



SOCCER.COM Launches National Sponsorship Program

New program unites SOCCER.COM's youth club network, consumer audience, and content channels into a national sponsorship model

HILLSBOROUGH, NC, UNITED STATES, August 19, 2026 /EINPresswire.com/ -- [SOCCER.COM](https://www.soccer.com) has launched a national sponsorship program designed to connect brands with soccer families across the country. It was developed in partnership with [Priority Partnerships](https://www.prioritypartnerships.com), SOCCER.COM's sponsorship sales agency of record.

The foundation of the program is SOCCER.COM's youth club network of more than 1,500 partner organizations representing 34,000+ youth soccer teams and hundreds of thousands of families. It also includes the company's consumer retail business, content properties, and more than 7 million social media followers, combining these assets into a single national sponsorship platform.

The youth sports category has historically been fragmented, leaving brands with limited options to activate large-scale partnerships. The new program provides a coordinated approach that enables brands to engage soccer families more effectively across the country.

"SOCCER.COM is the epicenter of soccer culture in America. This program creates one of the most significant sponsorship opportunities in youth sports, giving brands a clear way to engage soccer families through one of the nation's largest youth soccer networks. Just as importantly, it provides the framework for brands to meaningfully invest in youth sports in ways that were not previously possible," said Dan Scheinman, President and Founder of Priority Partnerships.

Parents are highly receptive to brand participation in youth sports, creating a welcoming environment for sponsors. A [2026 national study](#) commissioned by Priority Partnerships and conducted by YouGov Sport found that 84 percent of parents hold a positive attitude toward the idea of companies sponsoring youth sports programs. The study also found that youth sports sponsorship is more effective than professional sports sponsorship at capturing parent attention.

About SOCCER.COM

SOCCER.COM is the world's largest soccer-specialty retailer and, since 1984, has been delivering

quality gear, expert advice and stories of inspiration to soccer players, fans, coaches and parents across America. As part of its mission to help more people pursue a lifelong passion for soccer, the company is committed to growing the game at a grassroots level and outfits thousands of youth soccer clubs nationwide.

About Priority Partnerships

Priority Partnerships is a sponsorship firm based in Portland, Oregon. The firm is recognized as a national leader in youth sports sponsorship. In addition to SOCCER.COM, Priority Partnerships represents Stronger Youth Brands, the parent company of Soccer Shots and Little Kickers, and Girls Soccer Network. Learn more at www.prioritypartnerships.com.

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