



SHOW IT TO THE
WORLD



A record number of players from Major League Soccer will represent the U.S., Canada, and nations from all over the globe at this year's **FIFA World Cup – the biggest sporting event on the planet.**

MLS CONTINUES INCREDIBLE GROWTH

29
CLUBS

11 NEW CLUBS
SINCE 2015

Major League Soccer has grown faster than any top-flight professional soccer league over the last decade. From 2015 through the arrival of St. Louis CITY SC in 2023, MLS has introduced 11 new teams – expanding soccer’s footprint across the U.S. and Canada.



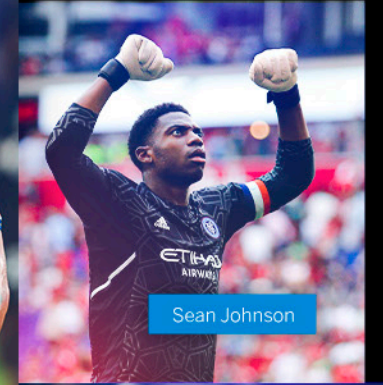
THE MOST GLOBAL LEAGUE IN THE WORLD

With players from 82 different countries, **Major League Soccer is the most globally diverse league in men’s professional sports in North America and is the most diverse soccer league in the world.**

At the 2022 FIFA World Cup, MLS projects to have players representing five of the six FIFA confederations and competing in all eight World Cup groups.



Javier 'Chicharito' Hernández



Sean Johnson



Alistair Johnston



José Cifuentes



1996

MLS begins playing in gridiron football stadiums.

1999

First stadium built for an MLS club opens in Columbus, Ohio.

2022

Recent rise of new soccer stadiums in Austin, Columbus, Cincinnati, Nashville, and St. Louis brings the total of **MLS stadiums built or reimagined for soccer to 26.**

PICTURED ON COVER:

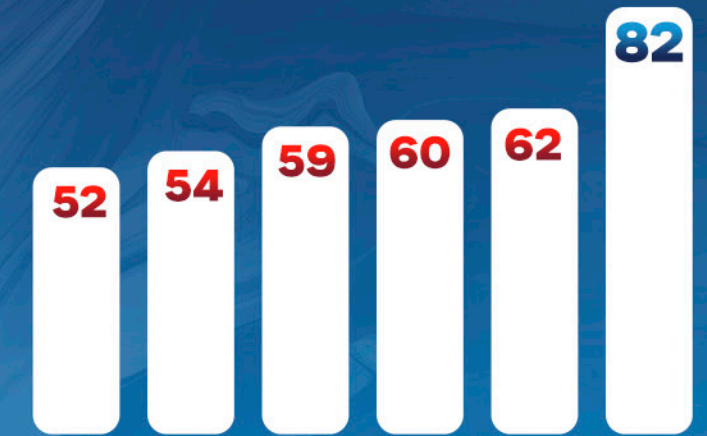
Top: **Gareth Bale** (LAFC). Second Row from Top (from left): **Nouhou** (Seattle Sounders FC), **Jesús Ferrelra** (FC Dallas). Third Row from Top: **Héctor Herrera** (Houston Dynamo FC). Fourth Row from Top: **Mark-Anthony Kaye** (Toronto FC). Fifth Row from Top (from left): **Kellyn Acosta** (LAFC), **Jonathan Osorio** (Toronto FC). Bottom: **Walker Zimmerman** (Nashville SC).

North American Sports Leagues by Number of Countries Represented (By Place of Birth)



(as of March 10)

Global Soccer Leagues by Number of Countries Represented (By Place of Birth)



(as of March 10)

WITH MORE THAN 40 MLS STARS EXPECTED TO PLAY IN THE 2022 FIFA WORLD CUP, THESE EIGHT ARE EXPECTED TO LEAD THEIR RESPECTIVE NATIONS INTO COMPETITION.

JESÚS FERREIRA



Forward / 21 / FC Dallas

Second-generation MLS star follows in the footsteps of his father, David, who was the 2010 MLS MVP.



HÉCTOR HERRERA



Midfielder / 32 / Houston Dynamo FC

Captain of the Mexican National Team has appeared in 100+ games for his nation. Previously starred with Atlético Madrid (La Liga) and Porto (Primeira Liga).



NOUHOU



Defender / 25 / Seattle Sounders FC

Winner of 2022 CONCACAF Champions League and a 2021 MLS All-Star selection.



WALKER ZIMMERMAN



Defender / 29 / Nashville SC

Only player in MLS history to win Defender of the Year honors in consecutive years (2020, 2021).



GARETH BALE



Forward / 33 / LAFC

One of the most decorated players to don an MLS jersey. Joined LAFC in summer 2022 after playing with some of the world's most notable clubs, Real Madrid, Tottenham Hotspur and Southampton.



