

FOREVER UNITED

The history of Minnesota soccer is one of change. Changes in ownership, new team names and new leagues. With Minnesota United, soccer found home in a team that embodied all of the soccer history that came before. While most teams rebrand when they move from North American Soccer League to Major League Soccer, MNUFC kept its name and logo and carried its tradition forward into a new league. Forever United.

GOAL

Preserve the ties that created so many passionate fans, and carry them forward into a new league.

EXECUTION



SEASON TICKETS

Met goal of 14,380 inaugural season tickets.



SINGLE GAME SALES

Sold out all inaugural season games.



REACH

82,880,301 total impressions.



SOCIAL GROWTH

86,931 added social followers.

ENGAGEMENT

4,086,236 users engaged with campaign.

