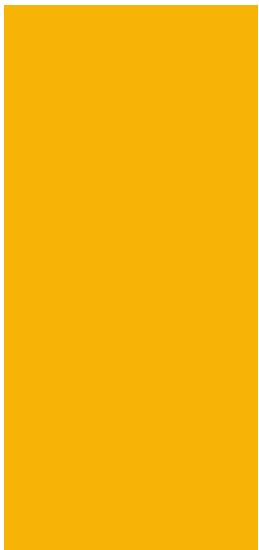




**Orlando City  
Soccer Three Year  
Partnership Launch**



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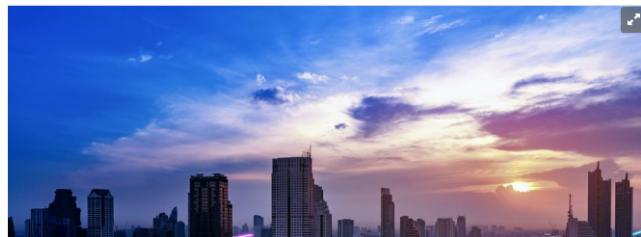
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Technology - Sponsored Content by Smart City

## Transforming Central Florida's event landscape: Discover how fiber internet delivers seamless digital experiences for top venues

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<https://www.bizjournals.com/orlando/news/2025/08/05/fiber-internet-orlando-venues-digital-experience.html>

# Industry News



**This Week's Chapter News**  
*Your Inside Peek at What's Happening*  
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## Smart City Telecom Named Proud Partner of Orlando City SC

*The Central Florida-based company will provide fiber internet connectivity at Inter&Co Stadium*

"Connectivity is foundational to how we operate, from our front office and technical staff to the fan experience on match day," said Carlos Osorio, Orlando City SC Chief Financial Officer for and Orlando Pride. "Smart City brings an industry-leading level of reliability, expertise and local customer support that strengthens our infrastructure and enables our long-term growth, both on and off the field."



Smart City, headquartered in Central Florida, has operated in the region since 1971 and has longstanding relationships with major local institutions. The company also played a role in delivering internet infrastructure at NRG Stadium in Houston, including the venue's hosting of Super Bowl LI in 2017. Smart City's long history of innovation includes delivering the first fiber-optic network in the nation and the first 911 service in Florida.

"As Central Florida's hometown internet service provider, we've always believed that strong connections go beyond technology," said Nick Lenoci, Vice President of Sales and Marketing, Smart City Telecom. "This partnership with Orlando City reflects our commitment to supporting the community we've served for over 50 years, not just with reliable infrastructure, but with real, responsive service that helps people and organizations thrive."



## About Smart City: Central Florida's Trusted Telecom Partner

Smart City is your hometown telecommunications provider, delivering fast, reliable fiber internet, hosted voice, unified communications, and managed services. Smart City is more than just a tech provider for homes and businesses—we're neighbors who care. Smart City's state-of-the-art network, technical experts, and local customer support has served Central Florida and the Space Coast for many years. Smart City powers seamless connections and unforgettable experiences. Ready to get connected? Contact us today and experience internet and voice solutions you can count on. [SmartCityTelecom.com](http://SmartCityTelecom.com).

## About Orlando City SC:

Orlando City SC roared into MLS in 2015, electrifying the league with a debut that drew over 62,000 to the Orlando Citrus Bowl. In 2017, the Club unveiled Inter&Co Stadium, a soccer-specific venue in downtown Orlando that also hosts the Orlando Pride of the NWSL. Since 2020, the Lions have made five consecutive playoff appearances, reached the final of the MLS is Back

# Smart City Press Release/Blog

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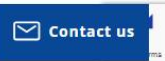


## SMART CITY TELECOM NAMED PROUD PARTNER OF ORLANDO CITY SC

The Central Florida-based company will provide fiber internet connectivity at Inter&Co Stadium.

ORLANDO, Fla. (August 25, 2025) – Orlando City SC today announced a multi-year partnership with Smart City Telecom as a proud partner and internet provider for the Club and Inter&Co Stadium.

