AFC ANN ARBOR



BE PART OF AFC ANN ARBOR

Connect your business with the people behind the Mighty Oak.

TWO TEAMS. ONE CLUB.

Our hometown club. Part of the national USL league system.



AFC ANN ARBOR WOMEN

USL W League

Pre-professional competition developing the next generation of women’s talent.



AFC ANN ARBOR MEN

USL League Two

Pre-professional competition for emerging college players and aspiring professionals.



A SHARED PASSION.
A PLACE FOR YOUR BRAND.

Connect with families, players, and supporters through shared matchdays, club stories, and partner collaborations. Give your business a role in the experience.

2.5M+

views of our 2026 season social content

20,000+

social followers
across all platforms

5,000+

email subscribers

75%+ of our Facebook and Instagram followers are ages 25–54.

70%+ of our ticket buyers reside in Washtenaw County.

A MATCHDAY TO MAKE YOUR OWN







SOCCER AND A DAY TOGETHER

High-level soccer, a kids' play zone, and food trucks bring families together. Connect with them through a useful offer or activity.

HOST YOUR PEOPLE

Bring employees, clients, and their families together with sponsor hospitality and a matchday experience tailored to your group.

VALUES PEOPLE CAN SEE

Support women's soccer, youth participation, and practical sustainability, from sustainable teamwear and merchandise to eliminating plastics in concessions.

LOCAL PARTNERS. SHARED STORIES.

Real collaborations that put each partner into the club's story.



ZINGERMAN'S

78,000+ views

11 collaboration posts featuring AFCAA players and Zingerman's. A player visit turned local food into a story shared with supporters.



THERIDE

Nutmeg takes the bus.

Nutmeg and players showed supporters how to reach a match by bus. AFCAA and TheRide shared the video to make transit part of matchday.

A player visit, a useful how-to, or a story only your business can tell.

WAYS TO PARTNER

From a local introduction to a partnership across the season.
2027 partnerships start at $1,500.

COMMUNITY PARTNER

INTRODUCE YOUR BUSINESS

Club recognition, a digital presence, and match access.

For example:
Introduce your business to supporters and bring your team to a match.

SUPPORTING PARTNER

BUILD A MATCHDAY MOMENT

A focused matchday, community, or content activation.

For example:
Bring a useful product demonstration or family activity to a selected match.

OFFICIAL PARTNER

MAKE YOUR EXPERTISE PART OF THE CLUB

An agreed designation, category rights, and a tailored activation.

For example:
Create a recurring content series that connects your expertise with club life.

PRINCIPAL PARTNER

A DISTINCTIVE ROLE IN CLUB LIFE

Build a prominent partnership around Performance, Community, or Experiences.

Combine meaningful branding with opportunities to involve your people throughout the partnership.

One Principal Partner per theme

Examples are illustrative. We agree rights and activities around your goals, budget, and availability.

PRINCIPAL PARTNERSHIPS

Three themes. One partnership level.
Relationships underpin every partnership.

PERFORMANCE

PREPARATION & EXCELLENCE

Align your brand with how our teams prepare, develop, and pursue excellence.

Potential components:
Training apparel branding
Arranged training-session visits
Coaches speaking at your business

COMMUNITY

LOCAL CONTRIBUTION

Show your commitment through the club's local involvement and opportunities to take part.

Potential components:
Community jersey branding at player appearances
Participation in community events
Employee service activities

EXPERIENCES

CONNECTION & ENJOYMENT

Help people discover the club, enjoy matchdays, and connect with one another.

Potential components:
Soccer 101, presented by [Partner]
Hospitality for your people and families
Selected hosting and engagement opportunities

Illustrative options, not automatic inclusions. Rights, activities, and pricing are agreed in each proposal according to partner goals, availability, and scope.

IN GOOD COMPANY

The businesses and organizations that partnered with AFC Ann Arbor in 2026.

bank of ann arbor

WICKFIELD COMMERCIAL REAL ESTATE

A2ZERO EQUITABLE • SUSTAINABLE • TRANSFORMATIVE

ANN ARBOR .ORG

Grizzly Peak BREWING COMPANY

TheRide

Golden Limousine International

flythru.io

MANU

DIAZA

CAMMP PURE FRUITED VODKA WATER

Good Time Charley's Est 1979

Jolly Pumpkin Ann Arbor

BigBlue SWIM SCHOOL

Pretzel Bell

Mindtree

Play It Again Sports Ann Arbor

Kroger

YOUR GOALS. A PARTNERSHIP IDEA.

AFC ANN ARBOR

Tell us who you want to reach and what you want to achieve.
After a short conversation, we'll recommend a relevant partnership idea.

Jamey Amrine, Club Director
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Jules Zane, Commercial Director
jules@afcannarbor.com

Ask us what could work for your business
afcannarbor.com/partnership-inquiry