



FOR IMMEDIATE RELEASE

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AlumniFi and Detroit City FC Announce Multi-Year Collaboration

MSUFCU Digital Platform Named Exclusive Financial Partner of Professional Soccer Club

DETROIT — Detroit City Football Club (DCFC) has named AlumniFi, the digital-first financial brand of MSU Federal Credit Union (MSUFCU), as its exclusive financial partner. The multi-year agreement, exclusively brokered by Sports Revenue Advisors, includes jersey sponsorship, financial education initiatives, and enhanced banking access for DCFC supporters.

Starting in the 2025 season, AlumniFi's logo will appear on the front jersey of DCFC's United Soccer League (USL) men's and women's teams, academy players, and more than 3,000 youth across Michigan.

Beyond the pitch, the partnership will focus on community-driven initiatives, financial literacy programs, and economic development in Detroit.

"Like Detroit City Football Club, we believe in the power of community," said April Clobes, AlumniFi President and CEO. "This partnership is about more than banking — it's about providing financial empowerment and opportunities that help Detroit thrive.

"Through financial education, local initiatives, and community-driven programs, we're here to support Detroit's continued growth and success," she added. "We aim to fuel economic growth, support local businesses, and provide financial empowerment opportunities for Detroit City FC supporters and the city."

Since its founding in 2012, Detroit City FC has grown from a grassroots organization into a major force in U.S. soccer well-known for its passionate supporters and commitment to the local community.



The club's rise has brought thousands of fans to Keyworth Stadium and inspired youth programs across the region.

“Detroit City FC is excited to partner with a financial institution that aligns with our values,” said Sean Mann, Detroit City FC CEO and Co-Owner. “AlumniFi will work with us on a shared vision for a stronger, more connected Detroit, creating an environment where everyone from youth to adults can thrive.”

Expanding Access to Financial Tools for DCFC Supporters

As part of the partnership, **AlumniFi will introduce a branded ATM at Keyworth Stadium** and launch **exclusive DCFC-themed debit and credit cards** with special perks, including discounts on team merchandise, tickets, and events.

Supporters can see the **new AlumniFi-branded jerseys debut March 8, 2025**, when DCFC kicks off its season in Miami. The home opener for the 2025 season is **March 22 at Keyworth Stadium**, 3201 Roosevelt St. in Hamtramck, against Birmingham Legion.

For more details, visit alumnifi.org/dcfc.

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ABOUT ALUMNIFI

AlumniFi is redefining what it means to bank as an adult. With no-nonsense tools for saving, spending, and building wealth, plus a vibrant community of go-getters, AlumniFi is here to help you handle life's finances with confidence. It's not just a bank; it's a movement — a smarter, cooler way to grow your financial life without the stress. AlumniFi is a custom digital financial platform created by MSU Federal Credit Union (MSUFCU) and is federally insured by the National Credit Union Administration (NCUA). For more information, visit alumnifi.org.

ABOUT DETROIT CITY FOOTBALL CLUB

Detroit City FC is a professional soccer club known for its passionate fan base and unwavering commitment to community engagement and sporting excellence. Based in the heart of Detroit, DCFC has built a strong reputation both locally and nationally, embodying the spirit and resilience of the city it represents. Learn more at detcityfc.com.