JONATHAN OSORIO



Midfielder / 30 / Toronto FC

Winner of 2017 MLS Cup and 2018 CONCACAF Champions League Golden Boot.



XHERDAN SHAQIRI



Midfielder / 30 / Chicago Fire FC

UEFA Champions League, English Premier League and Bundesliga winner who has played in over 100 games for Switzerland.

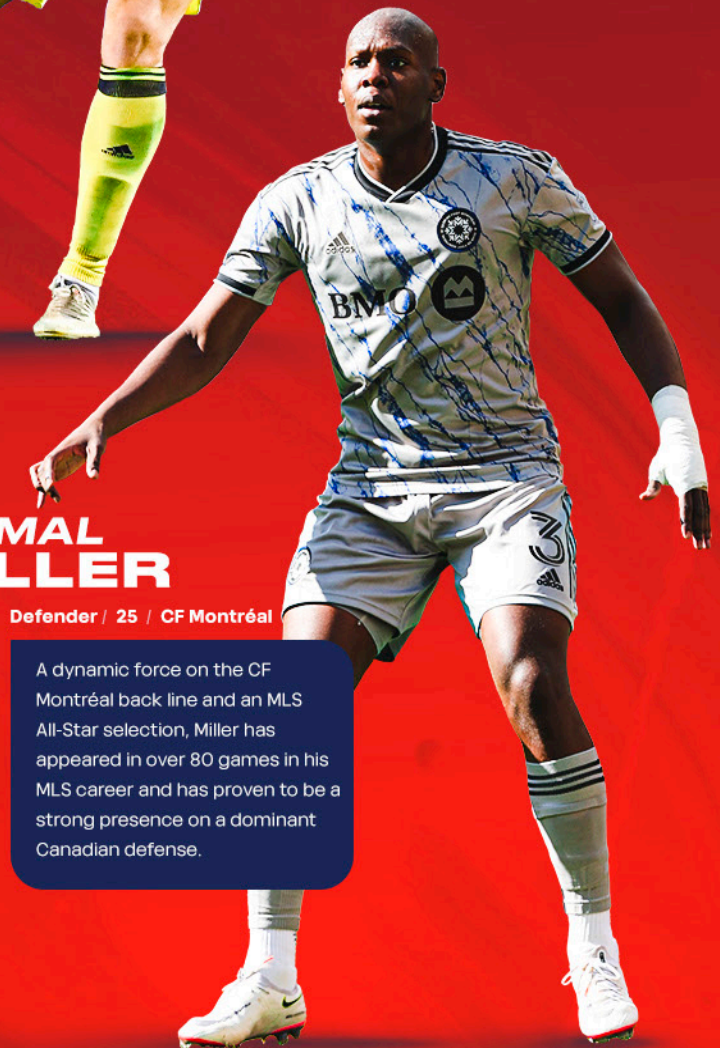


KAMAL MILLER



Defender / 25 / CF Montréal

A dynamic force on the CF Montréal back line and an MLS All-Star selection, Miller has appeared in over 80 games in his MLS career and has proven to be a strong presence on a dominant Canadian defense.



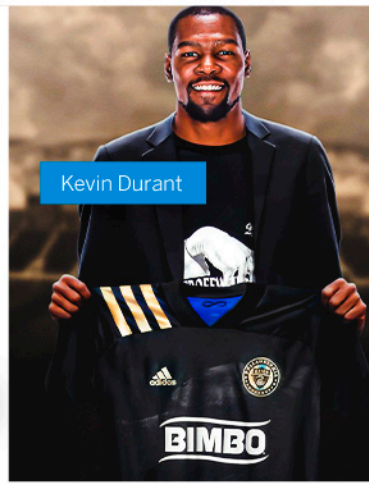


David Beckham



Will Ferrell

Matthew McConaughey



Kevin Durant



Patrick Mahomes



Russell Wilson

Ciara



Reese Witherspoon

HIGH-PROFILE OWNERSHIP

The growth and excitement of Major League Soccer is evident by its expanding pool of ownership, including Academy Award winning actors **Matthew McConaughey** (Austin FC) and **Reese Witherspoon** (Nashville SC), world-renowned athletes **David Beckham** (Inter Miami CF), **Patrick Mahomes** (Sporting Kansas City), and **Russell Wilson** (Seattle Sounders FC), and globally-recognized entertainers **Will Ferrell** (LAFC) and **Ciara** (Seattle Sounders FC).



