



# **BIRMINGHAM UNITED FC**

## **NikeSoccer**



**Birmingham, MI**

**January 28, 2010**

Developing relationships with community based soccer clubs across the US is the cornerstone of the Nike Soccer brand strategy and philosophy. We look for relationships with clubs who share our values on player development combined with a love for soccer.

Therefore, Nike Soccer is excited to announce a new four year relationship with Birmingham United Football Club, Birmingham, MI. This is the beginning of what we hope will be a long and meaningful relationship with the Birmingham United FC players and families. Our desire is to provide you with the most innovative soccer products in the world allowing every BUFC athlete to meet his/her potential.

Welcome Birmingham United FC players, parents, and coaches to the Nike Soccer Family. We are truly excited about our relationship with your club.

Sincerely,

Brian Dahnke  
Nike Soccer  
[www.nikesoccer.com](http://www.nikesoccer.com)

**Andy Chapman and Ian Fairbrother**

"We are really excited to enter into this relationship with Nike**Soccer**. They are without a doubt the #1 sports apparel organization in the world. We feel this relationship is going to provide the parents and players of Birmingham United an added service. We are especially thrilled the Nike attire has a specific cut for girls/women in addition to boys/men -- we can fit our players in uniforms designed especially for each gender in June for the 2010/11 season."

