



Dear Partner,

As we gear up to kick-off the second season of the Louisville Lightning, I want to update you with the latest news and upcoming forecast of the fastest and most exciting professional sports franchise in town.

During the team's inaugural 2009-10 season in the Professional Arena Soccer League (PASL) the Lightning (11-5) soared to a 2nd place finish in the Eastern Division featuring the St. Louis Illusion, Detroit WAZA, Ohio Vortex and the Cincinnati Express. Three times last season, the Lightning had lost to their experienced Cincinnati rival (2008-09 PASL national championship runner-up) by one goal (twice in overtime). In their final match-up of the regular season, Louisville beat Cincinnati 8-5 before 1,547 hometown fans at Mockingbird Valley Sports Arena. The team was just one spot shy of clinching a playoff berth, but earned the right to host the legendary San Diego Sockers in the championship match of the US Open Cup Tournament.

Five members of the Lightning were awarded all-league honors including PASL Coach of the Year Scott Budnick and First-Team All Star scoring sensation Safety Kovacevic. The team's full roster features a diverse mix of players hailing from the USA, Germany, Bosnia, England, and Mexico, but the majority played for local colleges including UofL, UK, Indiana University, Bellarmine University, Centre College, Transylvania University, Butler University and Vanderbilt University.

Louisville provided overwhelming support of the Lightning in its inaugural season as we developed close ties with area businesses, youth clubs, recreational leagues, and individual enthusiasts. The Lightning receives approximately 1,000 hits per day on its first class website, has over 3,300 facebook fans, and circulates its E-newsletter to over 5,000 recipients. Game nights are high-energy and family friendly featuring packed house, sold out crowds and non-stop entertainment including a DJ/Emcee, free kid-zone with inflatables, the Lightning Ladies Dance Team, a Thunder Zone superfan area, and a beer garden. Over the summer, the Lightning participated in the Kentucky Derby Festiville great balloon race, hosted a 3 v 3 soccer tournament with over 250 attendees, and conducted three weeks of soccer camps coaching and teaching over 150 youth players.

The 2010-2011 season is upon us with open tryouts in September, pre-season training in October, and the home opener kick-off in November. As we prepare for the upcoming year, we want to thank you again for your support, and we hope you will continue your partnership with the Lightning this season. On the heels of the wildly popular World Cup, we invite you to join our fast-paced, fiercely competitive team that is set to strike the Ville for a second time. I look forward to meeting with you in the near future to discuss our partnership and how we can continue to grow our relationship.

Sincerely,
David Horne - General Manager





Facts and Figures | Inaugural Lightning Season



- Average attendance of over 1,000 spectators X 9 Games!
- Record attendance of 1,547 spectators
- Total attendance of over 9,000 spectators
- Lightning E-newsletter with over 5,000 recipients
- Facebook page with over 3,300 interactive fans
- LouisvilleLightning.com receiving up to 1,000 hits daily
- Featured on local television news broadcasts such as WHAS 11, FOX 41, WAVE 3, and WLKY
- Featured in The Courier Journal, The Voice Tribune, Louisville.com, Louisvillem-ojo.com, The Louisville Cardinal, The Turret, and more
- PASL East Division Runner-Up
- Open Cup Finalist
- PASL Award Winners
 - Scott Budnick – Coach of the Year
 - Safety Kovacevic – All-League First Team
 - John Kincheloe – All-League Second Team.
 - Frank Peabody – Honorable Mention Goalkeeper
 - Adam Boyer – Honorable Mention Defender

Check out these testimonials from 2009-10 Sponsors!



Sponsoring the Louisville lightning has been an exciting and rewarding experience. We have deepened our connection to the local community while at the same having great fun. The management and players are simply great folks and have made us feel like a genuine and important part of their family. Our sales have benefited from our affiliation with the lightning and the networking has allowed for even greater business opportunities. The atmosphere and the level of play at the games was so exciting that we also elected to make them part of our company events and employee rewards program.

Bob Marino, COO | CafePress



Fifth Third Bank is proud to be sponsor the Louisville Lightning. The team brings new excitement to the Louisville sports community and the staff is responsive to sponsor needs and great to work with. It's a win for the community and a win for our business.

Gail Lyttle, Vice President and Director of Marketing | Fifth Third Bank



It has been a pleasure working with the Louisville Lightning as both a sponsor and as the Head Team Physician this past year. David Horne and the entire Lightning staff have * put together a top tier organization that has been extremely successful in a very short time period. I personally have enjoyed watching the club grow from simply an idea to a well respected professional soccer team. The return we have enjoyed from our co-marketing with the club has been extremely well received and exceeded our expectations in this inaugural Lightning season. I look forward to a long lasting relationship with the Lightning and the opportunity to build upon a great first season!

Dr. Ryan Krupp, Lightning Head Team Physician | Norton Orthopaedic Specialists