"Connectivity is foundational to how we operate, from our front office and technical staff to the fan experience on match day," said Carlos



# Orlando City Soccer Website

The screenshot shows the Orlando City Soccer website's news page. At the top, there is a purple navigation bar with the Orlando City logo and 'ORLANDO HEALTH' on the left, and links for 'Tickets', 'Schedule', 'News', 'Club', 'Inter&Co Stadium', 'Orlando Pride', and 'Orlando City B' in the center. On the right side of the navigation bar are a search icon, 'Shop', 'Merch Hub', and 'Manage'. Below the navigation bar is a red promotional banner for 'CIRCLE K' with the text 'Sign up & Save 25¢/gallon' and a 'DOWNLOAD THE APP' button. The main content area has a purple header with 'News' on the left and the 'CIRCLE K' logo on the right. Below this is a dark purple navigation bar with links for 'Latest News', 'Latest Videos', 'Orlando City Tickets', 'Orlando City Schedule', 'Orlando Pride News', 'Orlando City B News', and 'Newsletter Sign Up'. The main content area features a large article on the left titled 'Smart City Telecom Named Proud Partner of Orlando City SC' with a sub-headline and a short paragraph. To the right of the article is a grid of four smaller news items: 'Match Report: Orlando City SC falls 5-1 on the road to Nashville SC', 'Starting XI: The Lions' lineup and bench ahead of the road match at Nashville SC', 'The Road Ahead: Milestones, storylines and more ahead of Orlando City SC at Nashville SC', and 'What to Watch, presented by Verizon, as Orlando City face Nashville SC on the road'. On the far right, there is a 'Quick Hits' section with a list of links: 'Orlando Pride', 'Orlando City B', and 'Academy'. At the bottom right, there is a 'GOLDEN BOOT' logo presented by Audi with the text 'Celebrating the strivers.'

<https://www.orlandocitysc.com/news/>

# Social Media

The screenshot shows the LinkedIn profile of Orlando City SC. The header features the team's name and logo on a purple background. Below this, the profile name 'Orlando City SC' is displayed along with its description: 'Official LinkedIn of Major League Soccer's Orlando City SC. #VamosOrlando'. It also lists 'Spectator Sports - Orlando, Florida - 46K followers - 51-200 employees'. A navigation bar includes 'Home', 'About', 'Posts', 'Jobs', and 'People'. The main content area shows a post from Orlando City SC, dated '1d', with 45,523 followers. The post text reads: 'This partnership with Orlando City reflects our commitment to supporting the community we've served for over 50 years, not just with reliable infrastructure, but with real, responsive service that helps people and organizations thrive.' Below the text is a large image featuring the Orlando City logo and the 'SmartCity' logo. The post has 1 comment and 7 reposts. On the right side, there are three sections: 'Pages people also viewed' listing Inter Miami CF, New York City FC, and Orlando Magic; and 'People also follow' listing Atlassian.

**Orlando City SC**  
Official LinkedIn of Major League Soccer's Orlando City SC. #VamosOrlando  
Spectator Sports - Orlando, Florida - 46K followers - 51-200 employees

Jon & 1 other connection work here

Message Following

Home About **Posts** Jobs People

All Images Videos Articles Documents

Sort by: Top

**Orlando City SC**  
45,523 followers  
1d

"This partnership with Orlando City reflects our commitment to supporting the community we've served for over 50 years, not just with reliable infrastructure, but with real, responsive service that helps people and organizations thrive." ...more

