

adidas Scores Historic Multi-Year Strategic Partnership with the Club Champions League

Charlottesville, VA (December 23, 2015) – adidas and the Club Champions League today announced an historic multi-year strategic partnership agreement aimed at enhancing and elevating youth soccer leagues and clubs in the United States. The partnership positions adidas as the official athletic sponsor and product supplier for the CCL through 2019.

“We are extremely impressed by the CCL. They are truly doing something unique within the youth soccer landscape. The adidas brand is excited to support the CCL and its league partners,” said Adrian Brooks, Key Account Manager for adidas America.

“This agreement is unprecedented in the history of youth soccer in the United States. This is about harnessing the power of the league and creating a robust relationship that supports all levels within a youth soccer club: players, families, teams, coaches, full-time staff, board members, as well as the CCL, from head-to-toe. The CCL is committed to providing exceptional value for its league partner clubs,” said Brian Kuk, CCL Executive Director.

“We are very excited about this partnership as it truly changes the landscape in youth soccer. It presents a unique opportunity for adidas to collaborate with the CCL on multiple levels and provides a platform on which the CCL league partner clubs can maximize the fantastic benefits our brand is capable of providing. In conjunction with the CCL we look forward to creating and developing a new approach to youth soccer that will inevitably redefine the club marketplace,” said Steven Noble, adidas America.

The CCL will be provided comprehensive Generation adidas benefits including national event support for CCL and CCL II, Generation adidas Select, access to adidas assets world-wide, Generation adidas International and Generation adidas University programming.

“adidas really listened to our needs as a league and welcomed our strategic vision with open arms. We are ecstatic that we have a partner in adidas that will help us at all levels of our programming. The future of the Club Champions League is exciting and we can’t wait to start our new relationship with adidas,” said Steve Danbusky, CCL Vice-President and Beach FC Executive Director.

For more information about the Club Champions League, please visit www.ClubChampionsLeague.com.

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About Club Champions League, Inc.

The Club Champions League strives to activate and accelerate youth soccer development through its club-centric, technical director-driven model. The Club Champions League provides superior competition, offers programming for ages eight to twenty-three, and consists of the top youth soccer clubs in Virginia, Washington, DC and Maryland.

About adidas

adidas is the global leader in soccer and official partner of FIFA World Cup, FIFA Confederations Cup, UEFA Champions League, UEFA Europa League, UEFA European Championships and Major League Soccer. adidas has made every FIFA World Cup ball since 1970 and recently extended the partnership with FIFA until 2030. adidas sponsors the world's top clubs and players including Real Madrid, FC Bayern Munich, AC Milan, Flamengo, Chelsea, Leo Messi, Gareth Bale, Mesut Özil, Oscar, Xavi, Karim Benzema, Bastian Schweinsteiger, Jozy Altidore, Omar Gonzalez and Graham Zusi.