



Lloyd Media Group

FOR IMMEDIATE RELEASE:

Lloyd Media Group chosen to manage advertising and sponsorships for the Atlanta Silverbacks



Metro Atlanta area soccer team is not only known for its club teams, but also its tireless commitment to the local youth soccer and Hispanic communities

Atlanta, Georgia - Monday, January 9, 2017

LMG has been chosen by the Atlanta Silverbacks as the agency that will manage the advertising initiatives as well as sponsorship development for the soccer club. The Silverbacks play at the stadium at Atlanta Silverbacks Park. The 2017 Season starts in May and will include as many as 10 games including hosting international competition.

LMG will also manage the development of strategic media, corporate and collegiate partnership relationships in the Atlanta metro, as well as entities doing business in Atlanta looking to reach the international communities locally who have a propensity to support this globally revered brand of "football". Sponsorship opportunities include Jersey placement, community clinic series, Game Day presenting partners, ticket backs and Terrestrial & Live Stream broadcasts.

*"The Atlanta Silverbacks are excited to partner with **Lloyd Media Group** and our local businesses partners to expand our reach and grow together within the Atlanta community. We have over **1.2M** reached at the Atlanta Silverbacks Park annually, **over 90,000 silverbacks members** across our networks. We look forward to connecting our community with the great Atlanta business community." -**Alvin Glay**, Managing Partner, **Atlanta Silverbacks***

The Atlanta Silverbacks has operated in Atlanta since 1998 and plays at Atlanta Silverbacks Park. Built in 2006, the stadium at Atlanta Silverbacks Park is home to the Atlanta Silverbacks men's and women's soccer clubs. They're members of The National Premier Soccer League (a 4th division league) which operates in over 80 markets nationwide. The NPSL is a national league that operates in the 4th Division of the U.S. Soccer pyramid.

Atlanta Silverbacks Park is a multi-million dollar sports facility located near Spaghetti Junction in northeast Atlanta. The complex features four full-size soccer fields - one of which sits inside a 5,000-seat stadium that is home to the Atlanta Silverbacks Men's and Women's soccer club. The facility houses a variety of soccer leagues that operate seven days a week, and the leagues include men, women, and coed divisions. Atlanta Silverbacks Park is regularly used as a practice site by local youth soccer clubs, soccer camps and high schools teams as well as it serves the largest Hispanic soccer community in the state with over 100+ Hispanic teams competing at the park.

Interested businesses may contact LMG's sponsorship team at sponsorships@lloydmediagroup.net for details on all available partnership opportunities.

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