

AUTOMOTIVE

Audi continues support of MLS, launches third season of The Academy

April 28, 2022



The Academy is returning for a third season, amid Audi's continued support for MLS. Image credit: Audi of America

By LUXURY DAILY NEWS SERVICE

Automaker Audi of America, Major League Soccer and sports media brand Bleacher Report have announced a third season of its documentary series, "The Academy."

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The four-part documentary will premiere this summer on Bleach Report's channels. In their continued partnering, Audi and MLS are acknowledging the significant financial commitments made by the Audi Goals Drive Progress initiative in 2019 and plans for fund distribution for the program during the 2022 season.

"Audi is proud to have helped fund more than \$3 million to MLS Academy programs through the Audi Goals Drive Progress' initiative," said Adam Perez, experiential marketing specialist at [Audi of America](#), in a statement. "We are thrilled that we've been able to help ensure young players have the support they need to maintain excellence on the pitch and in the classroom, while also advancing the growth of soccer in the U.S."

Pass, shot, goal

First launched in 2019, the Audi Goals Drive Progress initiative provides financial support to enhance the experience of young players both on and off the field at MLS academies, which have helped foster and develop talent of players in the U.S. and Canada.

Since the program began in August 2019, Audi has given more than \$3 million to directly support MLS club academies and players.



Audi debuted the documentary series about youth soccer players in 2020. Image credit: Audi of America

This funding has proven fruitful, as 29 MLS Academy players who have benefitted from the program have been signed to the First team and Homegrown professional contracts. Additionally, 130 players have benefitted from increased housing options near MLS Academies and more than 1,600 players are utilizing educational resources including tutoring and services at Audi Performance Centers.

For the 2022 season, the player who leads the MLS in goals will earn the Audi Golden Boot award and a \$25,000 contribution from the automaker to their MLS team's academy.

Audi Goals Drive Progress will also contribute \$500 for every goal scored during the MLS regular season, \$2,000 for every goal scored during the Audi MLS Cup Playoffs, \$5,000 for every goal scored in the MLS All-Star Game and \$10,000 for every goal scored in MLS Cup. The automaker will contribute up to \$1 million for this season.

The second season of "The Academy" debuted in April 2021 across Bleacher Report's soccer channels, B/R Football and followed young players at the New York Red Bull MLS Academy. Audi has supported MLS for several years, tapping into the league's growing millennial fan base ([see story](#)).

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