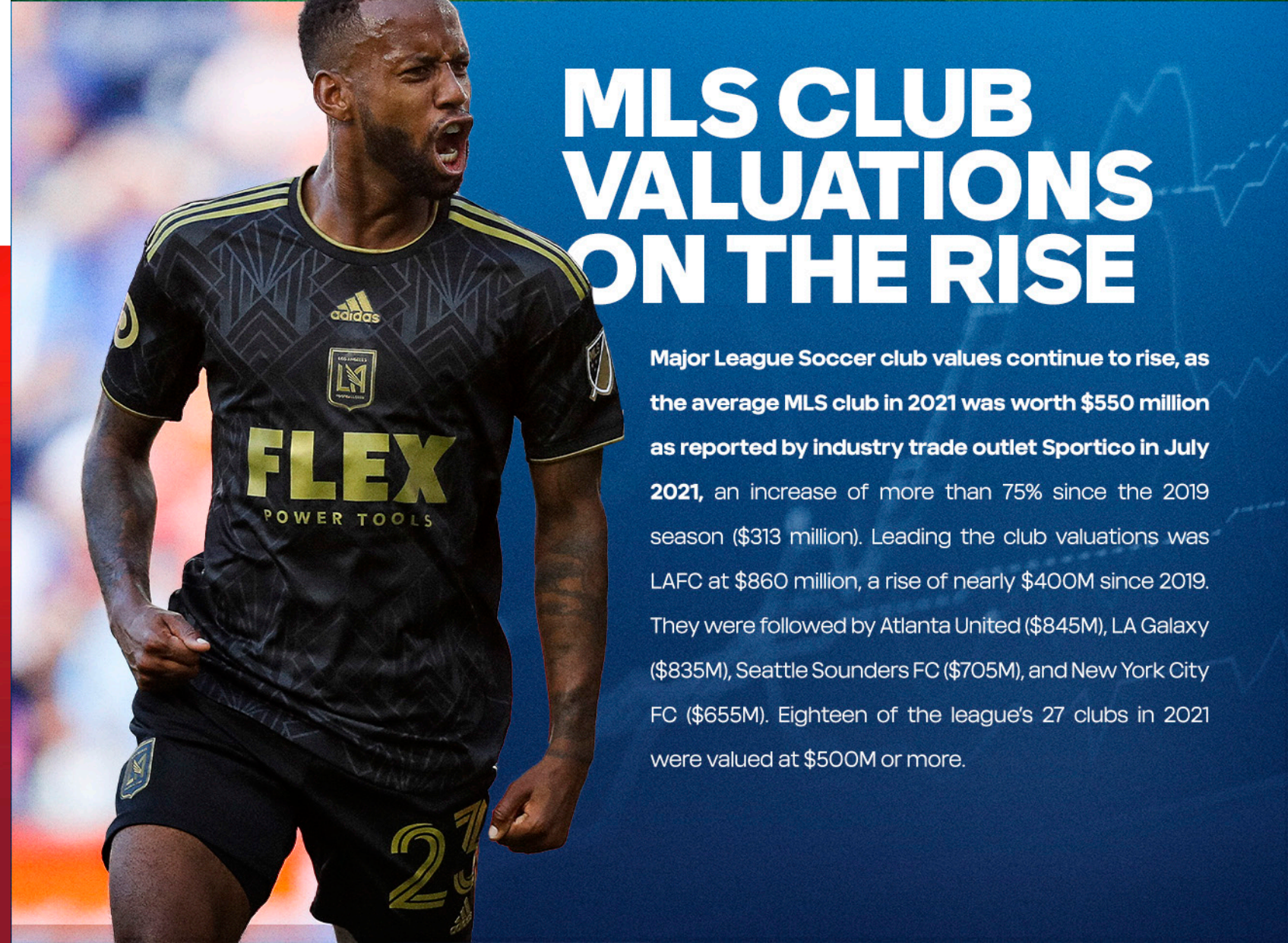
SEATTLE SOUNDERS FC TO COMPETE AGAINST WORLD'S BEST CLUBS AT 2023 FIFA CLUB WORLD CUP

After their historic victory in the Concacaf Champions League (CCL), Seattle Sounders FC will represent the Concacaf confederation at the FIFA Club World Cup and battle many of the other great clubs from around the world. Seattle defeated the top clubs in North America, Central America, and the Caribbean to earn a position in this coveted tournament. Recent Club World Cup winners include Chelsea (2021), Bayern Munich (2020), Liverpool (2019), and Real Madrid (2018).



Every club. Every match. Everywhere. Coming 2023

This summer, Apple and Major League Soccer announced that the Apple TV app will be the exclusive destination to watch every single live MLS match beginning in 2023. This partnership is a historic first for a major professional sports league and will allow fans around the world to watch all MLS, Leagues Cup, and select MLS NEXT Pro and MLS NEXT matches in one place – without any local broadcast blackouts or the need for a traditional pay TV bundle.



