



NEWS RELEASE

SOUNDERS FC RELEASE DRAFT



SOUNDERS FC ANNOUNCES MULTI-YEAR PARTNERSHIP WITH SWIRE COCA-COLA, USA

Swire Coca-Cola, USA brands Coca-Cola and Powerade become the club's Official Cola Beverage and Official Isotonic Beverage, respectively; Partnership brings new matchday experiences, retail promotions and community programming to Sounders FC supporters throughout the Seattle region

For Immediate Release: August 18, 2026

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RENTON, WASH. – Sounders FC today announced a new multi-year partnership with Swire Coca-Cola, USA with **Coca-Cola becoming the club's Official Cola Beverage and Powerade becoming its Official Isotonic Beverage**. The collaboration brings together two organizations with extensive ties to the Pacific Northwest and a shared commitment to creating memorable fan experiences, beginning this season with new matchday activations and expanded Coca-Cola beverage offerings at Lumen Field, in addition to retail and community initiatives throughout the Seattle region.

Starting with tomorrow's home fixture against Austin FC (6:30 p.m. PT / Apple TV, 950 KJR AM, El Rey 1360 AM), supporters attending Sounders FC home matches at Lumen Field can enjoy **new Coca-Cola activations in the club's pre-match Fan Zone and expanded availability of Coca-Cola beverages** on matchdays. As the club's Official Isotonic Beverage, Powerade also supports Sounders FC players, coaches and technical staff through product integration at the Providence Swedish Performance Center & Clubhouse.

"Swire Coca-Cola, USA has deep roots in the Pacific Northwest, making them a natural partner for Sounders FC as we continue to grow the game across our region," said Sounders FC & Reign FC Chief Revenue Officer **Courtney Carter**. "Powerade is already a proud MLS league partner, and their collective support this summer as we welcomed the world to Seattle showed us firsthand their commitment to the sport. We're excited to welcome Swire Coca-Cola and Powerade to our club, and together we'll create new ways for fans to engage on matchdays and in the community while building on our shared commitment to Seattle soccer."

MEDIA ASSETS – SWIRE COCA-COLA, USA LOGO GRAPHICS

In addition to activations at Lumen Field, Sounders FC and Swire Coca-Cola, USA are collaborating on retail promotions and community programming throughout the year. Together, these initiatives create new opportunities for supporters to connect with the club beyond matchday while expanding Sounders FC's presence across the Seattle region. Additional supporter-focused experiences are set to roll out throughout the 2026 season, with details to be announced in the coming months.

"We're proud to partner with the Seattle Sounders and continue supporting soccer in the Seattle region," said **Kim Snider**, Vice President and General Manager of Foodservice On-Premise, Swire Coca-Cola, USA (the bottler for Coca-Cola and other beverage brands across a 13-state region of the American West). "We're excited not only to refresh fans at Lumen Field, but also to work alongside the Sounders in our shared commitment to community engagement, sustainability and world-class experiences."

Beyond the supporter experience, the partnership reflects both organizations' longstanding investment in the growth of soccer across the Pacific Northwest. Coca-Cola has been a founding partner of Major League Soccer since the league's inaugural season, while Swire Coca-Cola, USA has long supported the sport throughout the region. Earlier this summer, Coca-Cola brands served as a supporting partner of Seattle Soccer Celebration during the FIFA World Cup 26 festivities, helping welcome fans from around the world as Seattle hosted tournament matches.

Following a 2-0 loss to first-place Vancouver Whitecaps FC on Sunday, Sounders FC (7-8-3, 24 points) remains home to host Austin FC on Wednesday, August 19 (6:30 p.m. PT / Apple TV, 950 KJR AM, El Rey 1360 AM) on the Emerald Queen Casino Pitch at Lumen Field. Brian Schmetzer's side then hits the road to face FC Cincinnati on Saturday, August 22 (4:30 p.m. PT / Apple TV, iHeartMedia Seattle, El Rey 1360 AM).

ABOUT SEATTLE SOUNDERS FC

Born in 1974 and a member of Major League Soccer since 2009, Seattle Sounders FC is one of North America's leading professional soccer organizations. The club has captured nine major trophies since its inaugural MLS season, and following its Leagues Cup victory in 2025, Seattle became the first team in U.S. soccer history to win every major competition (Concacaf Champions Cup, MLS Cup, Supporters' Shield, U.S. Open Cup, Leagues Cup). Since the club's MLS debut, Sounders fans have set the standard for soccer support in North America, leading the league in attendance for eight-consecutive seasons (2009-2016), routinely ranking in the global top 30 among all professional clubs and never finishing outside of MLS' top three.

ABOUT SWIRE, COCA-COLA, USA

Swire Coca-Cola, USA, with revenues of \$3+ billion, produces, sells, and distributes Coca-Cola and other beverages in 13 western states. The company's territory includes the states of Arizona, California, Colorado, Idaho, Kansas, Nebraska, Nevada, New Mexico, Oregon, South Dakota, Utah, Washington and Wyoming. The company employs more than 8,000 associates and is headquartered in Draper, Utah. Swire Coca-Cola, USA is part of JS&S (Beverages) Inc., a wholly owned subsidiary of John Swire & Sons Limited. For more information, visit www.swirecc.com.

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