You and 48 others 1 comment · 7 reposts

Love Comment Repost Send

**Pages people also viewed**

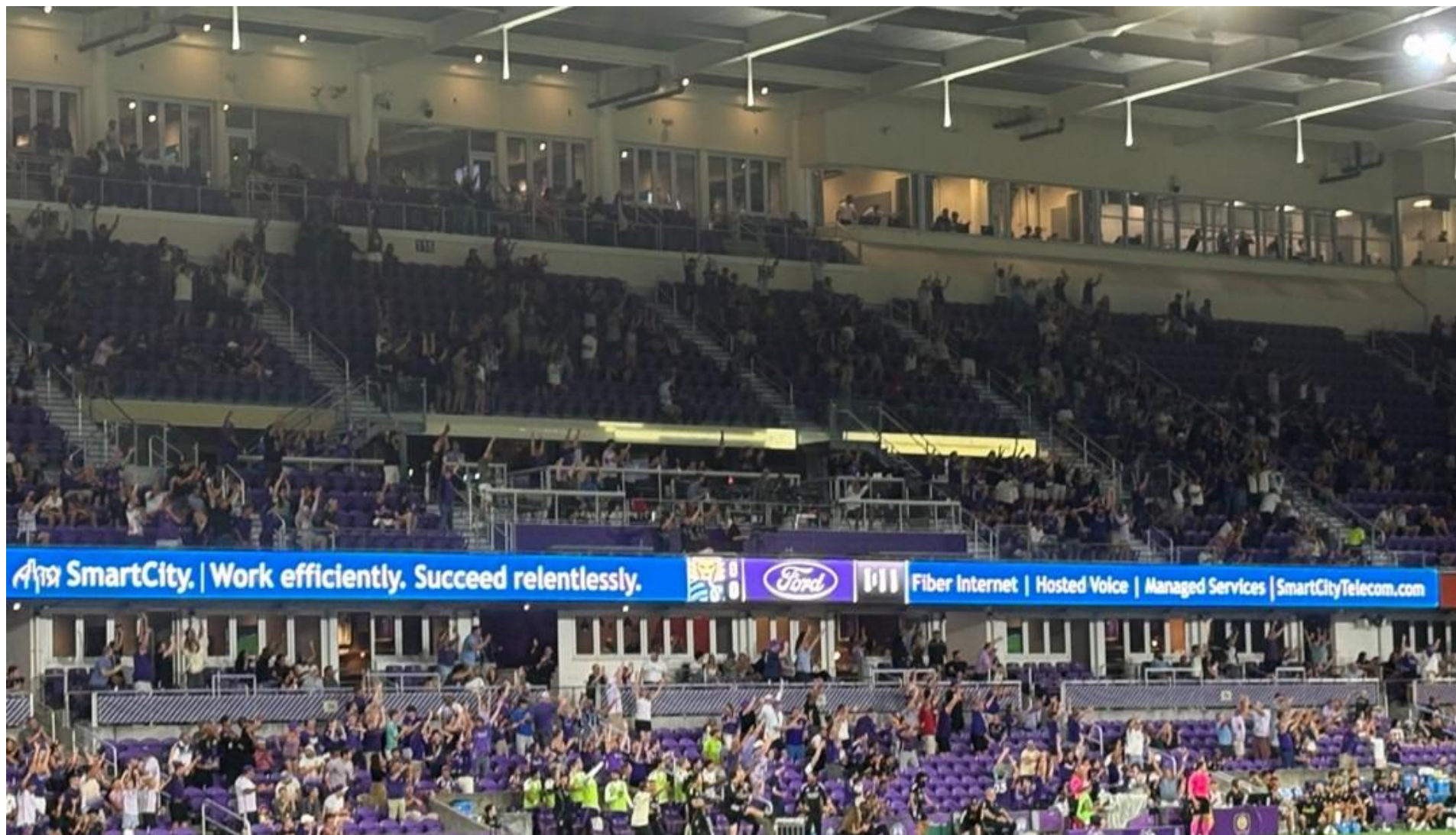
- Inter Miami CF**  
Spectator Sports  
72,336 followers  
Merdochey & 2 other connections follow this page  
+ Follow
- New York City FC**  
Spectator Sports  
51,142 followers  
Harsimran & 2 other connections follow this page  
+ Follow
- Orlando Magic**  
Spectator Sports  
46,809 followers  
Trish & 2 other connections work here  
Following

Show all →

**People also follow**

- Atlassian**  
Software Development  
2,158,774 followers  
AJ & 68 other connections follow this page

# In Game Branding



# Smart City Corporate Website

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INTERNET PHONE COMMUNITIES ABOUT US

## SMART CITY TELECOM

# News

Stay up to date with the latest buzz about Smart City Telecom! From industry features to community spotlights, we're proud to be recognized for our commitment to delivering reliable fiber internet, advanced voice solutions, and outstanding customer service. Explore how we're making headlines and driving innovation in the communities we serve.

