



COLORADO RAPIDS

2020 COMMUNITY REPORT



More than any other time in recent history, 2020 has been a year that has underscored the importance of people coming together in support of their community. The scale of the ongoing global pandemic has affected us all, regardless of race, background or nationality. It is perhaps unsurprising then that one of the driving forces for good during these difficult times has been something else that connects us all: sports.

As the world's most popular sport, soccer is a universal language that unites people from all walks of life and provides a point of connection with their communities. At the Colorado Rapids, we recognize the positive impact our sport can have in society, now more than ever, which is why our commitment to the community and philanthropic efforts continue to grow year after year.

These community efforts are rooted in an internal ethos that we call 'ONECLUB. ONECOMMUNITY,' a belief that the actions of everyone within our club—from players and their families, to staff, corporate partners and fans—are driven by a common goal. To that end, we believe that we have a responsibility to use our platform to unite our community around the common goal of helping one another in periods of adversity. It's our sincere hope that we have been able to make a positive impact at a time when such efforts are sorely needed.

Enclosed, you will find some of the many stories and highlights from this past year that reflect these efforts and we are proud to share with you.

Please enjoy, and as always, thank you for your continued support of our club.

Sincerely,



Wayne Brant
Senior Vice President, Business Operations
Colorado Rapids Soccer Club



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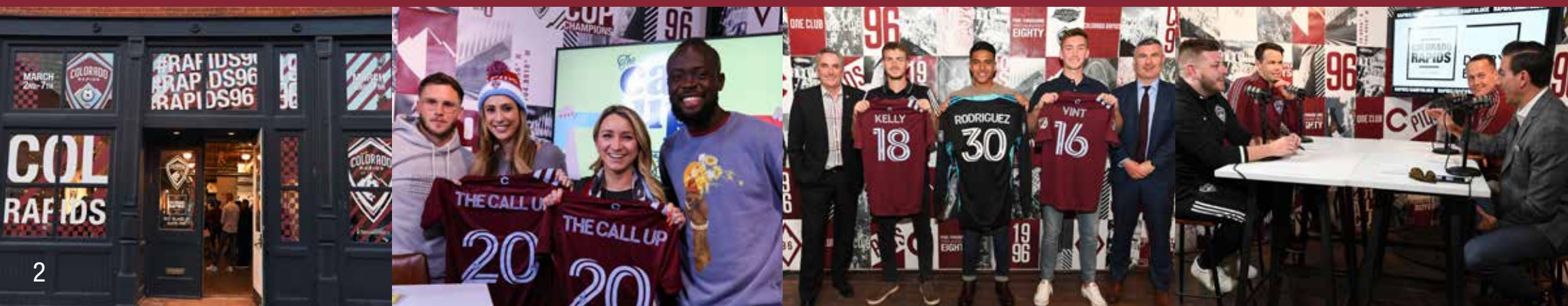
CELEBRATING 25 SEASONS

This year marked an important milestone in our club's history – our 25th season in Major League Soccer. Twenty-five years ago, the groundwork was laid for the growth of this sport and in the years since, we have been gifted with some unforgettable moments as a club.

We kicked off our 25th season celebrations on Monday, March 2, with special events and a week-long pop-up at Dairy Block in Downtown Denver ahead of the club's home opener on March 7. Among the various events were appearances from current and former Rapids players, a FIFA Skills Challenge with the Rapids eMLS player and exclusive deals on fan gear, including the first chance to purchase the new Nine Six jersey. The week's celebrations culminated in the club's annual Season Kickoff Party presented by Transamerica.

We followed up our Season Kickoff Party with an even bigger celebration at DICK'S Sporting Goods Park with a 2-1 win over Orlando City SC in our home opener.

The club had additional 25th season celebrations planned this year, including the jersey retirement of club legend Pablo Mastroeni, a '96 Throwback Night to bring back the feel of the club's early years, and a 10th anniversary celebration for the Rapids' 2010 MLS Cup championship team. These events were postponed due to COVID-19, but we look forward to celebrating these moments in the future.





RAPIDS IN THE COMMUNITY



FORWARD25 JERSEY REVEAL FASHION SHOW

For the 25th season, adidas and Major League Soccer hosted all 26 clubs in a single jersey unveil in New York City ahead of New York Fashion Week. The FORWARD25 jersey reveal focused on connecting the past, present and future while embracing inclusivity and showcasing MLS at the intersection of sport and culture.

For the unveiling, each club selected a model to showcase their 2020 jersey on stage in a live fashion show. The Rapids were proud to have Scotty Stephens don the new jersey for the public for the first time. Scotty, a Colorado native, has been on the Colorado Rapids Special Olympics Unified Team for three years and is very active in the Special Olympics community. His dedication to the game has been an inspiration for the club. His passion, devotion to teamwork and his love for the state of Colorado made him the perfect ambassador to kick off our 2020 season.

He kicked off the star-studded event and completely stole the show! MLS Commissioner Don Garber was particularly impressed by Scotty and the other show models.



RETURN OF RAPIDMAN

RapidMan is back!

We had to bring the legendary blue mascot back for our 25th season. RapidMan retired 13 years ago, but in a nod to the club's history he made his full-time return during the 2020 Season Kickoff Party at Dairy Block.

John Polis documented the history of the best mascot in MLS history back in 2015. We dug the piece out of the archives, because who doesn't need more RapidMan in their life?

