

A Colorado Rapids player in a maroon jersey is signing an autograph for a young woman with glasses. The player is smiling and looking at the fan. The woman is also smiling and looking at the player. In the background, other fans are visible, some holding up phones to take pictures. The scene is set at night, likely at a stadium.

COLORADO RAPIDS 2023 COMMUNITY REPORT



If you've ever walked into our offices at DICK'S Sporting Goods Park, one of the first things you'll notice along the wall in large print is our club's vision: to be the heartbeat of sport in Colorado.

Each year, we strive to get closer to this goal. The team's success on the pitch plays a large role in that, but our vision extends beyond 6000 Victory Way. After all, there can be no heartbeat without a heart and the heart of our club is the incredible community we're privileged to be a part of. It's the vital pulse that gives us life and drives everything we do. Without it we would not be here, therefore, to be the heartbeat of sport in our great state is to support and propel our community forward.

The 2023 season was one of many changes as we saw new players and staff join the Rapids, the launch of a groundbreaking broadcast deal with Apple and the debut of an intracontinental tournament between the two largest leagues in North America. And while change is inevitable, our commitment to our community remains steadfast.

I hope you enjoy reading through some of our favorite community highlights from this past year, and as always, thank you for your continued support of our club.

Sincerely,



Wayne Brant
Chief Business Officer
Colorado Rapids Soccer Club



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Our Sincere Thanks

RAPIDS IN THE COMMUNITY



On January 29, the club hosted its first Season Kickoff Community Day at The Eddy. The event served as an opportunity for fans to engage with some of the club's signature community partners and learn more about what we had planned in the community this season. The community partners present were Amputee Soccer, Colorado Black Health Collective, Rocky Mountain Children's Health Foundation, Special Olympics, Denver Police Department Foundation and National Alliance on Mental Illness. Attendees could also participate in activities like soccer tennis, scrimmages, inflatables, as well as receive autographs and take photos with Rapids 2 players and RapidMan.



RAPIDS SEASON KICKOFF COMMUNITY DAY

The club hosted a clinic for Black History Month in partnership with the Colorado Black Health Collaborative that focused on both soccer and wellness for 50 kids aged 10-14. The introductory soccer skills clinic featured drills and scrimmages, as well as tips to achieve physical wellness and education on the importance of mental wellbeing. Clinic participants received autographs and took photos with Rapids 2 and Academy players, as well as receiving a Rapids t-shirt and a mental health Kynd Kit from Project Helping to extend their wellness learning after the clinic.



BLACK HISTORY MONTH CLINIC IN PARTNERSHIP WITH COLORADO BLACK HEALTH COLLECTIVE

The Rapids' Support Local program is designed to help foster a stronger connection between the Club and the communities within a five-mile radius of DICK'S Sporting Goods Park. This initiative contributes to the club's goal of increasing the fan base by tapping into neighbors and business partners that surround the stadium and strengthening the sense of community.

As part of the program, the club partnered with Master Community Association (MCA) to sponsor all seven pools within Central Park and two main greens, which are home to many events throughout the year. The Rapids sponsored 22 community events, such as the Summer Movie & Concert Series, Easter Egg Scramble and a local beer festival, doubling its participation in Support Local events from the previous year.

In addition to partnerships with MCA and The Shops at Northfield, the Rapids nurtured an existing relationship with Commerce City and co-hosted a second event (in addition to the annual 4thFEST event) called Fright Night on the Field, a Halloween-themed movie night held on the youth fields surrounding DSGP that featured a showing of Hocus Pocus, a costume contest, face painters and trick-or-treating for participants.



SUPPORT LOCAL PROGRAM

This year, the club used our community kit (the 'New Day Kit') to serve as a platform to help raise awareness about the mental health crisis that is affecting our community. The New Day Kit served as an introduction to the club's commitment to changing the conversation and the culture around mental health. In Colorado, nearly one in five individuals are living with a form of mental illness, which is the third-highest rate in the country.

The club launched our 'Rise Above the Stigma' mental health awareness campaign with the intention of doing three things: bringing attention to the mental health crisis in Colorado, reducing the stigma around seeking help and amplifying knowledge of public resources. The Rapids were proud to donate \$25,000 amongst four mental-health-focused nonprofit organizations who are using the funds to provide mental health care to those in need, advocate for legislation and provide education surrounding common mental health concerns. The four partners were Mental Health Colorado, Project Helping, Denver Park Trust and Go4Graham.

The Rapids also partnered with local street artist Pat Milbery to design the New Day Kit, which was the first time in MLS history that a club collaborated with a local artist to design their kit. The jersey featured a custom tag with a QR code that linked back to the club's New Day resources page on the Rapids' website, which features local and national hotline numbers, resources for addiction, and counseling and telehealth services.

