



Pro Soccer
Joyful. Authentic. United.



CORE PURPOSE

TO STRENGTHEN COMMUNITY CONNECTIONS
BY CURATING A JOYFUL, AUTHENTIC SOCCER
EXPERIENCE IN RICHMOND VA.



CORE PRINCIPLES

WELL BEING

OTHERS ORIENTED

AUTHENTIC COMMUNICATION

SHARED ASPIRATIONS

STRONGER TOGETHER



CORE VALUES

- 1) **SERVANT LEADERSHIP: THE WHOLE IS GREATER THAN THE SUM OF ITS PARTS. WE WORK TOGETHER IN SERVICE OF GRAND AMBITIONS.**
- 2) **TRANSFORMATIONAL, NOT TRANSACTIONAL: BE AUTHENTIC, PRESENT, RESPECTFUL.**
- 3) **EXCELLENCE: DO HIGH QUALITY WORK TO EARN TRUST. CONTRIBUTE TO A CULTURE OF INNOVATION AND COLLABORATION.**
- 4) **PROGRESS: CONTINUALLY RE-IMAGINE THE ULTIMATE SOCCER EXPERIENCE, AND MAP A COURSE TO GET THERE.**



VIVID NARRATIVE

- THE CLUB FOSTERS A WELCOMING, INCLUSIVE ENVIRONMENT, CONNECTING DIVERSE COMMUNITIES THROUGH A SHARED PASSION FOR SOCCER.
- PRO KICKERS EVENTS ALLOW INDIVIDUALS TO INTERACT AND TO CELEBRATE UNIVERSAL HUMAN TRAITS THROUGH SOCCER, THE WORLD'S TRUE GLOBAL PHENOMENON.
- FOR FANS, THE CLUB AND ITS ACTIVITIES REPRESENT A SANCTUARY AND CELEBRATION.



VIVID NARRATIVE

- THE RICHMOND KICKERS ARE THE MODEL USL LEAGUE ONE FRANCHISE IN PERFORMANCE, METRICS, CULTURE AND ENVIRONMENT.
- THE CLUB DELIVERS THE MOST CREATIVE, EXCITING, COMPREHENSIVE GAME-DAY EXPERIENCE IN THE USL LEAGUE ONE. ACTIVITIES ARE GENUINE, FESTIVE, AND THOUGHTFUL.
- THE TEAM PLAYS PLEASING, ATTACKING-MINDED SOCCER, ENGENDERING LOYALTY FROM AND AFFINITY WITH ITS LEGIONS OF PASSIONATE FANS AND CONNECTED STAKEHOLDERS.



VIVID NARRATIVE

- THE CLUB IS A JEWEL IN THE GREATER AMERICAN PROFESSIONAL SPORTS LANDSCAPE, AND AN ENDURING ASSET FOR THE RICHMOND COMMUNITY.
- THE CLUB IS A PARAGON OF THE AMERICAN SOCCER EXPERIENCE. ENTITIES WITHIN RVA AND SOCCER FRANCHISES FROM OTHER CITIES REGARD RICHMOND AS A MODEL ORGANIZATION.



CITY STADIUM

- A SOCCER VENUE THAT PLAYERS AND COACHES CHERISH
- THE PLAY ON THE FIELD IS A COMPETITIVE CAULDRON & THE TEAM IS FOCUSED ON WINNING WAYS AND CHAMPIONSHIP ORIENTED.
- A FAN FESTIVAL FOR JOY, ENTERTAINMENT, AND CONNECTION
- MORE THAN SOCCER - SINGULAR VENUE IN RICHMOND FOR VARIOUS PURPOSES
- A HUB FOR CARYTOWN AND RVA