### Smart City is now the proud partner of Orlando City SC

Orlando City SC inked a multi-year partnership with Smart City Telecom. Smart City is now the proud partner and internet provider for the Club and Inter&Co Stadium.



Proud Partner of Orlando City SC

LEARN MORE →

### Transforming Central Florida's event landscape

Central Florida's booming hospitality and entertainment industry has earned a reputation for successfully hosting large-scale national events. Orlando welcomed 75,333,800 visitors in 2024, according to Visit Orlando!



LEARN MORE →

# Smart City Internal News

TB Tracie Berg  
To: SCT DL All Employees

🗨️ Reply 🗨️ Reply all ➡️ Forward 📎 📧

Tue 8/26/2025 10:39



Proud Partner of Orlando City SC

## Smart City Telecom Named Proud Partner of Orlando City SC

 Tracie Berg  
Dir, Human Resources

Smart City Telecom has officially partnered with Orlando City SC as the proud internet provider for the Club and Inter&Co Stadium.

This partnership is more than just connectivity - it's a reflection of Smart City's 50+ year commitment to our community, delivering not only reliable infrastructure but also responsive service that helps organizations thrive.

As a longtime OCS supporter, we're thrilled to see this collaboration take shape. Go City! 🍷 🧡

# Email Campaign (Residential)



Hello Krista,

Smart City Telecom recently announced a multi-year partnership with **Orlando City Soccer**. OCS club and fans will use Smart City's blazing fast internet at Inter&Co Stadium.

Make the switch and score the fastest fiber internet connectivity at home. Sign up today!

But wait, there is more. The first 10 sign-ups can join Smart City on October 4th for Fan Appreciation Night. **Enjoy great seats plus premium inclusive beverages, dining, and so much more on us!**

**Contact us** to get two complimentary tickets in West Club (while supplies last).

**Sign Up Today!**

**Smart City Team**  
[Smartcitytelecom.com](http://Smartcitytelecom.com)  
407-828-6400

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# Email Campaign (Commercial)

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Proud Partner of Orlando City SC



Hello Krista,

Have you heard? Smart City recently announced a multi-year partnership with [Orlando City Soccer](#) and Inter&Co Stadium. What does this mean? Smart City's blazing-fast internet will power Inter&Co Stadium.

It's never been easier to score the fastest fiber internet connectivity, managed services, or hosted voice services for your business.

Contact Smart City today!

[Contact Us](#)

**Smart City Team**  
[Smartcitytelecom.com](http://Smartcitytelecom.com)  
407-828-6400

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# Orlando City Soccer Biz Development Program

## **Residential**

- Sign up campaign targeting Carriage Pointe, JLL
- 5 sets tickets of West Club seats + Dining (10 total)
- Pregame photo op

## **Employees**

5 dedicated tix for hosting the group

## **Commercial**

- Prospective customers/ thorny renewals
- Raffle at SIM CFL Cyber Panel
- 5 sets of tickets West Club seats + Dining (10 total)
- Pregame photo op

