

Toyota Gives Back and Joins the Thrilling Action of the Inaugural Concacaf W Gold Cup as a Founding Partner

March 12, 2024

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PLANO, Texas (March 12, 2024) – Thousands of soccer fans flocked to stadiums in Houston, Texas, Los Angeles and San Diego, California to witness the first-ever edition of Concacaf’s women’s international competition, the 2024 W Gold Cup. Toyota joined in the action as an inaugural and official automotive partner of the competition. This helps solidify the company’s continued commitment to inclusivity in soccer and creating more opportunities for all who are passionate about the sport.

Additionally, Toyota extended its ongoing partnership with Boys & Girls Clubs of America, presenting a donation of \$80,000 during halftime of the final game. As a founding partner of the organization’s workforce readiness programs, the funds will support the organization’s ongoing work to empower youth to excel in school while leading healthy, productive lives.



Toyota celebrated the final game of the 2024 Concacaf W Gold Cup with members, parents, and staff of Boys & Girls Clubs of Greater San Diego. Toyota extended its ongoing partnership with Boys & Girls Clubs of America with a donation and invited local club members to attend the championship match held Sunday, March 10 at Snapdragon Stadium.

“We were delighted to continue our partnership with Concacaf during the inaugural W Gold Cup as we continue engaging in programs that bring soccer to life for communities throughout the U.S. This competition highlights

the rising profile of women in soccer, as a catalyst not only for growth in the sport but also for the development of the next generation of players,” commented Russ Koble, sports sponsorships senior manager, Toyota. “To have youth from local Boys & Girls Clubs present to share in this momentous occasion was an important element of our continued association with Boys & Girls Clubs of America. This helps us to ensure continued impactful experiences for all.”

Club members from the Houston, Los Angeles and San Diego areas got a chance to witness the soccer action at select games. To culminate the exciting competition, a group of Club members and representatives from Boys & Girls Clubs of Greater San Diego attended the action-packed final game at Snapdragon Stadium between Brazil and the United States.

“As a former collegiate soccer player who grew up playing at a local Club, I love seeing our Club kids, families and staff benefit from Toyota’s sponsorship of the inaugural 2024 Concacaf W Gold Cup,” stated Chad Hartman, National Vice President, Corporate Partnerships & Engagement, Boys & Girls Clubs of America. “We know that many girls drop out of sports programs due to a lack of positive role models, so giving these young women the opportunity to see themselves reflected on the pitch makes a big impact today and into the future. It is with partners like Toyota that Boys & Girls Clubs of America is able to level the playing field for youth across the country.”



Kids, parents and staff of Boys & Girls Clubs of Greater San Diego enjoyed the Toyota Fútbol Club fan zone before the Final of the inaugural Concacaf W Gold Cup.

Fan Zone and Trophy Appearances

W Gold Cup attendees enjoyed a variety of pre-game activities during the competition's quarterfinals, semifinals and final game at the Fan Zone, featuring the Toyota Fútbol (Soccer) Club. This interactive area catered to soccer enthusiasts of all ages with games, music, and soccer-themed artwork from local artists. Fans also got to

see up-close the all-new 2024 Tacoma along with the 2024 bZ4x, Toyota's electric vehicle. Attendees got to see and take photos with the official W Gold Cup trophy displayed during the Fan Zone festivities.

The Concacaf W Gold Cup is the premier women's national team competition in the region and a key part of their women's football strategy launched in 2019 with the goal of prioritizing the growth of women's football at all levels.