



**FOR IMMEDIATE RELEASE**

**BRUNO EVENT TEAM HIRED TO ASSIST BIRMINGHAM UNITED SOCCER ASSOCIATION (BUSA) WITH MARKETING AND PUBLIC RELATIONS EFFORTS**

**BIRMINGHAM, Ala.** – The Birmingham United Soccer Association (BUSA) and Bruno Event Team, a nationwide leader in sports event management, have agreed to a multi-year partnership to assist BUSA with marketing and public relations efforts to raise awareness of the overarching life benefits of youth soccer.

In 2006, Birmingham United Soccer Association was formed as a result of a merger between Mountain Brook Soccer Club and American Jets Soccer Club. With over 3,200 players a season and over 7,000 annually, BUSA has grown into one of the largest soccer clubs in the southeast. In 2009, BUSA became an official member of the Elite Clubs National League (ECNL), the highest level of youth soccer for girls in the USA.

“We are thrilled to partner with Bruno Event Team,” said Executive Director Andrew Brower. “Our goal at BUSA is to enhance the experience of our students on and off the field, along with growing brand awareness of youth soccer throughout Birmingham and surrounding communities.”

In addition to its on-field prestige, BUSA is built around the motto **empower, enrich and excel**, which teaches players to excel within their community, and use the life skills learned through soccer in everyday life.

As part of the brand growth, Bruno Event Team and BUSA will release a new website and logo in coming months. Additionally, Bruno Event Team will lead BUSA’s comprehensive marketing and public relations efforts.

Bruno Event Team CEO, Gene Hallman said “It is such a privilege to work with BUSA. Their track record of helping young people build character and find success through soccer is inspiring. We look forward to helping them share their message broadly and loudly.”

The Birmingham-based Bruno Event Team has been the front-runner in sports marketing and event management since 1995 and manages a wide variety of professional and collegiate events across North America.

For additional information on Birmingham United Soccer Association, please visit [www.birminghamunited.com](http://www.birminghamunited.com).

### **About Bruno Event Team**

Bruno Event Team (BET) is a Birmingham, Ala., based sports marketing and event management company formed in 1995 by Ronald Bruno and Gene Hallman. Bruno Event Team is experienced in all facets of event management, employing a year-round staff of 70+ employees in nine offices around the United States and Canada. Bruno Event Team services each client with expertise in strategic planning, marketing, advertising, public and media relations, ticket and merchandise sales, sponsor relations, hospitality consulting, event operations, event financial planning and accounting, as well as volunteer coordination.

### **About Birmingham United Soccer Association**

BUSA is a full service soccer club whose goal is to serve all who want to play soccer within our local communities, the state of Alabama and beyond. It is our goal that through the beautiful game of soccer, that we will teach our players proper life values of hard work, determination, accountability and sportsmanship.

It is BUSA's goal to teach our players to empower, enrich, and excel within their community, and use the life skills learned through soccer to leave the world a better place. Birmingham United Soccer Association is a 501-C-3 organization that caters to thousands of members throughout central Alabama. Through our partnerships in Tuscaloosa and Huntsville via Alabama Futbol Club the organization encompasses over 3700 players, thus making us by far the largest soccer organization in Alabama.