

Charlotte FC and Ally Announce Multi-Year Extension of Founding Partnership

Pre-match celebration, commemorative patch and other Fan Appreciation activities will help mark the milestone at the Club's final regular-season home match Oct. 31

CHARLOTTE, N.C., Oct. 27, 2026 [/PRNewswire/](#) -- Charlotte FC and Ally Financial Inc. (NYSE: ALLY) today announced a multi-year partnership extension, carrying forth a foundational Charlotte sports sponsorship well into the next decade. Ally, home to the nation's largest all-digital bank, will remain the official banking partner and front-of-kit sponsor of Charlotte FC.

With a substantial corporate presence in Uptown Charlotte, Ally strengthened the bid for an MLS expansion team when it committed early as the founding and lead partner of the yet-to-be-awarded Club in July of 2019. Charlotte FC has since established one of the strongest fanbases in the league, ranking among the top five in attendance every year and generating strong kit sales.

"Ally's belief and support in Charlotte FC has been an integral part of our Club's journey, and we're excited to build upon one of the strongest partnerships in all of Major League Soccer," said Eric Sudol, Chief Revenue Officer of Tepper Sports & Entertainment. "Ally's continued commitment reflects a shared belief in the growth of our Club, the passion of our fan base, and the future of our communities. Extending our partnership with Ally is a milestone worth celebrating, and we look forward to continuing to invest in the next generation while building a legacy that will endure far beyond the pitch."

"Seeing what this Club has become, the passion it has inspired and the impact we've created together made this an easy decision," said Andrea Brimmer, Chief Marketing and PR Officer at Ally Financial. "We believed in Charlotte FC before there was even a team and we've been deeply invested in its success ever since. We're proud to double down on that commitment and keep building together, showing up for supporters and making a difference across the Charlotte region."

Together, Ally and Charlotte FC have delivered meaningful community impact in Charlotte and throughout the Carolinas. Last month, Ally and Charlotte FC launched their seventh mini pitch together through the Pitches for Progress initiative which has seen approximately 7.5 million minutes played on those pitches to date across the city.

PHOTO LINK: [Ally and Charlotte FC Mini-Pitch Imagery](#)

The Club's flagship community program is Greater Goals, presented by Ally, a free after-school soccer and literacy program for Title I elementary school students. Greater Goals has provided thousands of local youth across more than 40 schools with nearly 70,000 book donations and over 2.2 million minutes of reading time since it launched in 2022.

Nearly 500 Ally employees have volunteered across community programs with the Club, and the company has also donated more than 2,000 match tickets to community recipients over the years.

In celebration of the extension, Ally is also adding several new elements to its Fan Appreciation Week activities around the Club's final home match on Oct. 31. Most notably, Ally and Charlotte FC will host a pre-match party for fans inside the Legends Row stadium area with a special "Minted" patch giveaway that harkens back to the inaugural season. Ally has also commissioned a seven-panel canvas mural highlighting the evolution of the Club's seven kits, with fans able to enter onsite to win individual panels. Ally customers will receive expedited access to stadium activations, pre-match field passes, and concession credits.

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 David 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) includes the nation's largest all-digital bank and an industry leading auto finance business, driven by a mission to "Do It Right" for its customers and communities. Ally is a U.S. financial holding company with \$203 billion in assets and 9.7 million customers (September 30, 2026). Ally Bank, Member FDIC, offers online banking products, including high-yield savings and no hidden fee checking, and was the first major U.S. bank to eliminate overdraft fees. Ally also provides investing solutions through Ally Invest, including online brokerage, automated investing, IRAs and personal financial advice. As a leader in auto finance, Ally provides consumer and dealer financing, insurance, and vehicle remarketing services. Ally's seasoned corporate finance business provides capital to equity sponsors and middle-market companies. Visit [ally.com](#).

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