

AUTOMOTIVE

Audi gives fans an all-access look at future MLS stars

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Audi is debuting a new documentary series about youth soccer players. Image credit: Audi of America

By LUXURY DAILY NEWS SERVICE

German automaker Audi is furthering its support of Major League Soccer by sponsoring a documentary series spotlighting upcoming players.

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"The Academy" gives soccer fans an inside look at players participating in the youth academy for Sporting Kansas City. The first episode debuted on Bleacher Report's soccer channels, allowing Audi to reach a wider audience through the sponsored content.

The Academy

The automaker currently funds a program, Audi Goals Drive Progress, that allows MLS Academies to better assist youth players by providing access to transportation and educational support ([see story](#)).

Now with "The Academy" docu-series, Audi is highlighting how participants in Sporting Kansas City's youth academy are preparing to play at an elite, professional level. The series includes looks at tactical meetings, training sessions and how the COVID-19 pandemic impacted practice and the MLS seasons.

Audi Goals Drive Progress supports youth soccer programs

"Audi's commitment to MLS has always focused on advancing the game of soccer in North America, so we thought it was important to put a personal face on that commitment by showcasing these young players and their experiences," said Shawna Burtscher, director of experiential marketing at Audi of America, in a statement. "We think of The Academy' as a much-needed source of inspiration to soccer fans everywhere.

In 2018, Audi expanded its multi-year partnership with Major League Soccer, as it aims to remain a fixture in the minds of enthusiastic American soccer fans.

Audi of America is the league's official automotive partner through the 2022 season and continue to serve as title sponsor of the MLS Cup Playoffs. With the most millennial fans of any United States sports league, MLS has an audience that Audi and other luxury brands are hoping to turn into buyers ([see story](#)).

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