# Why Orlando City Soccer Partnership Matters

## REACH, ACTIVATE, AND MARKET TO TWO DESIRABLE AND GROWING AUDIENCES



### ORLANDO CITY SC FANS

#### GENDER



#### HHI



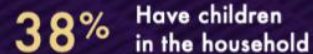
#### RACE



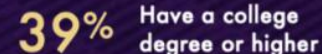
#### AGE



#### CHILDREN



#### EDUCATION



### ORLANDO PRIDE FANS

#### GENDER



#### HHI



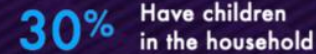
#### RACE



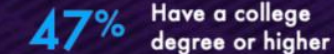
#### AGE



#### CHILDREN



#### EDUCATION



# Why Orlando City Soccer Partnership Matters

**POPULATION GROWTH IS 2X THE NATIONAL AVERAGE**

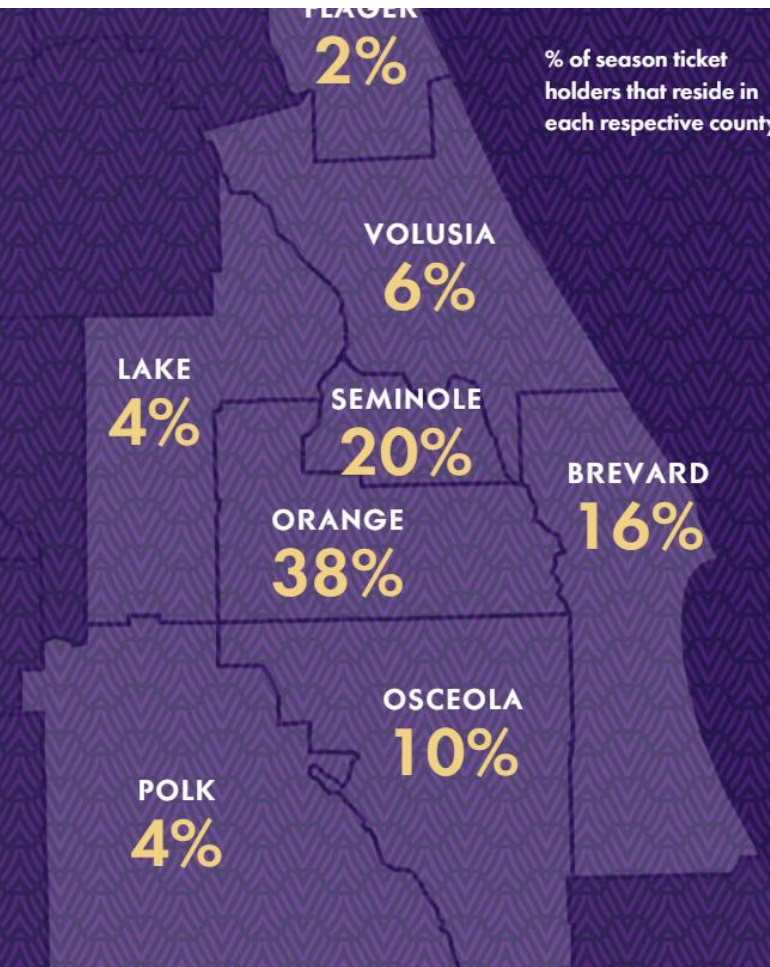
**REACHING 50%+ OF FLORIDA'S POPULATION**

100+ mile radius marketing territory that includes several key markets, including Orlando, Tampa & Jacksonville

**I-4 CORRIDOR IS THE FASTEST GROWING REGION IN FLORIDA**

5MM+ residents

Population growth 2x the national average



# Why Orlando City Soccer Partnership Matters

## CLUB VIEWERSHIP UP 8X GLOBALLY

Since Apple TV deal execution

### BROADCAST PRESENCE



Delivering every live league match, in-depth coverage, and original programming

### DIGITAL IMPACT

**2.21M**

Social Media Followers

**300K+**

Fan CRM Database

**6.34M**

Website Pageviews Annually

**48K+**

Mobile App Subscribers

# Why Orlando City Soccer Partnership Matters



OUR ORLANDO

OUR STORY

OUR COMMUNITY

OUR PARTNERSHIP

TERMS & INVESTMENT

Setting The Stage

ORLANDO CITY'S FANBASE HAS THE HIGHEST PERCENTAGE OF C-LEVEL EXECUTIVES AMONG U.S. MLS TEAMS

1



2



3



2/3

suites at Inter&Co Stadium are owned by companies or private individuals

# Why Orlando City Soccer Partnership Matters



OUR ORLANDO

OUR STORY

OUR COMMUNITY

OUR PARTNERSHIP

TERMS & INVESTMENT

Setting The Stage

AMONG PROFESSIONAL  
TEAMS IN THE STATE OF  
FLORIDA, ORLANDO  
CITY HAS THE HIGHEST  
AMOUNT OF FANS WHO  
HAVE \$5M+ IN  
INVESTMENTS AND  
RETIREMENT SAVINGS