To help launch the New Day campaign, the club sent more than 50 media boxes to local and national media, as well as influencers, which led to widespread coverage of the campaign. The club also highlighted the mental health journeys of some of our season ticket members, front office staff and players to showcase that mental health affects everybody.

The club was proud to be the recipient of both Project Helping's Spotlight Award at their annual Kynd Summit and Mental Health Colorado's "What's Your Peace?" Award at their annual Tribute Gala for our efforts on the 'Rise Above the Stigma' campaign.

Promoting health and wellness is one of the club's core community pillars, so the 'Rise Above the Stigma' campaign aligned perfectly with our club's objectives, as well as the objectives of UCHealth and their Ready. Set. CO. initiative, which is a state-wide challenge aimed at making Colorado the healthiest state in the nation again.



RISE ABOVE THE STIGMA CAMPAIGN





DESIGNED BY A
COLORADO ARTIST

SUPPORTING MENTAL
HEALTH AWARENESS

INTRODUCING THE
NEW DAY KIT



This year, the club expanded the Reading with the Rapids program into more elementary schools within Commerce City and Aurora. Players from both the first and second teams read to schools like Don. B Alsup Elementary, Iowa Elementary School, Vaughn Elementary School, Dupont Elementary School and many more. During their time at the schools, players read books to students from kindergarten to 5th grade, answered questions, signed autographs, took class photos and talked about the importance of an education, never giving up and being kind to others.



READING WITH THE RAPIDS



SUSTAINABILITY NIGHT PRESENTED BY KING SOOPERS

In April, the Rapids hosted their annual Sustainability Night presented by King Soopers. The matchday programming included a technology drive with Genesis Electronics Recycling where the club collected small household electronic items and office equipment to be sustainably and responsibly recycled through environmentally safe processes that comply with R2 requirements.

As fans entered the stadium, they received reusable grocery bags to help reduce their plastic usage at grocery stores, gift cards and scarves, compliments of King Soopers. The club also encouraged fans to ride their bikes to the game and park in the Burgundy Bike Lot, which opened on Sustainability Night last year. During the 75th minute, the club hosted a Recycle Rally with ushers making their way through the stands to collect empty recyclable cans and cups.

In support of Earth Day, adidas released the One Planet kit, a new sustainable kit that was worn by all 29 MLS clubs over the April 21-23 weekend as part of MLS's campaign to become the most sustainable sports league. The kits were made entirely out of Parley Ocean plastic, a recycled material created from reimagined plastic waste. The hand-drawn kit design paid homage to the ocean floor. Fans could bid on the game-worn kits, which helped the club to raise \$5,606 for Denver Park Trust.

Lastly, as part of the MLSWORKS Greener Goals Week of Service, Rapids staff and players participated in volunteer projects with the Rocky Mountain Arsenal where they spread native grass seeds, removed invasive species and cleaned up Lake Mary. The club also partnered with Habitat for Humanity to build an Assisted Dwelling Unit, which is a studio apartment addition to a family's current home.





CELEBRATING SUPERHEROES

In May, the club hosted its annual Superheroes Night, which honored local teachers, healthcare workers and frontline workers.

In the week leading up to the game, the Rapids celebrated Teacher Appreciation Week by sending Rapids players out to Adams City High School, Dupont Elementary, Omar D. Blair Charter School and Kearney Middle School to show our appreciation for all the teachers hard work throughout the school year. The club was also able to provide lunch for more than 235 teachers, and surprise 16 teachers with school supplies and tickets to the Superheroes match.

The club also celebrated National Nurses Week by sending Rapids players to the UHealth main campus to hand out cookies, giveaway tickets, sign autographs and take photos with the nursing staff and patients.



Throughout the month of May, the club celebrated Mental Health Awareness Month. We kicked off our month-long activations by going dark on social media from May 1-5. This action highlighted the club's commitment to mental health and publicly showcased that even professional sports teams find it okay to take a social media 'detox' from time to time.

Following the club's social media break, we hosted a free mental health webinar with nonprofit partner Go4Graham, which featured an honest conversation around mental health in the sports industry with Rapids' President, Padraig Smith.

The club was delighted to recognize four school counselors in our community who had gone above and beyond to ensure that their student's mental health is a top priority. Drew Moor, William Yarbrough and RapidMan helped deliver custom New Day jerseys, lunch, and match tickets to Elaina Huff from Smoky Hill High School and Antonio, Julia, and Humberto from Montbello High School. We also delivered custom New Day-themed Kynd Kits to middle schools across Denver with our nonprofit partner, Project Helping.

