by Kelly Parker and Mele French.

Kelly Parker has an extensive playing background both at the professional and international level, including a 10 year professional career in both the Women's Professional Soccer League and the German Bundesliga. Canadian international highlights include 2011 Women's World Cup and a bronze medal at the 2012 London Olympic Games. She is also a 4 time hall of fame inductee: 2015 Univ. Of Texas at El Paso Hall of Fame, 2019 Saskatchewan sports Hall of Fame, 2019 Canadian Olympic Hall of Fame, and the 2023 Saskatoon sports Hall of Fame.

Mele French is a former University of Oregon star. Her success at the collegiate level led to a 10 plus year professional career in the W-League, Women's Professional soccer league, German Bundesliga and NWSL, culminating in being awarded the W-League MVP in 2014 with Los Angeles Blues.



2 TEAMS & 24 PLAYERS



6 TEAMS & 72 PLAYERS



68 TEAMS & 810 PLAYERS







LA BULLS

## **INCLUSION AND ADVANCEMENT**

LA Bulls was formed out of a need for inclusion; creating a safe, positive and competitive playing environment for all, regardless of competition level, background, or socioeconomic status. Most clubs at the time focused on status and results rather than development. With an emphasis on equal opportunity, LA Bulls SC was formed so that all members of the community could develop within the philosophy of the LA Bulls: to become well-rounded athletes in every aspect of the game and acquire essential life skills to ensure a successful future.





# CORE PROGRAMING



## MLS NEXT

MLS NEXT is a Major League Soccer youth initiative offering elite players high-quality competition and a pathway to professional soccer, involving MLS academies and top youth clubs. It emphasizes holistic development and organizes events to enhance visibility and opportunities for young talent.

## MLS TIER 2

The MLS 2 is a second-tier youth soccer league in the U.S. offering high-level competition and development for elite players, focusing on player growth, college recruitment, and progression to higher levels, especially for clubs not in MLS NEXT.

## DEVELOPMENT PLAYER LEAGUE (DPL)

Development player League In the DPL, Nothing is Given, Everything is Earned. As an elite national all-female youth soccer league, which provides clubs with a platform to compete, develop, and rise to their full potential.

## CLUB TEAMS

The club level offers structured training, coaching, and competition for young players, often participating in local, regional, and national leagues and tournaments. Club soccer typically emphasizes skill development, teamwork, and competitive play, providing opportunities for players to advance to higher levels of the sport.

## GRASSROOTS / RECREATIONAL

Grassroots recreational soccer in the United States is community-based, entry-level soccer focused on fun, participation, and basic skill development for players of all ages, emphasizing inclusivity and enjoyment over competition.





6 MLS Next TEAMS

12 TIER 2 TEAMS

25 CLUB TEAMS

25 RECREATIONAL  
TEAMS



Boys



Girls



LA BULLS

# PLAYER DEVELOPMENT PYRAMID







# LA BULLS *BY THE NUMBERS*



## PLAYER NUMBERS

**810** *TOTAL PLAYERS*

**230**  
*Female Players*

**580**  
*Male Players*

**25**  
*Competitive Teams*

**336**  
*Competitive Players*

**18**  
*Elite Teams*

**324**  
*Elite Players*

**25**  
*Rec Teams*

**150**  
*Rec Players*

**750+**  
*Families*



## COACHES

**23**  
*Coaches*

**18**  
*Coaches w/  
Licenses*

**15**  
*Former College  
Players*

**5**  
*Volunteer  
Coaches*

**5**  
*Former College  
Coaches*

**1**  
*Current College  
Coach*

**2**  
*Directors of Coaching*





Total Hours of Exposure



Defined as the number of hours of exposure generated annually by all LA Bulls activity

Total Number of Impressions



The total number of physical impressions generated annually by all LA Bulls activity



Median Household Net Worth



For unique households over a net worth of \$1mm, the median net worth of those households in LAB’s community for seasons 2024-25



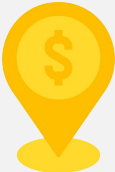
LAB’s teams attend 3-6 tournaments, play 1,380 league games, and host 450 total visiting teams for per year



Geographic Exposure

- Western United States & periodic national travel

Number of \$1mm+ Net Worth Households in LAB’s Community



(78.43% of 918 households)



412 Page Followers



5,499 Club-Wide Followers



12,000 Annual Web Visitors



1,800 Active Email Subscribers







# SPONSORSHIP OPPORTUNITIES



[WWW.LABULLS.ORG](http://WWW.LABULLS.ORG)



LA BULLS

## CUSTOM SPONSORSHIPS

At the LA Bulls, we don't believe in cookie-cutter sponsorship packages. Instead, we approach every partnership as a unique opportunity to align your brand with a growing, dynamic community through a custom-tailored sponsorship experience.

We're confident we can deliver one of the most effective and meaningful sponsorship investments your company can make. As one of the largest aggregators of families in Los Angeles—families who deeply trust us and are in their prime consumer years—we offer unparalleled access to a highly engaged and influential audience.

With over 50 distinct sponsorship opportunities—from high-visibility branding to community-focused engagement and digital activations—we build every package from the ground up to match your goals.

*Let's start a conversation  
and explore what's possible.*







## GET IN TOUCH



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