Charlotte FC, Ally and 704 Shop Present Clothing Collaboration Ahead of Club's Second Season

Ally will match proceeds from the sale of the collection to benefit Greater Goals, CLTFC's free after school soccer and literacy program

CHARLOTTE, NC (Wednesday, February 15, 2023) – Charlotte FC, Ally Financial Inc. and 704 Shop today launched a clothing collaboration ahead of the Club's second season.

Spurred by Charlotte FC and Ally's commitment to supporting Charlotte businesses, the new exclusive collection represents the firs time a local retailer has been granted a license to use the Club's logo. The collaboration will consist of multiple drops throughout the 2023 season and includes hats, sweatshirts, t-shirts and outerwear.

"Fans of Charlotte FC are expecting us to be different, to be trend setters, and to lean into a modern style," said CLTFC President Joe LaBue. "Partnering with the talented, local designers at 704 Shop allows the Club to transcend new horizons in the lifestyle retail space. This first of its kind collaboration will deliver more high-quality clothing options to fans in the new community kit colors they will proudly showcase at our matches and in their day-to-day lives."

Ally, the Club's founding and lead partner, will match the proceeds from the sale of the collection, up to $10,000, to benefit Greater Goals, Charlotte FC's free after school soccer and financial literacy program for Title 1 elementary schools across the greater Charlotte area. The initiative kicks off one of many fans can expect from Charlotte FC and Ally as the brand joins the Club in two of its core programs promoting upward mobility: Greater Goals and Pitches for Progress.

"The unique collection with Charlotte FC and 704 Shop is a cool and innovative way to deepen our engagement with fans—and the community," said Stephanie Marciano, Ally's Head of Sports and Entertainment. "Together, we'll make a positive impact on financia education efforts right here in Charlotte, while making soccer more accessible to fans locally."

704 Shop, a Charlotte-based lifestyle brand, brings the best in high quality, localized apparel and is committed to supporting positive change throughout the Charlotte community.

"We've long wanted to partner with a major league professional sports team. With us celebrating our 10-year anniversary this year, this collaboration comes at a great time," said Christopher Moxley, 704 Shop Co-Owner. "This collection is months and countless meetings, conversations, and visits in the making. Our goal was to bring to life a true co-branded streetwear collection centered on both quality and community that represented all partners well. And we did just that. It's important to note that this collaboration woul not have happened without champions within the Charlotte FC and Ally organizations. We're extremely grateful for their continued advocacy and support. And we hope this can be a shining example - nationwide - of what major league sports, their enterprise partners, and small businesses can create when they work together."

The collection will be available for purchase at the stadium team store, 704 Shop, online at mlsstore.com and on 704 Shop's web site on February 16th.

Press Contacts

Charlotte FC
Woody Wilder
Woody.Wilder@CharlotteFootballClub.com

Ally
Ericka Houck
Ericka.Houck@ally.com

704 Shop
Christopher Moxley
Chris@704shop.com

About Charlotte FC

Charlotte Football Club is the Major League Soccer Club in the Carolinas. The Club's mission is to be a unifying force that is bigger than one city and encourage a sense of belonging through a progressive, collective, and ambitious approach that guides efforts on and off the pitch. CLTFC is committed to driving growth through the sport and community outreach. Charlotte FC is owned by Davic Tepper and is a part of Tepper Sports & Entertainment, which also includes Bank of America Stadium and the Carolina Panthers.

For more information, visit CharlotteFootballClub.com.

About Ally Financial
Ally Financial Inc. (NYSE: ALLY) is a financial services company with the nation's largest all-digital bank and an industry-leading auto financing business, driven by a mission to "Do It Right" and be a relentless ally for customers and communities. The company serves more than 10.5 million customers through a full range of online banking services (including deposits, mortgage, point-of-sale personal lending, and credit card products) and securities brokerage and investment advisory services. The company also includes a robust corporate finance business that offers capital for equity sponsors and middle-market companies, as well as auto financing and insurance offerings through more than 22,000 dealers nationwide. For more information, please visit www.ally.com and follow @allyfinancial.

For more information and disclosures about Ally, visithttps://www.ally.com/#disclosures.

For further images and news on Ally, please visithttp://media.ally.com.

About 704 Shop
704 Shop, Inc. is an award-winning lifestyle brand based in Charlotte, NC, fusing contemporary streetwear designs with hometown pride. Founded in 2013 by three UNC Charlotte alums, the company operates direct-to-consumer retail operations online at 704shop.com and via its flagship storefront in Historic South End. It also offers B2B services in brand development, graphic design, product development, and third-party logistics. The company is dedicated to supporting positive change and culture and seeks to play a role in bringing the community together.

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