Back in the day before cool was cool and an attitude of true hipness had not crept into the personalities of American sports mascots, there was RapidMan. He was cool. He wore shades. Slightly edgy, truly affable and wearing an ever-present Crest-white smile, he looked like a cross between a muscular man-smurf and a steroid-enhanced Bart Simpson who had just emerged from taking the polar plunge. Everyone's man-about-town, RapidMan popped up on the morning news, at public events, greeting fans, noshing with the tailgaters and, in general, being the must-have on everyone's guest list. Indeed, during peak season you'd hear so much about RapidMan, it would make you blue in the face. He was the Colorado Rapids' first mascot from the team's first year in 1996 until the Fourth of July 2007, the day he officially retired.

RapidMan, whose true identity remains a mystery to most (and will because he wants it that way), eventually realized that it was time to move on. That night in 2007, when he stepped down, just three years before the team won it all, he had served the club for 12 seasons. That night, they had a "testimonial match" at halftime to pay tribute to his dozen years of service. On hand were several of the blue-profiled hero's fellow mascots from around Denver, who wanted to participate in his last event.

A quick look on the Internet reveals an upbeat, strutting, high-fiving RapidMan, whose presence went far beyond MLS games. Archived TV clips show him on the ski slopes, at tailgate parties, up on stage with performers at various concert venues, entertaining the kids, ambling through the red rock countryside and even out skateboarding.

The creators of RapidMan, members of that first season's Rapids marketing team, described him in the following terms, "RapidMan was born a small drop in the natural springs high in the Rocky Mountains. As he grew, RapidMan traveled by brook, stream and river where, in 1996, he flowed onto the scene of Major League Soccer. He started out as the Colorado Rapids water boy, but in an official tryout and subsequent competition, RapidMan prevailed. After all the other runoff had evaporated, RapidMan emerged as the team's true mascot."

On his back he wore the name "RapidMan," which arched over his official team jersey number, H2O. And the rest, as they say, is just water under the bridge.

Polis, John. "RapidMan – The Myth, The Mascot, The Legend". COLORADORAPIDS.COM. August. 20, 2015.



ONECLUB. ONECOMMUNITY.

2020 tested us all like nothing before – as a club, as a community and as individuals. COVID-19 caused MLS to temporarily suspend the season and we couldn't make an impact on the pitch, but it didn't stop us from making an impact in the lives of our fans and our community. Everyone at the club, including our players, coaches, staff and fans, came together to support each other through uncertain times. We launched the 'ONECLUB. ONECOMMUNITY.' initiative with the goal of fostering connections during one of the most isolating moments in modern history.

The 'ONECLUB. ONECOMMUNITY.' initiative provided a platform to support our community in a time of uncertainty in response to the COVID-19 pandemic. This initiative intended to help fans stay connected to the team, the club and each other by elevating our local heroes and offering moments of levity in collaboration with Kroenke Sports Charities and MLS.



MASTER-ISH CLASS

Based on the online education platform, “MasterClass,” the Rapids “Master-ish” series featured Rapids players and coaches teaching non-soccer things. Weekly videos were released showcasing players and coaches and their off-field hobbies. Episodes included:

- Keegan Rosenberry – Cutting Your Own Hair
- Diego Rubio – Daddy Day Care
- Robin Fraser – Baking an Apple Crumble Pie
- Cole Bassett – TikTok Dance Lesson
- Kellyn Acosta – Making Homemade Pasta



HEALTH & WELLNESS

This series showcased Health & Wellness-related content, including Workout Wednesday, recipes, kids’ activities and mental health awareness articles.



FIFA EA SPORTS CONTENT & GAMING

Content included match simulations, friendlies featuring Rapids players and Rapids eMLS player Brandan Gonzales.



ENTERTAINMENT RECOMMENDATIONS

Seemingly everyone was looking for new things to do during quarantine, so we featured various entertainment recommendations that included movies & TV shows, books, kids’ activities and trick shots.



VOLUNTEER OPPORTUNITIES

Several nonprofits needed volunteers during this time, so we highlighted safe volunteer opportunities with organizations like the Food Bank of the Rockies, Meals on Wheels, Metro Caring, Project Angel Heart and Make-A-Wish Colorado.



MLS GREENER GOALS WEEK OF SERVICE

Each year during Earth Week, MLS clubs participate in the MLS WORKS Greener Goals Week of Service, which typically involves hands-on service projects in our community. Due to COVID-19 health and safety restrictions, our conservation efforts went virtual! We highlighted our players' green thumbs at home and learned about ocean conservation with our friends at the Denver Aquarium.

Goalkeeper Clint Irwin and wife Kasey provide some insight into their expansive at-home garden and their appreciation of self-reliance and the ways that growing your own food impacts the overall greater good.



Defender Drew Moor virtually interviews Education Manager Colleen Shipley of the Downtown Aquarium of Denver to talk about the ocean, pollution, plastic and more.



From May 6 to 12, RapidMan delivered handwritten letters and flowers from Rapids staff to nurses at Swedish Medical Center and the Medical Center of Aurora in honor of Nurses Appreciation Week. Drew Moor also made a flower delivery to the nurses at Rocky Mountain Hospital for Children, which featured a special video message. This year more than ever, it was important to support and show our gratitude for the nurses on the front lines!



NURSE APPRECIATION WEEK



From May 4 to 8, Rapids forward Andre Shinyashiki virtually surprised six teachers with a \$250 gift card to put toward classroom supplies in honor of Teacher Appreciation Week. Each teacher was nominated by their school principal for their hard work and dedication to their students' education throughout the year and especially during quarantine.

