



TM

# 2012

MEDIA GUIDE

# 2012 Media Guide & Fact Book

For the first time in club history, Sporting Kansas City is excited to offer the full breadth and depth of its annual media guide and fact book entirely on SportingKC.com. After pouring through files and putting them through the digital process, every statistic, every box score, every player to have ever worn a KC uniform is uploaded and ready for review. It's all there. In a moment, immediate access to all the data that paints the picture of the club's past and present can now be found within the website with all the inherent advantages of a web-based platform:

- Find any information with the search bar
- Share a single page or entire section with direct links
- Print or save to desktop for offline access
- Get updated, accurate information throughout 2012

We hope this guide will aid media members and fans alike in their quest to explore all the extra content made available on SportingKC.com. Check back regularly as these digital documents are intended to be a living, breathing resource. We will continue to add new features and functions to further develop the quality and presentation of the online offerings.

Can't find something you need? Contact the Sporting Kansas City communications department or visit [SportingKC.com/media-info](http://SportingKC.com/media-info) for assistance.

**CREDIT:** This publication was made possible by the contributions of the following individuals: Rob Thomson, Kurt Austin, Josh Whisenhunt, Alice Schroeder, Molly Dreska, Luke Babb and Michelle Erpelding. Photos courtesy of Getty Images, Gary Rohman Photography and Photography by Davidson.







## 2012 ROSTER

Sporting Kansas City returns all 11 starters from their appearance in the Eastern Conference Championship during last season's MLS Cup Playoffs. Boosted by the off-season additions of MF Paulo Nagamura, FWD Bobby Convey, FWD Jacob Peterson and MF Michael Thomas, Sporting KC also signed rookies Dom Dwyer and Cyprian Hedrick following the 2012 MLS SuperDraft.



## ONLINE CONTENT

- Sporting KC roster with player stats/bios
- Follow Sporting KC players on Twitter
- 2012 MLS Roster Rules & Regulations





## Technical Staff

Sporting Kansas City Manager Peter Vermes, on the ballot for the National Soccer Hall of Fame in 2012, was a finalist for 2011 Coach of the Year. The former KC player also serves as the club's Technical Director and he will again be joined on the sideline this season by a staff of assistant coaches that consists of: Kerry Zavagnin, Zoran Savic, John Pascarella and Mateus Manoel.



## ONLINE CONTENT

- Coaches Bios
- Stats: Vermes career in KC
- KC All-Time Coaching History





## OWNERSHIP GROUP

Sporting Kansas City is proud to be the only professional sports organization in Kansas City with local ownership. Sporting Club, the parent organization of Sporting Kansas City, was founded by five local entrepreneurs: Neal Patterson, Cliff Illig, Robb Heineman, Greg Maday and Pat Curran. Together, the local business leaders purchased the team from the Hunt Sports Group in 2006.



## ONLINE CONTENT

- Owners Bios
- @RobbHeineman on Twitter
- @SportingClub on Twitter





## 2012 SCHEDULE

Sporting KC will again be tasked with a 34-game regular season schedule in 2012, but the emphasis will be decisively on their Eastern Conference counterparts, who they will face a total of 25 times. The remaining nine games come in lone meetings with each club in the West in a schedule that stretches from March thru October and avoids fixtures on FIFA international dates.



## ONLINE CONTENT

- 2012 Sporting KC Schedule
- 2012 Reserve League Schedule
- Sporting KC on Ticketmaster
- LSP Box Office information





## 2012 STANDINGS

After finishing in first place in the Eastern Conference in 2011 courtesy of a late-season surge, Sporting Kansas City will look to protect their spot atop the 10-team East in 2012. The top five teams in the East will qualify for the 2012 MLS Cup Playoffs, with MLS Cup being hosted at the site of the highest remaining seed.



## ONLINE CONTENT

- Major League Soccer Standings
- 2012 Competition Rules & Regulations

Eastern Conference – Chicago Fire, Columbus Crew, D.C. United, Houston Dynamo, Sporting KC, Montreal Impact, New England Revolution, New York Red Bulls, Philadelphia Union, Toronto FC





## 2012 STATS

Sporting KC's offensive options include USMNT newcomers C.J. Sapon (2011 MLS Rookie of the Year), Graham Zusi and Teal Bunbury, Sierra Leone international Kei Kamara, new signings from San Jose in Bobby Convey and Jacob Peterson, as well as the young duo of Dom Dwyer and Soony Saad. Together, their stats in 2012 will be closely watched by observers and opponents alike.



## ONLINE CONTENT

- Sporting KC statistical leaders
- Sporting KC 2012 season stats
- Where SKC players rank in MLS





## All-Time Stats and Records

Sixteen seasons of soccer in Kansas City has produced a rich set of statistics. Now all the data is at your fingertips on SportingKC.com to dig through and discuss, share and speculate, bookmark and browse. All stats and records are official as provided by the Elias Sports Bureau, the official stat service of MLS.



## ONLINE CONTENT

- Stats Archive
- Box Scores & Season Stats
- All-Time Results & All-Time Records
- Player Match-Ups & Team Match-Ups
- Player Registry





## LIVESTRONG SPORTING PARK

Sporting KC's state-of-the-art, \$200+ million home venue opened in June 2011 to overwhelming acclaim and applause throughout the soccer landscape. In addition to MLS matches, the 18,500-seat stadium attracted teams from around the world as both the U.S. Men's and Women's National Teams made appearances in KC, as did Club Deportivo Guadalajara and Newcastle United FC.