Mid-way through the month, we hosted the UHealth therapy dogs out at training to engage with the players and staff. Needless to say, they were a hit!

The club was proud to host our first Mental Health Awareness Night on May 27, where the team wore the New Day kits at home. The kits featured custom numbers created by Pat Milbery, which were auctioned off

We ended the month by hosting a Soccer & Wellness Clinic with Mental Health Colorado that focused on basic soccer skills, mindfulness, and coping strategies for students aged 9-12. Clinic participants heard from Rapids 2 players Blake Malone and Dillon Serna on the importance of prioritizing your mental health, as well as received a wind down and meditation session led by Rapids 2 athletic trainer Zach Winterberg.



MENTAL HEALTH AWARENESS MONTH

This year, the club was excited to celebrate its 11th season of the Rapids Unified Team. 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 16 athletes from the Denver metro area.

Once the team was selected, the club held an official signing day for the athletes at the DICK'S Sporting Goods store at Belmar Shopping Center. It was a special day for the team as they all signed their player contracts and received an encouraging speech from Rapids President Pádraig Smith on what it means to represent the club. The club also held a combined media day and gear distribution day where the athletes got their headshots taken and received their gear for the season.

The Rapids Unified Team played five matches this season, the most matches they've ever played in a single season. The team kicked off the season by hosting out-of-state rivals Real Salt Lake Unified, where the Rapids Unified Team came away as Rocky Mountain Cup champions! In June, the team hosted LA Galaxy Unified, and then traveled to Orlando to take on Orlando City SC Unified. Prior to the match, the team was able to spend a whole day at the Magic Kingdom at Disney World.

Lastly, the team was excited to continue the I-25 Cup home-and-home series with our in-state rivals at Colorado Springs Switchbacks FC.

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



Rapids Unified Team

IN PARTNERSHIP WITH SPECIAL OLYMPICS COLORADO





The club celebrated Juneteenth by contributing to the MLS Juneteenth Jersey Auction that helped raise more than \$425 for the JMF Corporation and Denver Juneteenth Festival. The Juneteenth-inspired jerseys were designed in conjunction with artist Gianni Lee, a black multidisciplinary visual artist who utilizes diverse mediums in fashion, fine art and music. Lee's multimedia work combines materials including painting, drawing, and photography to explore themes of racial inequality, communication, and technology. Along with that, the Rapids participated in the Juneteenth festival that is hosted each year in Denver's Historic Five Points Neighborhood, where it transforms into a hub of entertainment and celebration for the community through giveaways, community interactions, and raffles for tickets to Rapids' Home Games.

**THE SEEDS WE PLANT.
THE FLOWERS WE SHARE.**

Exclusive MLS Juneteenth-Inspired Limited Edition Collectible Jersey auction in partnership with MLS, Black Players For Change, and Charcoal Pitch F.C

AUCTION GOES LIVE JUNE 14 – JUNE 28

ALL PROCEEDS WILL BENEFIT LOCAL ORGANIZATIONS THAT SUPPORT THE BLACK COMMUNITY

#MLS #TogetherThereWillBeChange



JUNETEENTH JERSEY AUCTION



X



X

**BLACK
PLAYERS
FOR
CHANGE**

Commemorating Juneteenth



The seeds we plant.

The flowers we share.

The Colorado Rapids in partnership with BE A GOOD PERSON hosted a clinic at Soccer City Aurora on June 28 consisting of fun soccer drills and a scrimmage. Clinic participants aged 4-12 were able to take photos and get autographs from Rapids players Cole Bassett, Jonathan Lewis, and Keegan Rosenberry. To end the clinic, Rapids 2 Athletic Trainer Zach Winterberg led the group in some wind-down stretching and a meditation session.

As part of the collaboration, the club donated 250 co-branded pinnies and soccer balls to the Colorado Soccer Foundation. The donations were made possible as part of the BE A GOOD PERSON group night on July 8. Fans who participated in the group night also received a custom BE A GOOD PERSON t-shirt.



BE A GOOD PERSON COLLABORATION BENEFITTING COLORADO SOCCER FOUNDATION

On July 8, the club celebrated Drew Moor's record-breaking career by officially inducting him into the Colorado Rapids Gallery of Honor! The former defender was the seventh player to be inducted to the Gallery of Honor, joining fellow Burgundy Boys Marcelo Balboa, Pablo Mastroeni, and more. The crowd was treated to special videos that took us through his illustrious career, the unveiling of his name and number in the Gallery of Honor, a special speech from the two-time MLS Cup champion himself, and a post-game fireworks show. It was an unforgettable evening honoring the Rapids legend.