TEACHER APPRECIATION WEEK

ADOPT-A-SENIOR

GRADUATION DELIVERIES & DRIVE-THRU GRADUATION

Due to COVID-19, high school graduations around the state were canceled. Since graduation is a huge accomplishment, the Rapids wanted to provide a few local high school seniors with a graduation surprise they would never forget. RapidMan paid special visits to these local seniors, bringing gifts and all the makings of a mini graduation ceremony.

In addition, the Colorado Rapids and Kroenke Sports Charities organized a drive-thru graduation ceremony for Denver North High School at Pepsi Center. Students drove through a socially distanced celebration that featured their teachers, KSE mascots, dancers and a DJ. At the end of the drive, students picked up their diplomas and received a sweet treat from Little Man Ice Cream.





To support people on the front lines of the COVID-19 pandemic, the Rapids and RapidMan delivered meals to those who provided care to Coloradans during these unprecedented times.

RapidMan helped deliver meals to Adams County Fire Stations, the Denver Police Department, Rocky Mountain Hospital for Children, Denver Fire Training Center and the COVID Testing Volunteers at Pepsi Center.



COMMUNITY MEAL DELIVERIES

SPECIAL OLYMPICS PROGRAM OVERVIEW

The Colorado Rapids and Special Olympics Colorado completed their ninth consecutive season together in 2020. The Rapids unified team, which is made up of players both with and without intellectual disabilities between the ages of 16 and 25, consisted of students from Smoky Hill High School in Aurora.

RapidMan helped deliver each athlete's official gear to their homes, which included a full primary kit and training gear. We held a virtual signing day where all the athletes signed their official player contracts and received an encouraging speech from Pádraig Smith, Colorado Rapids Executive Vice President and General Manager, on what it means to represent the club.

Traditionally, MLS Unified Teams travel to play matches inside MLS stadiums. To maintain this tradition and still provide a fun, inclusive and unique competition element, the first virtual Unified We Play Competition was created!

The Unified We Play Competition was a five-week virtual soccer competition that started on Monday, June 29, and ended on Friday, July 31, with the winner announced the week of August 3. There were seven MLS clubs participating alongside the Rapids: Atlanta United, Houston Dynamo, New England Revolution, NYCFC, New York Red Bulls, Real Salt Lake and Sporting Kansas City.

Through the generosity and financial support of our corporate partners, adidas, Swire Coca-Cola, DICK'S Sporting Goods and Transamerica, the program has continued to grow each year. With their backing, the Colorado Rapids Unified Team is provided with a truly one-of-a-kind experience.





This year, the club launched the Rapids Patch Series as a fun way for fans to customize their favorite Rapids gear and celebrate our club's history. Limited edition commemorative patches were released throughout the season, which included the original Colorado Rapids logo from 1996, RapidMan, the Black Diamond jersey logo and the Nine Six Kit. All proceeds from patch sales benefitted Kroenke Sports Charities Youth and Diversity programming.

PATCH SERIES

GIVE SPORTS EQUIPMENT DRIVE

The ninth annual giveSPORTS Equipment Drive, presented by Brannan Companies, was hosted by Kroenke Sports Charities at the Pepsi Center on Saturday, September 12 to benefit A Precious Child.

The event invited the public to support children in need by donating new and gently used sports equipment for distribution to more than 140 nonprofit organizations in the Denver community. In addition, monetary donations up to \$15,000 were matched by Patch My PC.



SOCIAL INJUSTICE & BLACK PLAYERS FOR CHANGE

In May, civil unrest and international protests erupted following the death of George Floyd in Minneapolis. The protests were the largest in U.S. history and sparked demonstrations in support of the Black Lives Matter movement in more than 2,000 cities in over 60 countries.

The protests inspired the creation of Black Players for Change, an independent organization of more than 170 players, coaches and staff from around Major League Soccer that was started to give Black players in MLS a voice and create systemic change within the sport of soccer and in society.

Black Players for Change organized several demonstrations to fight racism, elevate Black voices and positively impact Black communities across the U.S. and Canada. The following were a few of the initiatives that Black Players for Change designed in collaboration with MLS and MLS Black Staff United:

In a powerful statement in the fight for social justice, more than 100 Black players from across MLS lined the field at the ESPN Wide World of Sports Complex, raising their fists in solidarity as part of a joint protest just prior to the opening match of the MLS is Back Tournament. Rapids players Kellyn Acosta, Auston Trusty, Andre Rawls, Lalas Abubakar, Collen Warner, Kei Kamara and head coach Robin Fraser stood among the BPC for 8 minutes and 46 seconds in a tribute to George Floyd and as a reminder that sports are secondary.

Players around the league sported a Black Players for Change custom warmup top designed by the Philadelphia Union's Warren Creavalle in support of the Black Lives Matter movement. In addition, MLS team captains, including Rapids captain Jack Price, donned custom armbands that showcased their support for the Black Lives Matter movement.

In support of MLS Unites, all players on the gameday roster ahead of the Real Salt Lake match donned a special patch on the back of their jersey. Each player was able to select a person or cause in handwritten messages on the patch. Many players opted to shed light on the Black Lives Matter movement around systemic racism and police brutality.

Lastly, Black Players for Change, Musco Lighting and the U.S. Soccer Foundation announced their commitment to installing 12 new mini-pitches in honor of the 12 founding Executive Board Members of Black Players for Change by the end of 2021. These mini-pitches are aimed at removing systemic barriers that keep children of color from playing the game.