MLS CLUB VALUATIONS ON THE RISE

Major League Soccer club values continue to rise, as the average MLS club in 2021 was worth \$550 million as reported by industry trade outlet Sportico in July 2021, an increase of more than 75% since the 2019 season (\$313 million). Leading the club valuations was LAFC at \$860 million, a rise of nearly \$400M since 2019. They were followed by Atlanta United (\$845M), LA Galaxy (\$835M), Seattle Sounders FC (\$705M), and New York City FC (\$655M). Eighteen of the league's 27 clubs in 2021 were valued at \$500M or more.

A COMPLETE JOURNEY: THE MLS PRO PLAYER PATHWAY



In 2007, Major League Soccer mandated that clubs have youth academies with the purpose of developing homegrown players. Fifteen years later, **players developed in MLS youth academies are now significant members of MLS clubs, U.S. and Canadian national teams, and playing for clubs around the world.** Expected United States Men's National Team standouts Brenden Aaronson (Leeds United), Weston McKennie (Juventus), and Jesús Ferreira (FC Dallas), and Canadian National Team star Alphonso Davies (Bayern Munich) are all products of the MLS academy system.

In 2020, the league launched **MLS NEXT**, a 600+ team and 13,000+ player youth league in the United States and Canada that opened its third season of play in September 2022. Launched in March of 2022, **MLS NEXT Pro** is a new men's professional soccer league that completes the player development pathway, supporting players as they ascend from youth academies to professional teams, before breaking onto the global stage.

2026 WORLD CUP HOST CITIES

CANADA

- TORONTO, ON
- VANCOUVER, BC

UNITED STATES

- ATLANTA, GA
- BOSTON, MA
- DALLAS / ARLINGTON, TX
- KANSAS CITY, MO
- HOUSTON, TX
- LOS ANGELES, CA
- NEW YORK / NEW JERSEY
- PHILADELPHIA, PA
- MIAMI, FL
- BAY AREA, CA
- SEATTLE, WA

MEXICO

- GUADALAJARA
- MEXICO CITY
- MONTERREY



For the first time in the history of the event, three countries – the United States, Canada, and Mexico – will jointly host a FIFA Men's World Cup. An expanded field of 48 teams will compete across the three North American countries in the 2026 FIFA World Cup, with 60 matches being played in the United States and 10 apiece hosted by Canada and Mexico. The United States previously hosted the 1994 FIFA World Cup, a tournament that served as a catalyst for the launch of Major League Soccer in 1996.

Host cities for the 2026 FIFA World Cup were announced in 2022, **with 13 markets that serve as home to MLS clubs** earning the most coveted games in the soccer world.

LEAGUES CUP 2023

THE ULTIMATE COMPETITION



4 WEEKS

3 NATIONS

2 LEAGUES

1 CHAMPION

KICKING OFF ON JULY 21, 2023, LEAGUES CUP 2023 WILL MARK THE BEGINNING OF A MONUMENTAL NEW CHAPTER FOR NORTH AMERICAN SOCCER.

ALL 47 MLS AND LIGA MX CLUBS

will pause their seasons to compete in a month-long, World Cup style tournament that will redefine club competition globally.

LEAGUES CUP WILL MAKE HISTORY

as the first competition in the world to involve two leagues and be sanctioned by their Confederation. Leagues Cup Champion, runner-up and third-place finisher will qualify directly into the Concacaf Champions League.



FOR MORE INFORMATION, INCLUDING THE LATEST LEAGUES CUP ANNOUNCEMENTS, PLEASE VISIT [LEAGUESCUP.COM](https://www.leaguescup.com).

2022 KEY MLS & SOCCER DATES

Jesús
Ferreira

2022 MLS SEASON

February 26 - November 5

- **MLS All-Star Game
presented by Target**

(Allianz Field in St. Paul, MN)

August 10

- **Decision Day**

(Final day of MLS regular season)

October 9

- **Audi 2022 MLS Cup Playoffs Begin**

October 15

- **2022 MLS Cup**

November 5

FIFA WORLD CUP QATAR 2022

November 20 - December 18

UNITED STATES GROUP PLAY (GROUP B)

United States vs. Wales / November 21 / 2:00 p.m. ET

England vs. United States / November 25 / 2:00 p.m. ET

Iran vs. United States / November 29 / 2:00 p.m. ET

CANADA GROUP PLAY (GROUP F)

Belgium vs. Canada / November 23 / 2:00 p.m. ET

Croatia vs. Canada / November 27 / 11:00 a.m. ET

Canada vs. Morocco / December 1 / 10:00 a.m. ET

- **FIFA World Cup begins**

November 20

- **FIFA World Cup Round of 16**

December 3-6

- **FIFA World Cup Quarterfinals**

December 9-10

- **FIFA World Cup Semifinals**

December 13-14

- **FIFA World Cup Final**

December 18



FOR MORE INFORMATION ON MLS, VISIT:

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