

# Birmingham Legion FC | February Newsletter



## Tick, Tick, Tick, Tick...

As we eagerly await the start of the 2024 USL regular season, we wanted to share some team updates that we thought would be well received.

As recently witnessed with the launch of our gold kit and partnership with Hummel, we're eagerly anticipating bringing fresh designs as well as new kits throughout the year. Many thanks to our partners at Coca-Cola, BodyArmor, Chick-fil-A, UAB Sports & Exercise Medicine as well as Shipt for their help and support of the Club. Teaser alert: We also may have an opportunity to share a never-been-done-before kit in the summertime.

As always, we appreciate our fan support and look forward to providing brand-new in-game experiences, theme nights, as well as beautiful imagery across our owned and operated channels in digital, social as well as broadcast.

Hammer Down!

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## PRESEASON MATCH



Saturday Feb. 17  
2:00pm | Protective Stadium



Season ticket member event

## USL & LEGION FC NEWS OF NOTE:

2024 Legion FC Season Tickets & Benefits:

- <https://www.bhmlegion.com/2024tix/>

2024 Closed Scrimmage Season Ticket Member Exclusive on 2/17 at 2 pm at Protective Stadium:

- [Closed Scrimmage Season Ticket Member Sign-Up Form](#)

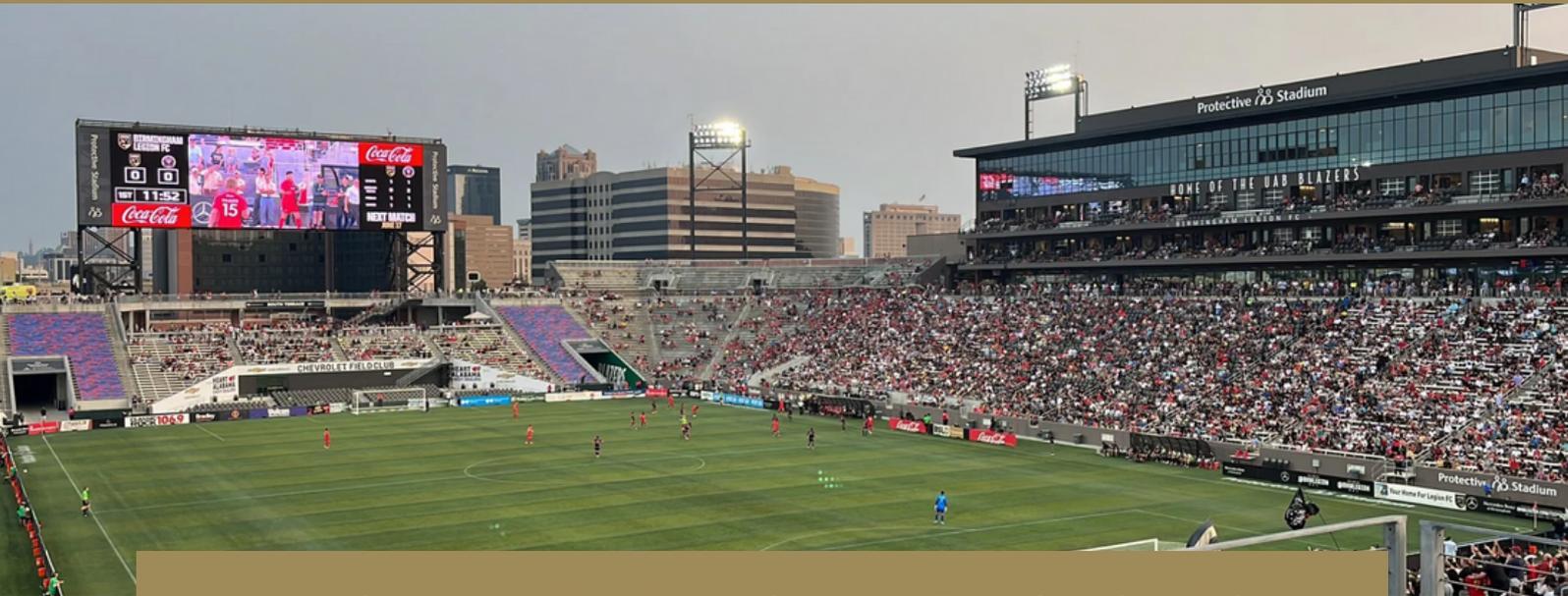
New Roster Moves & Updates:

- <https://www.bhmlegion.com/news/2024/02/06/legion-fc-signs-mohamed-buya-turay/>
- <https://www.bhmlegion.com/news/2024/02/06/birmingham-legion-fc-signs-stefano-pino/>
- <https://www.bhmlegion.com/news/2024/01/26/birmingham-legion-fc-signs-17-year-old-to-usl-academy-contract/>

New Partnership with hummel & “Lady Electra” Gold Kit Launch:

- <https://www.bhmlegion.com/news/2024/01/23/birmingham-legion-fc-announces-multi-year-partnership-with-hummel/>
- <https://bhmlegion.shop/products/2024-lady-electra-adult-jersey>

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## AROUND THE WORLD IN SPORTS



Super Bowl LVIII Draws Record 123.4 Million Viewers:

- [Super Bowl Viewership](#)



Can Tiger Woods Reinvent His Golf Apparel Brand?

- [Tiger Woods' Sun Day Red](#)



[Who would you pick in your all-time side of 5?](#)

- [All-Time 5 Entry Form](#)



An Interesting Story to Watch. Alabama, Can we Pass Sports Betting, Please?

- [Fanatics vs. DraftKings](#)

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## A Privileged Few

...have ever had the opportunity to work in the sports world. I'm beyond lucky and grateful that I've been blessed to partner with clients at places like CBS Sports, Major League Baseball, AT&T, Bassmaster, and more during my career.

I was lucky enough to be recruited to come to Birmingham in 2019 after spending the majority of my career in New York City. When the opportunity became a possibility to join the Legion, it was impossible to turn down. For most of my career, I've had the privilege and ability to work with clients from a national standpoint.

What I enjoy the most about the role here is that it's allowed me to engage with our fans as well as our partners who live within Birmingham as well as Alabama. It's allowed me to truly feel as if I'm part of something special and something authentic. Collectively, I know that we can continue to grow the game in the Southeast as well as our brand affinity across the United States as well.

In 2024, you're in store for an awesome team, new kit launches, some nationally broadcast games, as well as an ever-present focus from our staff on providing the best in-game experiences as well as coverage and creativity to help inform and provide the best in class services to our fans.

As head into year 6, we want to continue to perform at the highest level possible. What I'd ask from you, is to continue your great support as well as help spread the word on the type of team and organization that we are. We care about Alabama, we care about Birmingham, we care about growing the game of soccer, and we care about you, our fans.

Help us continue to build on the momentum that we've started and as Cason said, let's go win it all.

**Timothy Burke Sullivan**  
SVP, Corporate Sales & Strategy