In August, Colorado Rapids captain Jack Price donned a new captain's armband as a tribute to the Black Lives Matter movement and a local street mural that was painted in Denver by local artist Adri Norris. The armband connected the team directly to our community and showed support of the social justice conversations that had been at the forefront.

Norris, a teaching artist, speaks to organizations and schools about art history and her work around women and activism. She was originally approached about the Denver mural by Kim Desmond, Director at the Mayor's Office of Social Equity and Innovation, and knew she was compelled to be involved with the project. While the mural quickly became a popular beacon in Downtown Denver, Norris knew its lifespan was limited.

"It was great to know that something that was initially made to be temporary could carry on in a way that was also meaningful," Norris explained. "I know a lot of sports teams and individual athletes are also activists because they have skin in the game in a lot of ways."

Inspiring and supporting the movement through art is something Norris is extremely passionate about. Even though displaying her art through a captain's armband as part of a sporting event was a new medium, the impact was not.





MLS UNITES TO VOTE


On Tuesday, Sept. 22, in honor of National Voter Registration Day, the Colorado Rapids announced their partnership with I Am A Voter and Rally the Vote in support of voter registration for the Presidential Election on November 3.

The efforts of I Am A Voter were geared toward making voting more mainstream and encouraging civic engagement. The Rapids wanted to use the power of sport and their players to encourage our community to feel open and proud to say, "I Am A Voter." As part of this initiative, the Rapids created a text campaign for fans to learn and verify voting information. Fans could simply text RAPIDS to 26797 to register to vote, confirm their registration, receive information on important dates and locations for voting in their area.


With national organization Rally the Vote, the Rapids encouraged fans to get out and vote. The goal was to increase voter participation in both national and local elections as well as close the age and race voting gap.

The Rapids also supported a league-wide initiative of MLS Unites to Vote. This initiative was organized by MLS, the MLS Players Association and Black Players for Change in order to encourage staff, players and fans to exercise their right to vote. As part of this launch, MLS announced that the league office and all U.S.-based club offices would be closed on Election Day to allow for staff across the league to prioritize their civic duties.


Additionally, the Rapids and Kroenke Sports & Entertainment helped support voting efforts by partnering with the city to turn the Pepsi Center into a polling location.




I am more than an athlete.
I am a father.
I am a voter.



I am a coach.
I am a father.
I am a voter.



I am a creative.
I am a dog mom.
I am a daughter.
I am a voter.



I am a husband.
I am a soccer player.
I am a voter.



MLS WORKS COMMUNITY MVP PRESENTED BY WELLS FARGO

The Colorado Rapids were pleased to announce Kelly Koeun as the club's 2020 Community MVP. Kelly was selected because of her work making face masks throughout the COVID-19 pandemic and her ongoing work within the handicapped community.

When the pandemic started, Kelly wanted to give back to her community and to find a way to help those with disabilities during this difficult time. As a master seamstress of 30 years, Kelly sewed and donated more than 1,000 high quality, filtered masks to individuals with physical and intellectual disabilities, along with their families and caregivers. In addition, Kelly donated masks to the Chanda Plan Foundation, Craig Hospital, local businesses and homeless shelters.

The disabled community is of great importance to Kelly as her son Tyler, a former soccer player, was left paralyzed from the shoulders down after a car accident several years ago. Tyler's injury was also the inspiration behind Kelly's business, Accessible Alterations, where she specializes in alterations for the handicapped community.

As the Rapids' Community MVP, Kelly was able to select a local nonprofit to receive a donation on behalf of Major League Soccer and Wells Fargo. Kelly selected the Home Builders Foundation, an organization that had played a huge role in supporting her own family following her son's accident. Home Builders Foundation helped to make their home accessible by reconstructing their home entrance with a ramp and widening their front door for Tyler.



2010 MLS CUP CHAMPIONSHIP TEAM VIRTUAL REUNION

On November 18, the Rapids hosted a virtual reunion for the 2010 MLS Cup championship team. This reunion marked the 10th anniversary of the club's first and only MLS Cup title so far.

While the reunion was originally planned to be in person, we were thankful to have been able to celebrate the team's achievement virtually and to reunite one of the greatest teams in club history.

Players and staff were invited to attend the virtual event, with club alumni from across the U.S. in attendance, including team captain Pablo Maestroni, goalkeeper Matt Pickens, center back Marvell Wynne, and the club's first Homegrown player, Davy Armstrong.





WYATT ACADEMY MINI-PITCH UNVEIL

In December, the Colorado Rapids helped unveil a new mini-pitch at Wyatt Academy K-5 Community School in the Cole neighborhood of Denver in partnership with the U.S. Soccer Foundation and Target.

The mini-pitch is one of seven new mini-pitches installed in the Denver metro area that provides underprivileged communities with a safe place to play the game of soccer.

Due to COVID-19, the mini-pitch was unveiled virtually on [ColoradoRapids.com](https://coloradorapids.com).

SEASONS OF GIVING

This holiday season, the Colorado Rapids participated in Commerce City Recreation Center's Project Present program where we purchased gifts for 40 kids from ASLUP Elementary and Monaco Elementary. Project Present is designed to provide under privileged kids in the Commerce City community with clothes and toys for the holiday season.

In addition, RapidMan helped deliver 100 sports-themed children's books to various Little Free Library locations throughout metro Denver, and assisted the other KSE mascots by dropping off 750 gifts for Salvation Army teens and elders. The gifts consisted of earbuds, team-branded blankets, beanies and winter hats.



