

DIGITAL ROADMAP OF THE NATIONAL WOMEN'S SOCCER LEAGUE

A free guide on all you need to know for the 2024 NWSL season!

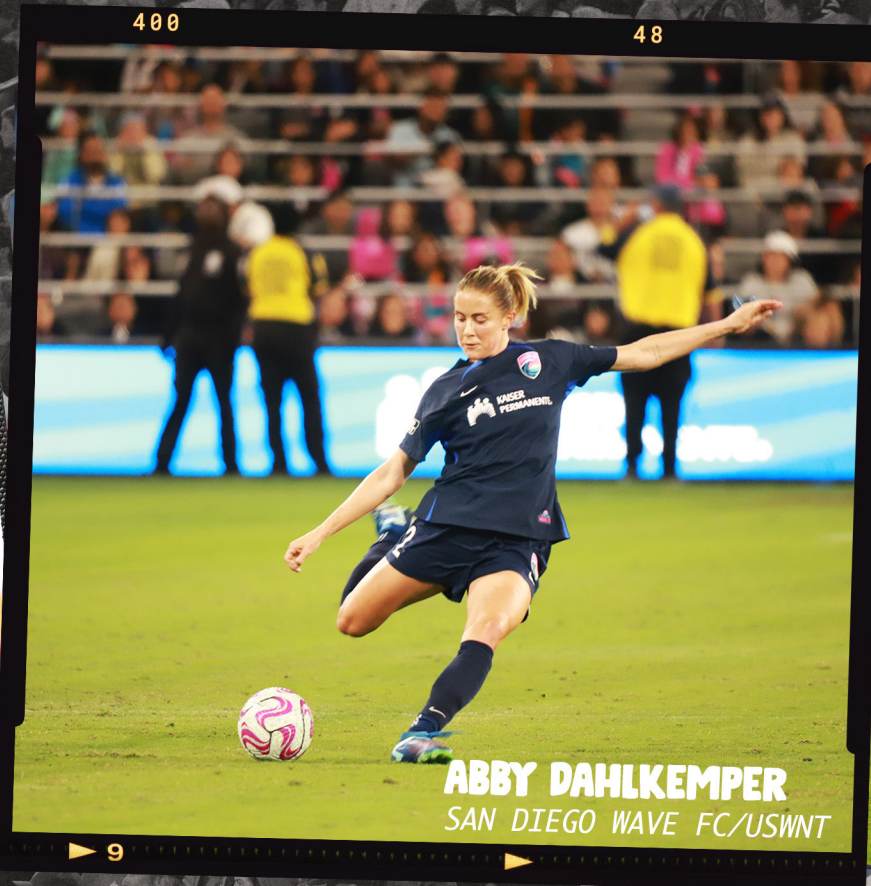
INTRO TO THE NWSL



2024



QUINN
SEATTLE REIGN FC



ABBY DAHLKEMPER
SAN DIEGO WAVE FC/USWNT



MARTA
ORLANDO PRIDE/BRAZIL

WOMEN KICK BALLS  TOGETHER



ABOUT



WOMEN KICK BALLS

Women Kick Balls is an independent multi-media company founded by Jackie Gutierrez. As a freelancer, Gutierrez covers the National Women's Soccer League and the U.S. Women's National Team while also providing Marketing, Content Production, and Public Relations services to soccer organizations and athletes.

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TOGETHXR

TOGETHXR is a media and commerce company founded by four of the world's greatest athletes: Alex Morgan, Chloe Kim, Simone Manuel, and Sue Bird. TOGETHXR is an unapologetic platform where representation and equality is the norm. A place where culture, activism, lifestyle, and sports converge.