DREW MOOR GALLEY OF HONOR INDUCTION



MILITARY APPRECIATION NIGHT

On July 13, the club celebrated Military Appreciation Night. As part of that celebration, the Rapids made several tributes to the U.S. Armed Forces, including members of the U.S. Air Force serving as the Honor Guard, a halftime enlistment ceremony featuring 60 new members from across all military branches and a special recognition of U.S. Army veteran Justin Burgos, who is now an advocate for stopping military-related suicide.

Leading up to the match, Rapids players Steven Beitashour, Keegan Rosenberry, Danny Leyva, and William Yarbrough visited Buckley Space Force Base, where they were able to try on gear and get a behind-the-scenes look at the Mile High Militia aircraft. The players also visited military families on base before making a final stop at the Colorado National Memorial.



The club was involved in two different backpack distribution events to get students in the Denver and Aurora areas ready to go back to school this August. Hosted by the Denver Police Foundation, RapidMan visited Lincoln Tech and helped to distribute backpacks to over 300 children and interact with over 1,000 families. Additionally, members of the Rapids, Rapids 2, and RapidMan attended Park Lane and Lansing Elementary in Aurora to help distribute backpacks, essential supplies, and Rapids swag to over 500 families and children in need of school supplies.



BACK-TO-SCHOOL BACKPACK DRIVE WITH DENVER & AURORA PUBLIC SCHOOLS

During the month of September, MLS WORKS teamed up with Continental Tire as part of their league-wide annual Kick Childhood Cancer (KCC) campaign to raise awareness and funds in the battle against childhood cancer. As part of the campaign, Rapids players wore custom KCC warmup tops ahead of each game in September that were available for purchase at the Rapids' team store and MLSstore.com, with all proceeds benefiting the Children's Oncology Group.

The club celebrated its annual Kick Childhood Cancer Night on September 16. As part of the evening, the club selected 8-year-old Wesley Cary to serve as the Kid Captain for the game. Wesley was diagnosed with Leukemia in February 2021 and is still receiving monthly chemotherapy treatments at Rocky Mountain Hospital for Children. The club also hosted a collection drive in partnership with There With Care to give back to families with children facing a medical crisis.

Throughout the month of September, players from the Rapids and Rapids 2 volunteered with Rocky Mountain Children's Health Foundation and There With Care to complete three random acts of kindness. The players helped sort and clean bottles, as well as create grab-and-go snack packs for families who have loved ones in the hospital dealing with illness. Sam Nicholson and Keegan Rosenberry also did an appearance at Rocky Mountain Hospital for Children to meet some patients, deliver snacks and hang with the hospital service dog Posey.

In December, the club kicked off a holiday auction that consisted of game-worn autographed jerseys and soccer balls from KCC-themed matches in September. Rapids players Cole Bassett and Diego Rubio both had their jerseys featured in the auction, which served as a year-end fundraising opportunity for the Children's Oncology Group.



KICK CHILDHOOD CANCER NIGHT & KID CAPTAIN



The 12th-annual giveSPORTS Equipment Drive was hosted by Kroenke Sports Charities at Ball Arena on Saturday, September 23, 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 575 nonprofit organizations in the Denver Community. This year there were 19,000 pieces of equipment donated with 14,043 individuals served. Since inception, the giveSPORTS Equipment Drive has collected 239,800 pieces of equipment and served 92,935 individuals.



GIVESPORTS EQUIPMENT DRIVE



Colin Moore



Jordan Obernesser



Luka Saul

MAKING DREAMS COME TRUE

The club was honored to meet some special fans this season who inspired us with their stories.

In 2022, Jordan Obernesser was diagnosed with bone cancer via a tumor located near the top of his tibia. He went through a few rounds of chemotherapy and continued treatments until he went through a major knee/lower leg surgery at the end of that year. Prior to the surgery, Club President Pdraig Smith and players Keegan Rosenberry and Diego Rubio visited Jordan at his home. In May of this year, Jordan got to ring the bell letting everyone know that he is officially cancer free, and he is done with treatments. The club was thrilled to host Jordan and his family at several Rapids games this season and are still in awe of his resilience and positivity.

In August, Rapids 2 superfan Colin Moore was introduced to the club. Colin is a 9-year-old boy local to Denver who learned that he had to undergo open heart surgery after some complications earlier in the year. To get Colin through his surgery, his favorite player and almost-twin, Oliver Larraz, met up with him at City Park in Denver to play soccer and have a picnic. After their special meet-up, Colin had his surgery and was immediately ready to get back out on the field. Colorado Rapids 2 hosted Colin and his family at their next home game at University of Denver on his ninth birthday, where Oliver Larraz scored his ninth goal of the season and did the special celebration they came up with at the park.

