

## American Family Insurance To Sponsor Jerseys For Incoming MLS Club Atlanta United

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Atlanta United has signed a multiyear partnership with American Family Insurance that will make it the first official kit sponsor of the incoming '17 MLS expansion club. The insurance company's logo will appear on the club's first team jerseys, and it will also sponsor Atlanta United's first team tryout tour. Terms of the deal were not disclosed, though it will put the club within the top tier of MLS in jersey sponsor revenue, with the league average being between \$3-4M in revenue annually. Atlanta United will unveil its jersey later this year. Club President Darren Eales said that the jersey kit sponsor represented the latest step the club has taken as it builds towards its '17 launch, which already has more than 31,000 deposits for ticket purchases. Eales also noted the cultural fit between the two organizations, as well as the commitment from AFI to grow the game of soccer at a local level, as two key points for the club in doing the deal. AFI in October '15 signed a 10-year partnership with AMB Sports & Entertainment to be a founding partner of Mercedes-Benz Stadium. As part of that deal, the company will sponsor an interactive fan zone located outside of the stadium for select home games. This represents the first MLS jersey sponsorship for AFI, which currently has deals with the Falcons, Seahawks, Colts and Packers. The company also sponsors Warriors F Kevin Durant, Texans DE J.J. Watt, former MLBer Derek Jeter and The Player's Tribune.

MLS JERSEY SPONSORSHIP DEALS

TEAM	SPONSOR	TEAM	SPONSOR
Atlanta United FC	American Family Insurance	Rapids	Transamerica
Crew	Barbasol	Real Salt Lake	LifeVantage
DC United	Leidos	Red Bulls	Red Bull
Dynamo	BHP Billiton	Revolution	United Healthcare
Earthquakes	Sutter Health	Sounders	Xbox
FC Dallas	AdvoCare	Sporting KC	Ivy Funds
Fire	Valspar	Timbers	Alaska Airlines
Galaxy	Herbalife	Toronto FC	BMO
Impact	BMO	Union	Bimbo
NYC FC	Etihad Airways	Whitecaps	Bell Canada
Orlando City SC	Orlando Health		

**IMPRESSIVE PROGRESS:** AFI CMO Telisa Yancy said the company has been impressed with the progress Atlanta United has made in terms of building their fanbase without playing a game and is excited to make inroads into the soccer industry. “When we think about the growth and attendance that you’re seeing in MLS, it’s such a interesting time to build a partnership in the league,” she said. The two sides negotiated the jersey sponsorship in-house. Premier Partnerships has represented AMB Sports & Entertainment in top-tier sponsorship sales for the new stadium, as well as for the new club, and made the initial introductions between the two parties. AFI used Ideaquest to validate the partnership.