CORPORATE PARTNER SUPPORT



MLS WORKS KICK CHILDHOOD CANCER

PRESENTED BY CONTINENTAL TIRE

In September, MLS WORKS teamed up with Continental Tire as part of the league-wide annual campaign to raise awareness and funds in the battle against childhood cancer. As part of the campaign, Rapids players and staff helped surprise pediatric cancer patients and health care providers with unique experiences and acts of kindness to show our support.

Continental Tire gifted the Rapids five sets of new tires to donate to patient families and hospital workers in Colorado to help offset the financial burden associated with driving to and from treatment and appointments. Continental Tire also donated \$25 for every use of the hashtag #KickChildhoodCancer to fund pediatric cancer research, up to \$50,000.

In continued support of Childhood Cancer Awareness month, RapidMan also participated in several events during the month.

The 'Over the Edge' fundraising event, held on September 10, benefited Cancer League of Colorado. As part of this event, RapidMan joined the KSE teams' mascots to rappel 38 stories to help raise awareness and money for Colorado-based cancer research.

New to this year, supporters were encouraged to provide messages of hope to inspire and motivate local pediatric cancer patients as they continued their journey in the fight against cancer. Fans submitted their messages on Twitter using the hashtag #KickChildhoodCancer. The Rapids used these messages to produce customized blankets and scarves, which RapidMan delivered to Rocky Mountain Hospital for Children on December 8.





KICK CHILDHOOD CANCER NIGHT & KID CAPTAIN PRESENTED BY HEALTHONE

The Rapids celebrated the annual Kick Childhood Cancer Night presented by HealthONE on September 12.

As part of the evening, HealthONE selected Carson Montanez to serve as the Kid Captain for the game. Due to COVID-19, this year's Kid Captain activation was executed virtually, but it was nonetheless a memorable experience for both Montanez and the club. As our Kid Captain, Montanez had a virtual meet-and-greet with Rapids players Kortne Ford, Kellyn Acosta and Keegan Rosenberry prior to the match. Montanez was honored as part of the Starting XI pre-game photo and during the Rapids Second Screen Experience, where he and his family were interviewed by Rachel Vigil at halftime.

In December, a holiday auction kicked off that consisted of game-used autographed jerseys and soccer balls from September 2020 matches. Rapids players Andre Shinyashiki and Kellyn Acosta both had jerseys featured in the auction, which served as a year-end fundraising opportunity.



MLS KICK



During this difficult year, the club started the Colorado Rapids Community Team of the Week, an initiative that highlighted members of our local community from various industries who worked on the front lines and those who went above and beyond with support for our community behind the scenes. Community Team of the Week members ranged from nurses to doctors, street artists, volunteers and teachers.

Nominations came directly from fans and as part of the Rapids family. Each member was highlighted on ColoradoRapids.com with a personal profile on their efforts and showcasing their incredible impacts.

Several Community Team of the Week members also joined the Second Screen Experience as part of the club's virtual gameday. They were featured at halftime as the Community Team of the Week members chatted with co-hosts Rachel Vigil and Stephen Keel—a former Rapids player—about their efforts to support the community.