Earlier this year, Luka Saul suffered complete heart failure while at a friend's house playing video games. He was placed on life support and in a coma for the next three weeks following the incident. His family was told that he would likely not wake up. Miraculously, in the middle of April, he woke up, and in typical Luka fashion, asked for Twizzlers. Over the next few months, Luka suffered multiple cardiac arrests and underwent several surgeries to help save his life. Luka is an avid soccer-fan and currently plays goalkeeper on his youth team, so during his time in the hospital Rapids players Diego Rubio and William Yarbrough went to visit him. In mid-June he underwent a heart transplant and was miraculously able to walk the next day. Luka's recovery is ongoing, so to help keep him motivated, he joined the team at training and the club hosted him and family at the final home game of the season.

In 2023, the club launched its new School Assembly Program to help raise money for schools through ticket sales to Rapids home games, talk about the importance of mental health, and create life-long Rapids fans. This year, our emcee, Donovan Webb and players Alex Gersbach, Diego Rubio, and Lalas Abubakar have visited the Denver Language School and Swigert Elementary School, where the assembly was full of relay races, fun, and important messaging from the club's New Day Mental Health campaign that was provided by Mental Health Colorado.



RAPIDS SCHOOL ASSEMBLY PROGRAM



SPECIAL OLYMPICS TRUNK-OR-TREAT EXTRAVAGANZA

In its second year at Dick's Sporting Goods Park, the Special Olympics Colorado Fall Fest and Trunk or Treat was a major success in hosting 30 decorated trunks and having more than 300 families, young athletes, and visitors throughout the night. Volunteers from the Rapids, Nuggets, and Avalanche came out to decorate trunks, provide giveaway items, and participate in the Best Trunk and Costume contests.



CORPORATE PARTNER SUPPORT



The club and DICK'S Sporting Goods hosted eight youth clinics throughout the season for kids aged 9-12 years that were donated to various community partners and local youth soccer associations in the Denver metro area. The clinics focused on fundamental soccer skills and teamwork.



RAPIDS YOUTH CLINICS PRESENTED BY DICK'S SPORTING GOODS



In June, the club hosted its annual Pride night presented by adidas. Fans had the opportunity to pick up a 'Love Letter' created by local artist Pat Milbery and take photos with him in front of his mural. Fans could also purchase a custom Pride scarf for 30% off at the team store.

The club partnered with You Can Play, a national nonprofit that promotes safety and inclusion for all who participate in sports, to host LGBTQ+ themed seminars for our staff. You Can Play also served as the beneficiary for our Pride-themed warmup top auction that evening.

The club partnered with Rapids supporters group Centennial 38 to host two pregame tailgates at Tight End bar in downtown Denver and provide transportation for fans out to the stadium. The club also hosted an away game watch party at Tight End bar that featured special discounts and giveaways.

Leading up to Pride Night, the club was proud to highlight the personal stories of members from the LGBTQ+ community. The individuals featured included Kurt Weaver from You Can Play, C38 member Lisa Boyer, and local drag queen Brittany Blaze-Shearz.

The club also participated in multiple community events leading up to the match including Out Front Magazine's Block Party and the Denver Pride Parade.



PRIDE NIGHT

PRESENTED BY adidas



Throughout the summer, the club and UCHealth participated in Summer Sessions, which is a free concert series at Riverfront Park in the RiNo Arts District. Along with live music, Summer Sessions also featured food trucks, craft beer and cocktails, as well as multiple vendors showing off their goods and services. Rapids Street Team was onsite to help promote UCHealth's Ready.Set.CO initiative and assist with promotional item distribution and ticket giveaways.

uchealth



SUMMER SESSIONS AT RIVERFRONT PARK IN PARTNERSHIP WITH UCHEALTH

In July, the club hosted the first All Colorado Cup presented by American Family Insurance. The 5v5 tournament was open to age groups ranging from U6 to adults. Overall, 86 teams registered for the tournament, with nearly 3,000 spectators onsite. American Family Insurance also covered the registration fees for 15 teams from CASA FC, which is a local female Latino-owned youth soccer club. Each registered participant received a ticket to the Rapids game on Sept. 16 and had the opportunity to get autographs from Rapids players.



ALL COLORADO CUP PRESENTED BY AMERICAN FAMILY INSURANCE






The Rapids continued their partnership with the UCCS Sport Management Program to provide college students with a behind-the-scenes look at the inner workings of a professional soccer club. The club's front office staff hosted a series of virtual lectures to provide insight into 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 club and KSE front office staff. Each year, 80 students are accepted into this highly competitive program, which boasts exclusive industry connections throughout the world.

