



AFC ANN ARBOR

Building the Next Chapter
AFC Ann Arbor





Why This Club?

Eleven Years

We've become part of the fabric of Ann Arbor.

Community Trust

Families, businesses and nonprofits choose to spend time with us.

Players Keep Coming Back

Hundreds of players have worn the crest.

Many still return as coaches, volunteers, supporters, and ambassadors.

Ready for the Next Chapter

The foundation is built.

Now it's time to build the organization.

What We've Built



A Community Platform

Soccer brings people together. We use that opportunity to shine a light on the people and organizations making Ann Arbor stronger.



A Destination for Players

Players come here to compete, improve, and pursue professional opportunities.



Relationships That Last

Years later, players still come back.

They volunteer, recommend teammates, and stay connected to the club.

What's Possible?



The Home for Soccer in Ann Arbor

A place where players, families, supporters, and the broader soccer community come together.



Ready to Grow

We've reached the point where volunteers alone can't build what's next.



Part of the Community

A club the community is proud to call its own.

Why Now?

The soccer landscape is changing quickly. AFC Ann Arbor is uniquely positioned to seize the opportunity.



Soccer

- Investment in lower-division clubs is accelerating
- Promotion and relegation is gaining real momentum in North America
- Authentic community clubs are becoming increasingly valuable



Ann Arbor

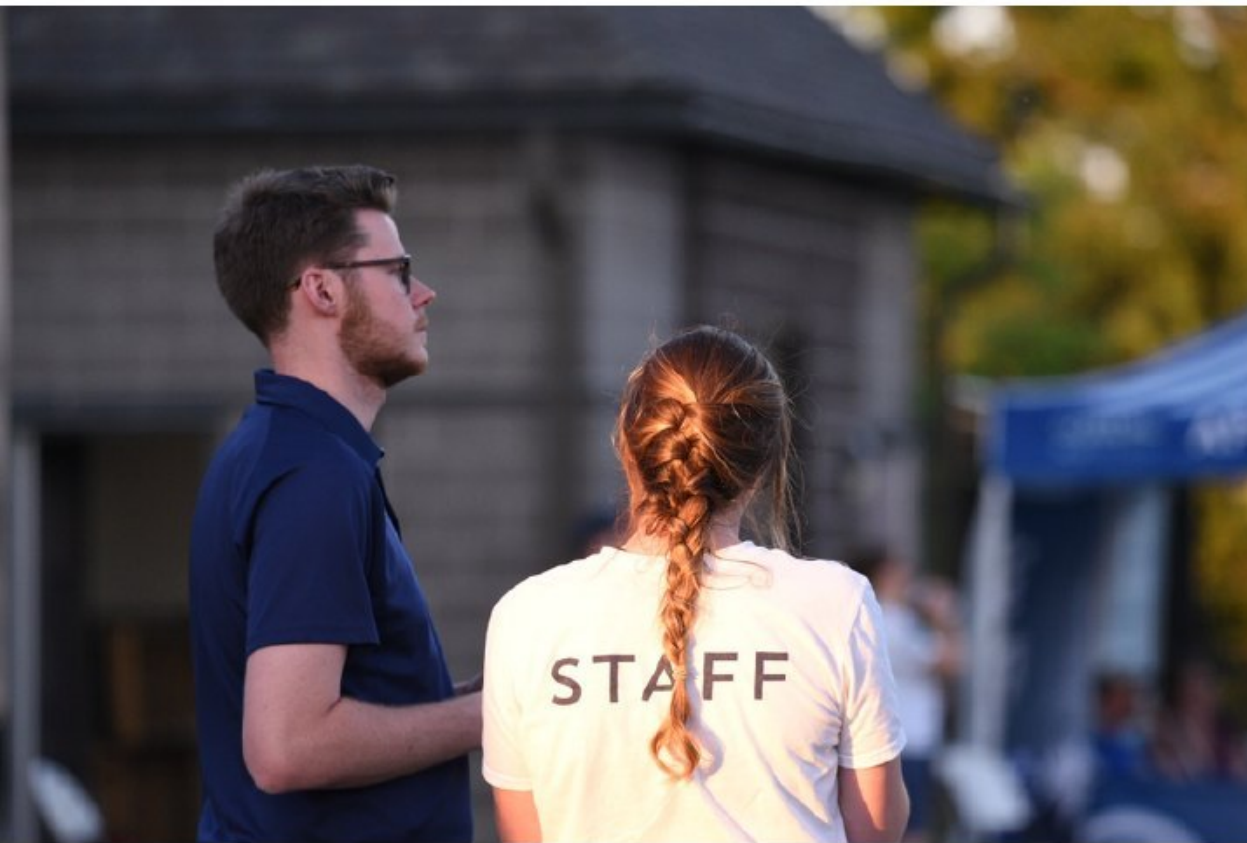
- World-class university and innovation ecosystem
- Strong youth soccer culture
- A culture of civic and philanthropic leadership



AFC Ann Arbor

- Eleven years of community trust
- Established community brand with a loyal supporter base
- Ready for professional leadership and long-term growth
- Already built on a foundation that can't be manufactured

What Does It Take to Get There?



Professional Capacity

Today the club depends on one person's full-time effort supported by volunteers.

Investment allows us to build a small year-round leadership team.



Growing Revenue

Today's revenue comes from sponsorships, tickets, camps, merchandise, and community support. Professional leadership creates the capacity to grow all of them.



Catalytic Investment

Investment doesn't replace earned revenue. It helps us build the organization that generates it.

What Are We Building?

The objective is to build an organization capable of sustaining and expanding its impact for decades to come

Build a Professional Organization

Investment focuses on building the organization
— not expanding leagues or facilities.

- Full-time leadership
- Recurring revenue growth
- Operational excellence
- Community engagement

Investment



Professional Leadership



Year-Round Organization



Self-Sustaining Club

Why We Do This



In 2015, nine-year-old Charlie Lacy waited in line to meet AFC Ann Arbor players. Eleven years later, he completed his fourth season wearing the crest.