



Why did Rush choose to partner with adidas as its uniform sponsor? First and foremost, Rush requires a quality product at a competitive price that is delivered on time. This is the Rush core position statement regarding a uniform sponsor. Rush is a massive club covering 25 states in the U.S. which makes it pertinent we partner with a brand that can handle the size of our membership. This is the main reason Rush partnered with adidas, the world's leading brand in soccer apparel. Partnering with adidas gave Rush an opportunity to design a customized Rush uniform for the first time since the club's inception. This uniform is unique to the Rush brand, further distinguishing us. No other club has this jersey style and colors. Taking the risk to individualize Rush as much as possible brings challenges along with it. We ask you not be intimidated, but to embrace the challenges and help Rush grow.

## DID YOU KNOW...

Rush benefits from its adidas partnership in a number of ways besides the customized uniform. Every buying cycle adidas provides uniforms for the Rush Developmental Academy, ECNL, and W League teams. This is a huge benefit for the top teams that represent Rush all over the US!