

# OREGON PREMIER FOOTBALL CLUB

## How does this change impact our players?



Effective immediately Crossfire Oregon will become Oregon Premier Football Club. We are NOT affiliated with any other youth soccer club in the United States. Over the next six months you will see the club's branding evolve to OPFC. The web site, social media accounts and documentation will feature the new name and colors. We are working hard to make sure this brand evolution is quick and easy for our players and their families. This document addresses some of the questions you may have about the change.

### WHAT WILL BE THE COST OR FINANCIAL IMPACT OF THIS NAME CHANGE?

The only cost to our members during this brand evolution will come from the change in uniforms and training gear. Our players will continue to use their Crossfire Oregon uniforms and training gear until our 2019 try outs. Once the current season is over we will have all of our players migrate from the Crossfire Oregon kits to the new OPFC gear. We hope to have some jerseys, training tees and perhaps even backpacks available at no cost for those players that have recently purchased Crossfire Oregon gear.

We will also work to keep as many items as possible from our existing kits. For example, we may be able to keep some of the old Crossfire Oregon socks and shorts in our new uniform rotation. We will communicate details concerning uniforms and gear well in advance of the 2019 try outs.

Other than updating uniforms we do not anticipate any other costs to our players when making this change.



*Uniform representations are NOT final. These images are for planning only. Final uniform colors and styles will depend upon cost, availability and sizes.*



## **WHY THE NAME OREGON PREMIER FOOTBALL CLUB?**

There were several factors considered when settling on the name Oregon Premier Football Club. We wanted a name that represents our community but outside areas as well. While the players from Willamette United Football Club and Lake Oswego Soccer Club feed into Oregon Premier, we also have a large number of players that come from surrounding areas. We have players from Tualatin, Canby, Oregon City, Clackamas, Sherwood and even as far away as Gresham and Bend. By embracing the name Oregon Premier we represent all of the players that make up our club. We used the outline of our state and the official state colors as elements in our new logo and badge. The new name and identity will also allow our players to represent their home with pride in out of state tournaments.

You can find a copy of the club's new style guide on the club's web site.

## **WHAT CHANGES WILL HAPPEN OFF THE FIELD ?**

Our staff has been working hard to update the business side of the club. In 2019 we will improve our registration platform with a more intuitive software. We will streamline our billing and reporting policies and we will be improving all of the club's communications. Our web site will be slimmed down featuring only the most needed information while we use our social media accounts and new magazine to share stories about the amazing players, coaches and volunteers that make up our club. In 2019 we will be working to add more content and depth to our college placement program as well.

## **WHAT CHANGES WILL HAPPEN ON THE FIELD?**

There will not be any changes on the field in the short term. We will still use the same fields and play in the same OYSA leagues. We will have the same incredible coaches and travel to many of the same tournaments. We will still be a part of the CU ECNL and the Development Academy programs on a national level. Our staff is currently exploring a new tier of competitive soccer for those players looking for a higher level of training and play without missing high school soccer. This would be a tier of soccer just below the Developmental Academy and CU ECNL soccer. Look for more information in the coming months.

If you have any questions, thoughts or concerns you can contact:

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