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Loudoun Hounds to play ball at Edelman Financial Field



A recent rendering of Edelman Financial Field, future home to the Loudoun Hounds and Virginia Cavalry FC. Edelman Financial Services has struck a multi-year naming rights deal with VIP Sports and Entertainment LLC.



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VIP Sports and Entertainment LLC, the partnership behind the new multisport stadium at One Loudoun in Ashburn, has landed a naming rights sponsor for the 5,500-seat ballpark. The Loudoun Hounds and Virginia Cavalry FC will play their games at Edelman Financial Field, named for [Ric Edelman](#)'s Fairfax-based Edelman Financial Services.

Edelman, one of about two dozen investors in VIP Sports and Entertainment (formerly Virginia Investment Partnership LLC), has signed a multiyear deal to splash the Edelman name and logo on promotions, in print ads, on the scoreboard spine and the stadium's entryways.

Financial details of the package were not disclosed, though sources familiar with the deal put it in the high six figures per year.

[Dany Berghoff](#), vice president of business development with Greenwich, Conn.-based 21 Sports & Entertainment Marketing Group Inc., suggested the deal would probably be in the

low six figures, given the market strength, the size of the ballpark (total occupancy of about 10,000) and the number of planned events annually (unlimited soccer and baseball games, plus a maximum of 17 other events).

If it truly is in the upper six figures, then the Hounds appear to have struck a major league-type arrangement for a minor league stadium.

Edelman, whose firm serves some 20,000 clients across the U.S. in 33 offices, said he's supporting the stadium, to be located at Route 7 and Loudoun County Parkway, for a couple of reasons.

One, of course, is the business opportunity. Edelman Financial recently opened an Ashburn office, and eventually will move that office to One Loudoun, to a building adjacent to the stadium, once that project is built out.

More importantly, he said, "we saw this as a wonderful opportunity to say 'thank you' to the community." Northern Virginia lacks a "cultural center," Edelman said: "This project immediately struck us as an opportunity to establish one."

Edelman hosts a syndicated weekend radio show, "The Truth About Money with [Ric Edelman](#)." He's written seven books on personal finance and is regularly ranked by Barron's as among the nation's top financial advisers.

Work on the stadium is expected to start Tuesday. Games for the Hounds, of the independent Atlantic League, and Virginia Cavalry FC, of the North American Soccer League, are scheduled to start in the spring of 2014.

The structural steel and precast concrete is ordered and the infrastructure is in place, said [Bob Farren](#), CEO of VIP Sports and Entertainment — think of VIP as the Monumental Sports and Entertainment of the suburbs. Once the main seating bowl is in place, Farren said, "it's gravy."

"Loudoun County is going to have a brand new shiny toy when we're done, unlike anything we've ever seen," Farren said.

Farren said he and Edelman share a commitment to the community that will play out in the partnership — for example, providing luxury suites to nonprofit groups for a night out.

Michael Neibauer covers economic development, chambers of commerce, transportation and politics.