



# KINGS HAMMER SWAN CITY ANNOUNCEMENT

## FAQs

### Who is Kings Hammer?

- Kings Hammer is one of the most recognizable privately held clubs servicing over 10,000 players in the Midwest, Mid-South, and Southeast regions of the United States.
- Founded in 1993 in the Greater Cincinnati/Northern Kentucky area.
- The largest Tournament Operator in the country hosting over 40 events throughout the year.
- 2 US Youth National titles, 2 runners-up, 4 US Youth Region 2 Champs, 42 OH State Cups, 25 KY State Cups.
- Has produced thousands of players that have went on and played at the state, regional, national, collegiate, and professional levels.
- In 2021, they joined USL League Two, the pre-professional division of the USL in the US and added the USL-W team in 2022.
- [Click here to view the Club values.](#)
- Kings Hammer is backed by Corporex, a privately held investment company with broad holdings throughout the United States. CPX creates investment opportunities for their capital partners through traditional real estate assets as well as an ever-broadening array of other opportunistic investments including Commonwealth Hotels, Kings Hammer Soccer LLC, Alpine Mountain Ranch & Club and Five Seasons Family Sports Clubs. Their ability to create exceptional value through these investments is rooted in their 56-year history as a BUILDER. [Why Kings Hammer?](#)

### What benefits and opportunities will Kings Hammer provide?

- Internal Structure that includes, administrative, financial, marketing, social media (videography & photography), and event management divisions
- Complete Pathway to support an all-inclusive player development
- Continues All-inclusive pay structure with flexible and affordable payment plans that covers all costs

*No additional team fees (uniform/player kits & personal travel are not included)*

- Additional showcases and ID platforms through KH events & network
- Unique travel and network opportunities through KH and its partners
- Increased scholarship support through club and local foundation
- Affordable uniform costs with better service through Nike and Soccer Village vendor partnership
- PlayMetrics operations & communication platform to streamline club communications across all departments
- Continued use of Techne training app – Supporting self-improvement at home
- Continued use of Sports Recruits (College recruitment platform and support)
- Additional College recruitment seminar
- KH Education Division content provided for both players and parents
- Kings Hammer Speaker Series – Platform created to present relevant youth soccer information. National and International guest speakers
- Continued use of camera & technology for further development opportunities
- Kings Hammer Goalkeeper Union program for specialized training
- Combining local, regional, and possibly national sponsorships to generate the resources and scale up the opportunities for our players and teams.
- Retain and develop all coaches as well as attract other local and regional coaches that believe in working together to grow the game.
- As the club continues to grow, we may potentially combine top players from each location to create regional development teams to compete at higher caliber events, showcases to create additional opportunities for our players.

## **What are some additional showcases and ID platforms through KH events & network?**

Below are some college showcases that King Hammer provide:

- Blue Chip Nike Showcase- 400 college coaches, Cincinnati, OH
- Gateway Showcase-150 college coaches, Cincinnati, OH
- Champions Showcase-150 college coaches, Murfreesboro, TN
- [Here is a link of current King Hammer Events](#)

## **What are the uniform/branding changes?**

- 2024 is a new kit cycle which runs for a 2- year period. Our new uniform/player kit brand will be Nike with blue and white colors
- Pricing will be very comparable to our current brand of uniforms/player kits as we plan to add more value to the assortment of products that our players currently receive. Kings Hammer also operates a Merchandise division that will provide some exciting new fanwear options for the whole family.
- The Swan City Crest will remain on the chest of uniforms/player kits and the King Hammer logo will be added to the sleeve.

## **What vendor will we use to purchase uniforms?**

- We will be using Soccer Village as our vendor for our families to order their new season uniforms/player kits.
- Soccer Village will provide sample sizes during tryouts for the new uniforms/player kits so that you can order the correct sizing for your player.
- [Click here to view the Soccer Village website.](#)

## **Will the fees increase? Will there be Payment Plan? What about Financial Aid & Scholarships?**

- Fees will continue to be an all-inclusive model that will cover all expenses (except uniform and personal travel).
- No separate club fees and team dues.
- Families will have the opportunity of using a payment.
- Financial Aid and Scholarships will still be available to our families. More information will be added to the website once tryouts have concluded.

## **Will we have the same sponsors as KH, or will we have our own?**

- We will be combining local, regional, and possibly national sponsorships to generate the resources and scale up the opportunities for our players and teams. The benefit of our partnerships has impacted our families far beyond just sponsorships.

## **Where will teams train/play?**

- Teams will continue to train at the same locations. A big part of this partnership is to work with the city and county to offer access to facilities that create the best environment for training and playing.

## **What will the upcoming programming look like for the 2024-2025 season & beyond?**

- Kings Hammer Swan City will continue to offer all levels of appropriate aged training for all level players.
- Kings Hammer Swan City will continue to offer programs all year round.
- Full details of competitive programming will be released shortly.

## **What does this mean for recreational players?**

- The recreational program will continue operating as usual without at changes. More information will be released shortly specific to the recreational program.

## **Will the website change?**

- We will continue to use our current website through the end of May.
- In early June, we will transition over to the Kings Hammer website platform.
- Communication on the switch will be sent out to all families prior to.

## **How do I register for tryouts?**

- Tryout registration will be through PlayMetrics – [Click here to register now!](#)
- PlayMetrics will be used for all registration and club management.
- PlayMetrics will replace TeamSnap and any other team communication platforms.

## **What is the plan for our coaches in 2024/2025?**

- As part of our yearly process, coaches will be assigned to teams for the new 2024/25 season and these announcements will be made before tryouts. Our responsibility as a youth club is to provide more support and resources to each coach so that our players and parents experience is even better.
- We plan to have most of our current coaching team to continue to lead their assigned teams for the upcoming season unless there is a conflict with their schedule and/or another opportunity they prefer to pursue in the club which we may consider and appoint a new coach as a result.
- Our goal for all current coaches and staff will be to continue under the same structure as this season with a plan to improve opportunities for all staff.