UCCS Sport Management
COLLEGE OF BUSINESS






JARED BERENSTEIN

TESTIMONIAL

My first internship in sports was with the Colorado Rapids, as a member of their Street Team. This experience developed my understanding of event management and the value that sports bring to local communities. As a UCCS student, I was able to utilize the relationship between the University and Kroenke Sports & Entertainment to build a network with people that share the same passion as me.

PRESENTED BY:

UCCS
Sport Management
COLLEGE OF BUSINESS
UNIVERSITY OF COLORADO
COLORADO SPRINGS

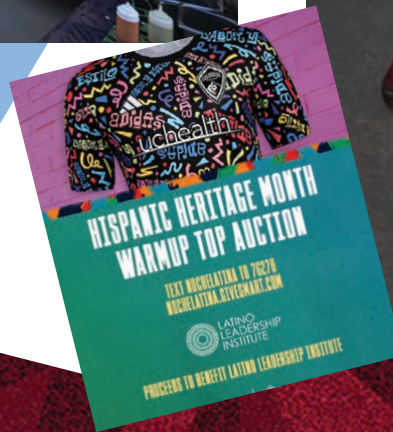


UCCS SOCCER BUSINESS MANAGEMENT PROGRAM

The club celebrated Hispanic Heritage Month on September 30 with our annual Noche Latina night presented by 9NEWS. To kick off the celebration, the Rapids hosted local artist Juls Mendoza to do a live painting of a Calaveras en Mi Ciudad paper mache skull. Juls' art style is "Surrealismo Cultural" or "Cultural Surrealism" which focuses on cultural identity, community, and social justice. Juls also designed 12 different Loteria cards that were then made into a poster. The poster had different variations created and were handed out to the first 1,000 fans at Noche Latina. Three lucky fans were dealt the correct design of the Loteria poster and won a Noche Latina warm-up top. As part of Noche Latina, the club also recognized Miguel Ramirez and Carmen Terrazas, who were donors from the UHealth Transplant Center's Hispanic Transplant Program. Motivated by helping their longtime partners, Miguel donated to his partner of 30 years, Dana, to keep her by his side as long as possible. Carmen donated to her partner of 22 years, Hector, to help protect him from an unavoidable genetic condition.



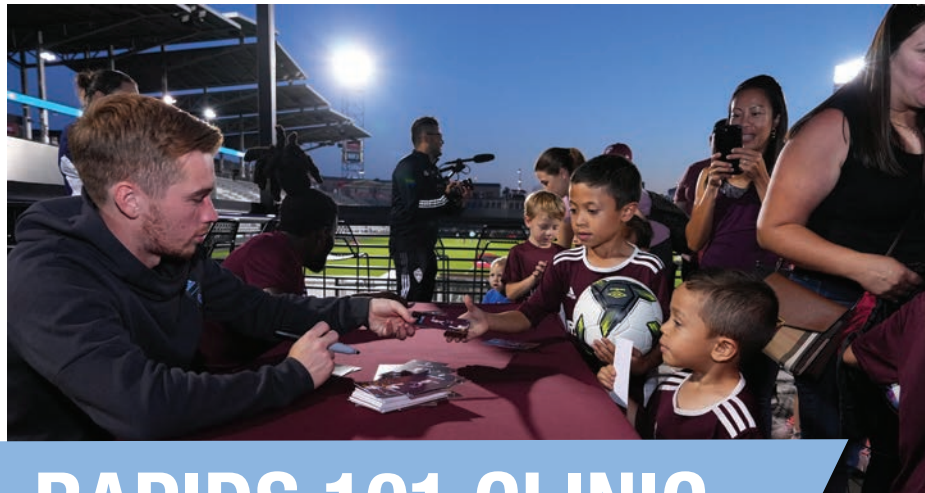
NOCHE LATINA PRESENTED BY 9NEWS





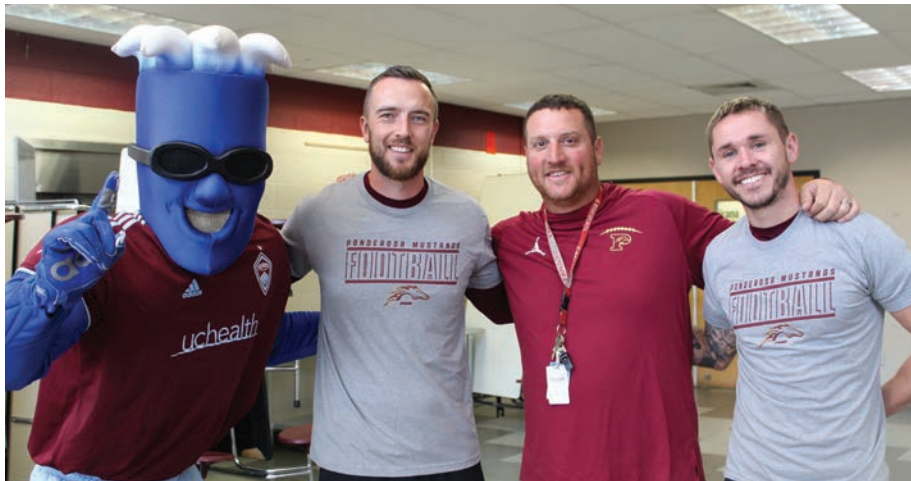
On September 21, the club in partnership with UHealth hosted 150 kids for a Rapids 101 soccer clinic. The one-hour fundamentals clinic was run by Colorado Rapids Interim Head Coach Chris Little and Assistant Coaches Wolde Harris, Neil Emblen and Chris Sharpe. It also featured player appearances by Connor Ronan, Lalas Abubakar, Jonathan Lewis, and Andrew Gutman.