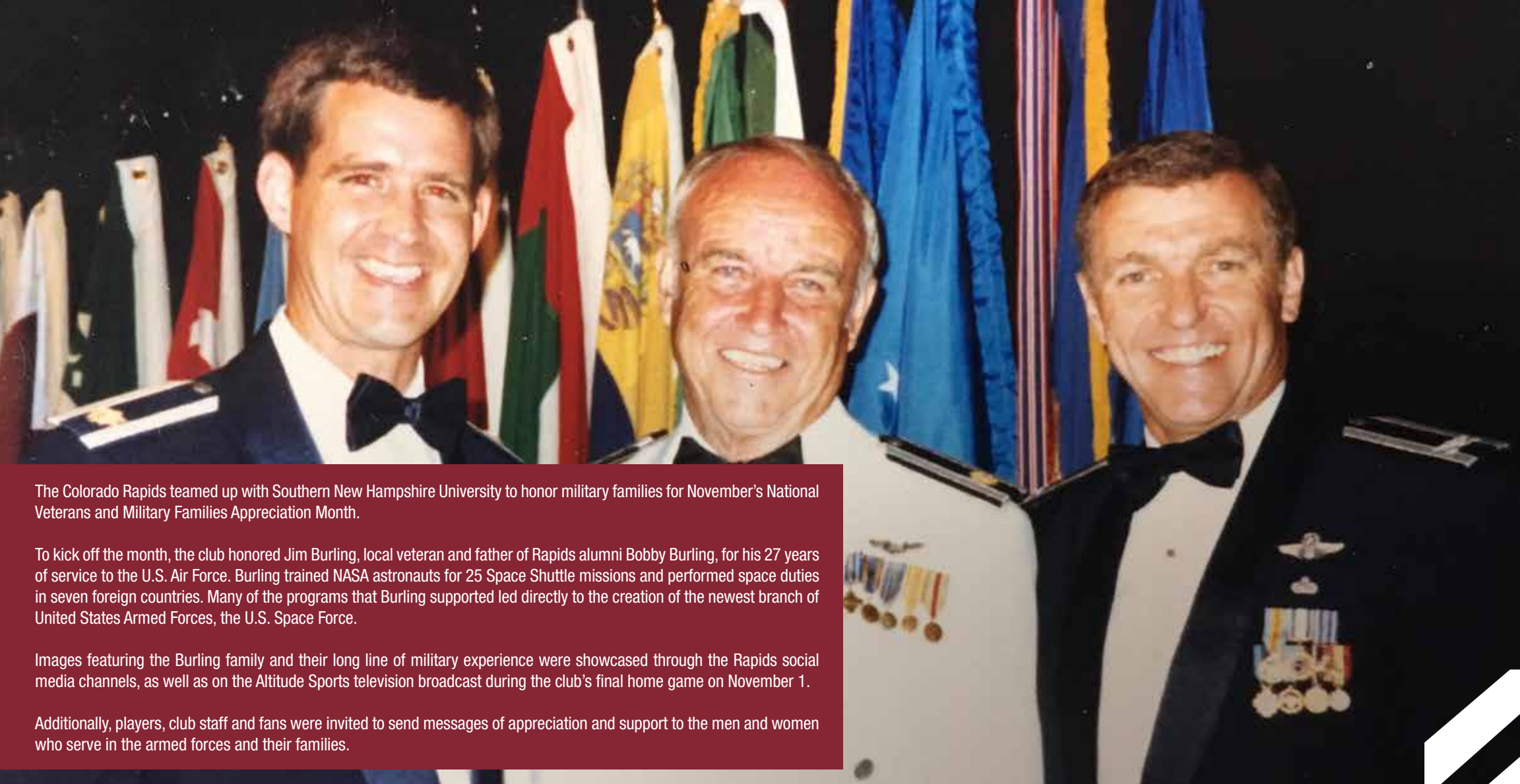
TEAM OF THE WEEK

PRESENTED BY BODYARMOR

DAIRY MAX LIVIRI COOLER DELIVERIES

The Colorado Rapids partnered with Dairy MAX and Liviri Coolers to purchase 300 coolers that allowed school districts across the state to continue to feed students daily meals throughout the pandemic. The Rapids and Dairy MAX delivered 35,000 meals to five school districts in and around the Denver area, and shipped coolers to districts throughout Colorado and Wyoming.





The Colorado Rapids teamed up with Southern New Hampshire University to honor military families for November's National Veterans and Military Families Appreciation Month.

To kick off the month, the club honored Jim Burling, local veteran and father of Rapids alumni Bobby Burling, for his 27 years of service to the U.S. Air Force. Burling trained NASA astronauts for 25 Space Shuttle missions and performed space duties in seven foreign countries. Many of the programs that Burling supported led directly to the creation of the newest branch of United States Armed Forces, the U.S. Space Force.

Images featuring the Burling family and their long line of military experience were showcased through the Rapids social media channels, as well as on the Altitude Sports television broadcast during the club's final home game on November 1.

Additionally, players, club staff and fans were invited to send messages of appreciation and support to the men and women who serve in the armed forces and their families.

MILITARY FAMILY APPRECIATION

PRESENTED BY SOUTHERN NEW HAMPSHIRE UNIVERSITY

UCCS SPORT MANAGEMENT PROGRAM

The Colorado Rapids and the UCCS Sport Management Program continued their partnership as the first business degree in the United States with a dedicated soccer business management track for students.

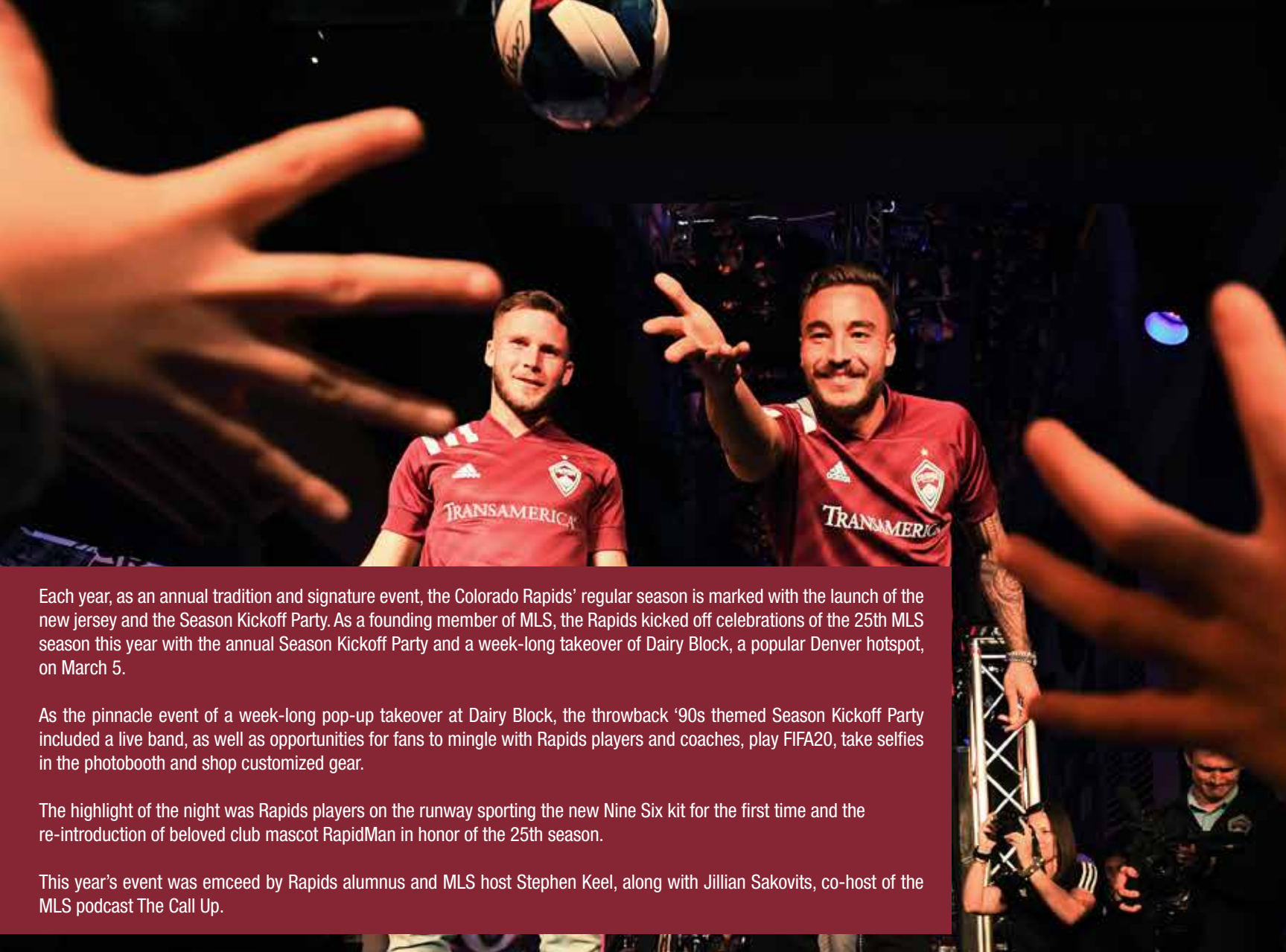
The club's front office staff hosted a series of virtual lectures to provide insight to various areas of the business, including marketing, digital media, communications, ticket sales, sponsorship sales and soccer operations.