**LIVESTRONG®**  
**SPORTING PARK**

### ONLINE CONTENT

- LSP Overview
- Stadium FAQ
- Fact Sheet | Awards & Accolades
- LIVESTRONGSportingPark.com
- @LIVESTRONGPark on Twitter | LSP on Facebook





## Sporting Club Training Center

Dedicated in July 2007, the Sporting Club Training Center is located in Kansas City's historic Swope Park. The facility, which features three fields (each with a different type of playing surface), is the product of a unique public-private partnership between the Kansas City Parks and Recreation Department and Sporting Club. The complex is located at 6310 Lewis Rd., Kansas City, MO 64130.



### ONLINE CONTENT

- Training Center Overview
- Sporting Kansas City Juniors
- 2012 Open Tryouts
- 2012 Youth Camps





## SPORTING KC: PAST AND PRESENT

Sporting Kansas City was introduced as the new identity of the Kansas City Wizards in November 2010. A charter member of Major League Soccer in 1996, professional soccer has called KC home for 17 seasons and is now firmly rooted with the opening of **LIVESTRONG** Sporting Park in Kansas City, Kansas. Visit the links below to learn much more about the club and it's journey.



### ONLINE CONTENT

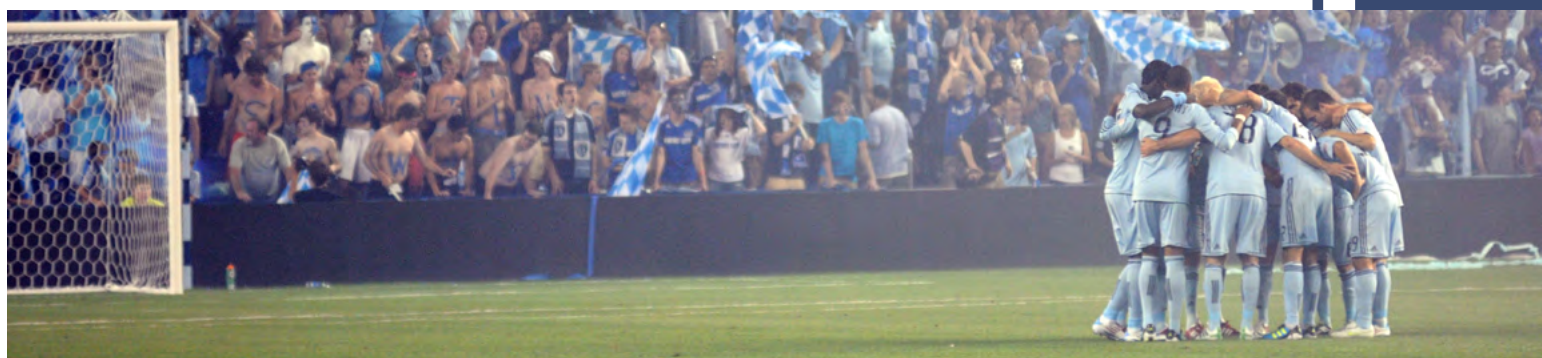
- Club History
- Sporting KC in the community
- Staff Directory





## Sporting KC on the World Wide Web

Amongst the most active MLS clubs online, Sporting KC delivers news and content daily to its passionate supporters in a wide variety of digital spaces. Find a list of links below for just a few of the platforms on which fans are encouraged to connect with the club.



### ONLINE CONTENT

- Video Channel | YouTube
- Sporting KC podcasts
- Sporting KC on social media (Twitter & Facebook)
- SportingMembership.com
- The Junior Way (blog)
- Tumblr | Google+ | foursquare | Pinterest | LinkedIn | Flickr





## El Sporting Kansas City

Sporting KC es uno de los primeros equipos que en el MLS que se ha conectado a la comunidad latina a través de los medios sociales como Twitter y Facebook. En nuestra página de web, tenemos información en vivo de partidos, información de boletos y información general para llegar la comunidad latina que está creciendo en el área de Kansas City. También se han creado puntos de venta donde los fanáticos pueden participar en nuestro grupo La Barra KC o de nuestras clínicas de fútbol juvenil como MUSA. Ponemos mucho énfasis en nuestra comunidad latina debido a la importancia que tiene en KC y en el crecimiento de Sporting KC.



### ONLINE CONTENT

- ElSportingKC.com | YouTube
- @ElSportingKC | Facebook





## Media Recap

Sporting Kansas City provides an ongoing compilation of relevant media coverage that is prominently placed on the homepage of SportingKC.com to direct fans toward news outlets who have covered the club. TV news segments, print stories, radio soundbytes and online posts are all aggregated using Sporting KC's account on Storify to provide a visually pleasing display of the day's news.



## ONLINE CONTENT

- Media Recap
- Sporting KC Media Info
- MLS Pressbox Site





## Broadcast Information

KSMO-TV will once again serve as the official broadcast partner of Sporting KC in 2012. The over-the-air channel will broadcast 28 regular season MLS matches, with two games simulcast on CBS affiliate KCTV5. Additionally, KSMO-TV will air a 30-minute pre-game show for all telecasts and will continue to air “Off the Pitch with Sporting KC” on Sunday nights. Sporting Kansas City will have seven nationally-televised matches in 2012, all at the fan-friendly **LIVESTRONG** Sporting Park.



## ONLINE CONTENT

- Broadcast Details
- KSMO-TV Homepage





# Get active with Kinect.

**KINECT™**  
for  **XBOX 360.**



Games and system  
sold separately.



©2012 MLS™

Xbox 360® is a proud  
sponsor of MLS

