

United Soccer Association Partners with Tampa Bay Sun FC to Expand Girls' Soccer Across the Region

Tampa Bay Sun FC Named Official Partner of USA Soccer's Florida Girls League West Division

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/EINPresswire.com/ -- Key Takeaways:

- [United Soccer Association](#) (USA Soccer) has named [Tampa Bay Sun FC](#) the Official Partner of its Florida Girls League West Division.
- Through the partnership, both organizations will work to create meaningful opportunities and experiences for players, coaches, and clubs, continuing their shared commitment to growing the girls' game throughout the region.
- USA Soccer is rebranding its community and outreach initiatives under a new banner, [The Green, Gold & Sun Initiatives](#), which will serve as the foundation for future programs, events, and community engagement developed through the partnership.

THE STORY

United Soccer Association (USA Soccer), one of Florida's most established youth soccer associations, today announced a new partnership with Tampa Bay Sun FC, naming the club the Official Partner of USA Soccer's Florida Girls League West Division.

Through the partnership, USA Soccer and Tampa Bay Sun FC will work together to create meaningful opportunities and experiences for players, coaches, and clubs, continuing both organizations' shared commitment to growing the girls' game throughout the region. As part of the announcement, USA Soccer is also rebranding its community and outreach initiatives under a new banner, The Green, Gold & Sun Initiatives, which will serve as the foundation for future programs, events, and community engagement efforts developed through the partnership.

"Tampa Bay Sun FC shares our belief that girls in this region deserve every opportunity to grow



Florida Girls League West Division

in this sport, and that made this partnership an easy yes," said Kai Velmer, Executive Director of United Soccer Association. "As a former coach myself, I know what it means for a player to have a real pathway in front of her, not just a season. This partnership, and the Green, Gold & Sun Initiatives it's built on, is our commitment to making sure every player in our West Division has that."

Beyond the new partnership, the Green, Gold & Sun Initiatives bring together the full slate of giveback programs USA Soccer has built over the years to support players, coaches, and families across every level of the league. The Coaching Education Grant helps offset the cost of accredited coaching courses for league coaches pursuing advanced certification, while the league's Scholarship Program awards graduating seniors who have competed in USA Soccer. Other initiatives like the Young Referee Grant help players 13 and older cover the cost of officiating certification, building a pipeline of youth-centered referees and giving them a new way to stay involved in the game.

For senior team players, the league's free College ID Camps give U15-U18 athletes the chance to showcase their skills directly in front of college coaches, opening a pathway from youth soccer to collegiate recruitment.

Through the Cleats, Shinguards & Ball Program, USA Soccer helps ensure that cost does not prevent players from participating by providing free equipment to families in need. The partnership with Tampa Bay Sun FC will help connect these existing resources with new experiences and opportunities designed specifically for girls, while bringing West Division players and coaches closer to the professional women's game in their own community.

"This partnership reflects Tampa Bay Sun FC's broader commitment to working alongside leagues, clubs, schools, and community organizations to expand opportunities for girls throughout the Tampa Bay region," said Tiffany Felts, Director of Marketing and Communications for Tampa Bay Sun FC. "When young players can connect with the professional game in their own community, they can begin to see a bigger future for themselves—in soccer and beyond. We are proud to work with USA Soccer to help make that future feel more visible and attainable."

Q&A FOR CONTEXT

What does this mean for Florida Girls League West Division families?

Girls, coaches, and clubs in the West Division will be the first to benefit from the partnership, gaining access to opportunities and experiences connected to Tampa Bay Sun FC as the two organizations build out programming under the Green, Gold & Sun Initiatives banner. USA Soccer plans to share specific program, clinic, and event details in the coming weeks as those plans are finalized.

How does this compare to USA Soccer's existing initiatives?

The partnership builds on USA Soccer's established Green and Gold Initiatives, which have included scholarships, educational grants, and the league's Cleats, Shin Guards & Ball Program. It

also follows a model the league has used before: its partnership with the Tampa Bay Rowdies has given players and coaches access to professional-level coaching education and ID camps. The Tampa Bay Sun FC partnership extends that same approach specifically to the girls' game, giving USA Soccer's Florida Girls League West Division a direct connection to a professional club.

"Through our Green and Gold Initiatives, we've always worked to open doors for our players beyond just the schedule and the scoreboard," said Kai Velmer, Executive Director of United Soccer Association. "Bringing Tampa Bay Sun FC into that mission, and building the Green, Gold & Sun Initiatives around it, is exactly the kind of growth we've been working toward for our girls' programs."

What happens next?

USA Soccer and Tampa Bay Sun FC plan to share additional announcements in the coming weeks, including the specific programs, events, and community engagement efforts that will roll out under the new Green, Gold & Sun Initiatives banner. USA Soccer is also actively seeking sponsors and community partners to help grow the Green, Gold & Sun Initiatives, and organizations interested in getting involved are encouraged to reach out to kai@usa-soccer.org.

About United Soccer Association

United Soccer Association is a Florida-based youth soccer association serving as the scheduling and governing body for 47 member clubs, over 300 teams, and more than 5,500 players across the state. Now in its 35th year, the league is committed to promoting sportsmanship, education, and inclusive opportunity for all youth and adults involved in the sport. Through its partnership with the Tampa Bay Rowdies, United Soccer Association offers coaching education, ID camps, and grant programs that extend the value of youth soccer well beyond the field.

About Tampa Bay Sun FC

Tampa Bay Sun FC is Tampa Bay's first professional women's sports team and the inaugural champion of the Gainbridge Super League. Founded as one of the league's original eight clubs, the Sun compete at the highest level of women's professional soccer in the United States and play their home matches at Suncoast Credit Union Field in Downtown Tampa. Tampa Bay Sun FC exists to build a locally rooted, nationally influential club that empowers girls, elevates women, and energizes Tampa Bay through the transformative power of soccer. For more information, visit tampabaysunfc.com.

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