uchealth

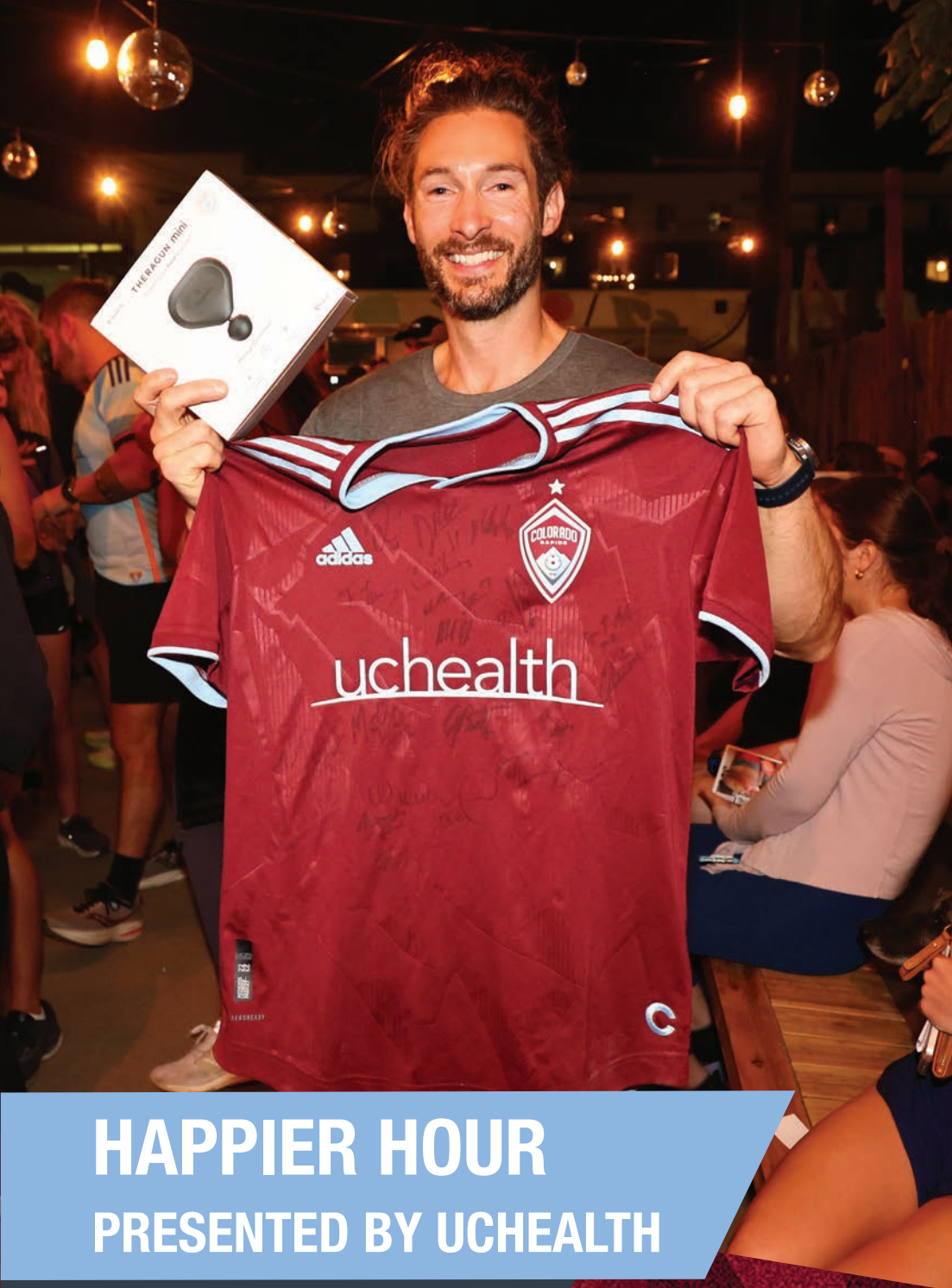


RAPIDS 101 CLINIC
PRESENTED BY UCHEALTH

In partnership with Dairy MAX, the Colorado Rapids were happy to recognize four teachers from across the state of Colorado as the Most Valuable Teacher or Coach. Our four winners, Jaron Cohen of Ponderosa High School, Joe Howard of Peak to Peak Charter School, Shelby Loutzenhiser from Arriba Flagler Public School, and Danyell Jablonski of Holyoke High School, were nominated by fellow staff and students to be recognized for their dedication and commitment to their students and schools. As winners of this program, each teacher received a \$1,000 grant for classroom improvements, four tickets to a Rapids home game, where they were recognized on the big screen, a Rapids prize pack, a commemorative plaque, and a classroom pizza party with RapidMan and Rapids players.



MOST VALUABLE TEACHER/COACH PRESENTED BY DAIRY MAX



HAPPIER HOUR PRESENTED BY UCHEALTH

In mid-October, UCHealth hosted its first “Happier Hour” event in partnership with Cooldown Running at the Banshee House in RiNo. Cole Bassett, Jonathan Lewis, Alex Gersbach, and Calvin Harris were on hand to sign autographs, take photos and play sub-soccer with the more than 500 runners who attended the event. UCHealth gave away 300 trail packs and 100 North Boundary tickets to the Rapids final home game on Oct. 21.

uchealth



RAPIDS COMMUNITY EVENTS



The club celebrated the start of the season with the return of its annual Season Kickoff Party presented by UHealth. Fans, players, and members of the Colorado community came together to preview the season and see the New Day Kit for the first time in person. Due to the COVID-19 pandemic, the club hasn't been able to host the fan-forward event since February 2020. This year's event highlighted New Day Kit designer and local artist Pat Milbery as well as mental-health focused activations, giving fans the opportunity to interact with the club's Rise Above the Stigma campaign partners: UHealth, Mental Health Colorado, Project Helping, Denver Park Trust, and Go4Graham. The night concluded with the team walking the runway in the New Day kits where they tossed out jerseys to some lucky fans.



uhealth



SEASON KICKOFF PARTY PRESENTED BY UCHEALTH