Throughout the program, students were also able to gain hands-on experience through exclusive semester-long internship studies led by the Colorado Rapids and KSE front office staff. Each year, 80 students are accepted into this highly competitive program, which boasts exclusive industry connections throughout the world.



RAPIDS COMMUNITY EVENTS





Each year, as an annual tradition and signature event, the Colorado Rapids' regular season is marked with the launch of the new jersey and the Season Kickoff Party. As a founding member of MLS, the Rapids kicked off celebrations of the 25th MLS season this year with the annual Season Kickoff Party and a week-long takeover of Dairy Block, a popular Denver hotspot, on March 5.

As the pinnacle event of a week-long pop-up takeover at Dairy Block, the throwback '90s themed Season Kickoff Party included a live band, as well as opportunities for fans to mingle with Rapids players and coaches, play FIFA20, take selfies in the photobooth and shop customized gear.

The highlight of the night was Rapids players on the runway sporting the new Nine Six kit for the first time and the re-introduction of beloved club mascot RapidMan in honor of the 25th season.

This year's event was emceed by Rapids alumnus and MLS host Stephen Keel, along with Jillian Sakovits, co-host of the MLS podcast The Call Up.

SEASON KICKOFF PARTY

PRESENTED BY TRANSAMERICA

A BURGUNDY AFFAIR

This year, the Colorado Rapids hosted their 5th annual end-of-season awards gala, A Burgundy Affair, a little bit differently. The event was held virtually on November 10, and for the first time ever, the event was open to all fans and supporters at no cost. This year's open forum provided a unique opportunity for everyone to enjoy the entertainment. Also new to this year was the option to make a contribution to Kroenke Sports Charities community programs for children and families in Colorado.

Fans who tuned into the event had the opportunity to see the players in their team Zoom room and hear from the winners of the various awards as they were interviewed by Rapids legend and current Altitude TV color commentator Marcelo Balboa. Plus, the event featured speeches from Executive Vice President and General Manager Pádraig Smith and head coach Robin Fraser.

Each year, the club gives away two staff awards and eight player awards, but this year the club also featured two additional awards given by our supporters' group, Centennial 38. The awards and their recipients were as follows:

Rapids Staff Awards

Gold Star Sales & Service Award: Jordan Huntoon, Season Ticket Sales Account Executive
ONECLUB Award: Hannah Jorich, Digital Services Manager

Rapids Player Awards

Academy Player of the Year: Darren Yapi
Humanitarian of the Year: Kellyn Acosta
Fan Favorite: Andre Shinyashiki
Players' Player of the Year: Cole Bassett
Young Player of the Year: Sam Vines
Defensive Player of the Year: Lalas Abubakar
Golden Boot: Cole Bassett and Jonathan Lewis
Most Valuable Player: Jack Price