To increase our presence and connection with fans in Downtown Denver, the club continued its partnership with Number 38 in the RiNo Arts District. The club utilized Number 38 to activate key events throughout the year with our Summer Watch Party Series – a series of four Rapids away watch parties that included exclusive season ticket member discounts, enter-to-wins, RapidMan and player appearances, and a location for our fans to congregate to support the team. In addition to Number 38, we also utilized DNVR for Women's World Cup watch parties to again connect with this audience in a downtown setting.

The club also hosted pre-game block parties at the stadium for five matches this season that allowed fans to grab their pre-match meal from a rotation of food trucks, enjoy live music, and catch some of the matches going on around the league on a big screen. Matchday block parties opened three hours prior to kickoff and their entry was free all season.



WATCH PARTIES

The club held its annual Meet the Team Party on July 16, which is an exclusive event for Season Ticket Members where they can meet, take photos with, and receive autographs from Rapids first-team players. More than 1,300 season ticket members attended the exclusive summer event.



MEET THE TEAM PARTY



The club's end-of-season awards gala, A Burgundy Affair, was held on October 22 at the Seawell Ballroom. This annual event celebrated the achievements of the regular season while allowing guests to mingle with Rapids players, coaches, and technical staff. The 500 guests were treated to a seated dinner, casino games and a silent auction, with all proceeds from the evening benefiting Kroenke Sports Charities community programs for children and families in Colorado. The awards ceremony featured two front-office awards and several player awards:

Rapids Staff Awards

Gold Star Sales & Service Award:

Spencer Hill, Account Executive Season Ticket Sales

ONECLUB Award:

Kinzie Frey, Rapids 2 Communications & Content Manager

Rapids Player Awards

Academy Player of the Year: Adam Beaudry

Rapids 2 Player of the Year: Oliver Larraz

Rapids 2 Golden Boot: Remi Cabral

Young Player of the Year: Darren Yapi

Humanitarian of the Year: Steven Beitashour

Fan Favorite: Connor Ronan

Defender of the Year: Andreas Maxsø

Players' Player of the Year: Connor Ronan

Golden Boot: Cole Bassett

Most Valuable Player: Connor Ronan

A BURGUNDY AFFAIR







OUR SINCERE THANKS



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

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

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

Teagan Malecha, Community Relations Coordinator
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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.