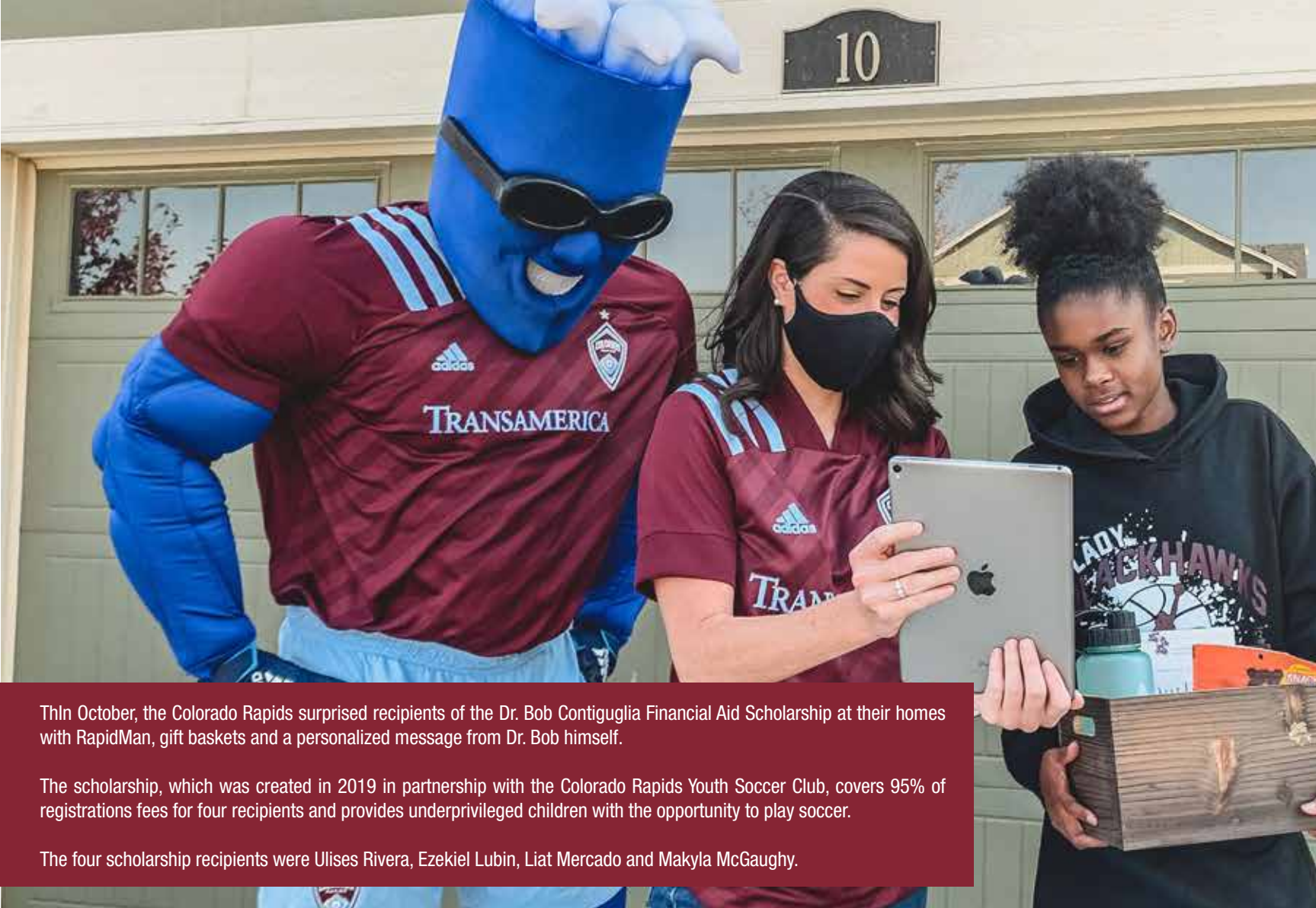
Centennial 38 Player Awards

C38 Defensive Player of the Year: Sam Vines
C38 Most Valuable Player: Cole Bassett



COLORADO RAPIDS YOUTH SOCCER COMMUNITY PROGRAMS





Thin October, the Colorado Rapids surprised recipients of the Dr. Bob Contiguglia Financial Aid Scholarship at their homes with RapidMan, gift baskets and a personalized message from Dr. Bob himself.

The scholarship, which was created in 2019 in partnership with the Colorado Rapids Youth Soccer Club, covers 95% of registrations fees for four recipients and provides underprivileged children with the opportunity to play soccer.

The four scholarship recipients were Ulises Rivera, Ezekiel Lubin, Liat Mercado and Makyla McGaughy.



DR. BOB CONTIGUGLIA ANNUAL SCHOLARSHIP

RAPIDS AFTER SCHOOL

The Colorado Rapids Youth Soccer Club provides Rapids After School programming to more than 2,000 students each year in predominantly underserved schools with high rates of free and reduced lunch. Participants play against nearby schools every Saturday in an in-house soccer league throughout the metro area. Although the program was challenging to implement this year, enthusiasm remains high among the schools for a return to play in the spring of 2021!





With the support of the Alfred Zarlengo Estate, the Colorado Rapids Youth Soccer Club offers an exclusive Zarlengo Scholarship opportunity for Latino scholar-athletes to join a youth club team, many of whom play at the elite level. This fall, they welcomed 166 new players to the program that demonstrated financial need, a lack of quality soccer opportunities and soccer potential. The Colorado Rapids Youth Soccer Club renews these scholarships each year with the expectation that each scholar demonstrates a commitment to both academics and soccer.

ZARLENGO SCHOLARSHIPS



OUR SINCERE THANKS

On behalf of the Colorado Rapids, we thank all of our fans, season ticket members and corporate and community partners for your unwavering support. Your energy and contributions enable us to continue our charitable work. It is truly an honor and privilege to serve our community. We look forward to making a difference with you again next season!

For more information about the Colorado Rapids Community Relations department, please contact:

Caitlin Kinser, Senior Director, Community Relations
DICK'S Sporting Goods Park
6000 Victory Way, Commerce City, CO 80022
303.727.3720
ColoradoRapids.com



Kroenke Sports Charities is committed to improving lives through the spirit and power of sports. We strive to serve our community through education, health and fitness initiatives, athletic programs, and direct aid, with the particular purpose of helping families, children, veterans, and the disabled. Kroenke Sports Charities provides relevant programs and support, directly and with other nonprofit organizations, to ultimately assist, encourage, and enrich the lives of those in need.