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TABLE OF CONTENTS

**INTRO TO
THE NWSL**



2024

Page 4.....Team Overview

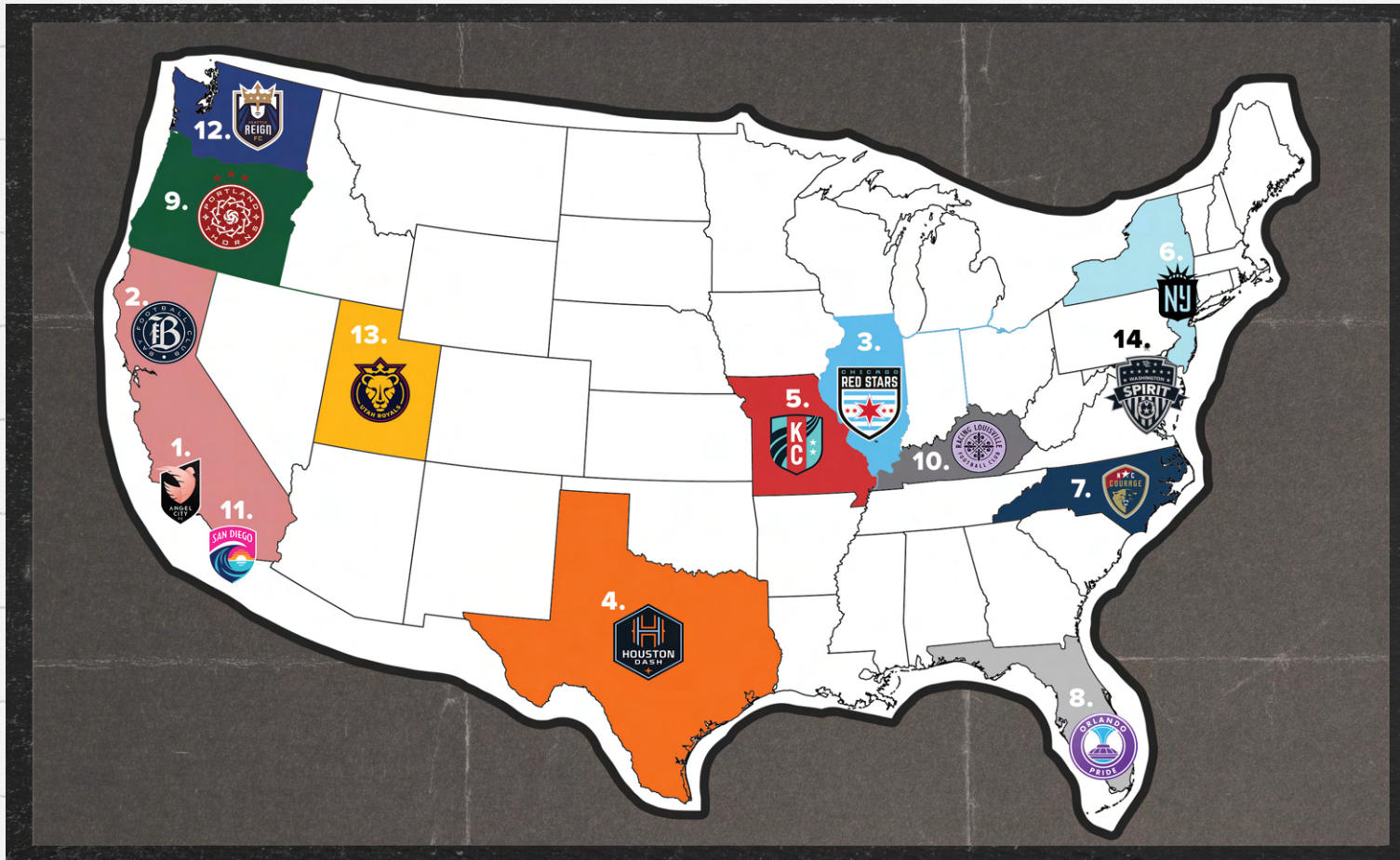
Page 6.....Coaches By Teams

Page 9.....Players to Watch

Page 10.....How to Watch the NWSL

Page 11.....NWSL Season Timeline

TEAM OVERVIEW:



1. ANGEL CITY FC

City: Los Angeles, CA

Established: 2022

NWSL Championship Titles: None

Fun Fact: Founded by Academy Award-winning actress Natalie Portman.



2. BAY FC

City: San Jose, CA

Established: 2024

NWSL Championship Titles: None

Fun Fact: Currently hold the largest front of kit sponsorship at \$13 million.



3. CHICAGO RED STARS

City: Chicago, IL

Established: 2012

NWSL Championship Titles: None

Fun Fact: Hold the record for the longest playoff streak (2017-2022) with six straight NWSL appearances.



4. HOUSTON DASH

City: Houston, TX

Established: 2014

NWSL Championship Titles: 2020

Fun Fact: First team to win the inaugural Challenge Cup title.



5. KANSAS CITY CURRENT

City: Kansas City, KS

Established: 2021 (Rejoined the league)

NWSL Championship Titles: 2014 and 2015

(Under different ownership)

Fun Fact: The Current are the first to construct a purpose-built stadium for an NWSL team.



10. RACING LOUISVILLE FC

City: Louisville, KY

Established: 2021

NWSL Championship Titles: None

Fun Fact: The club name has ties to the history of horse racing in Kentucky.



6. NJ/NY GOTHAM FC

City: Harrison, NJ

Established: 2013 (Rebranded to Gotham in 2021)

NWSL Championship Titles: 2023

Fun Fact: Previously known as Sky Blue FC, the club was part of the W-League in 2007.



11. SAN DIEGO WAVE FC

City: San Diego, CA

Established: 2022

NWSL Championship Titles: None

Fun Fact: The Wave had less than a year to prepare for their first season and made it to the 2022 NWSL semi-finals.



7. NORTH CAROLINA COURAGE

City: Cary, NC

Established: 2017

(Rights acquired from Western New York Flash)

NWSL Championship Titles: 2018, 2019

Fun Fact: The Courage are the largest youth-to-pro club in the nation.



12. SEATTLE REIGN FC

City: Seattle, WA

Established: 2013 (Formerly known as OL Reign)

NWSL Championship Titles: None

Fun Fact: The Reign are led by Laura Harvey, who is the winningest head coach in NWSL history.



8. ORLANDO PRIDE

City: Orlando, FL

Established: 2016

NWSL Championship Titles: None

Fun Fact: In Jan. 2023, the Pride set the NWSL record for the largest trade of \$350,000 in allocation money.



13. UTAH ROYALS FC

City: Sandy, UT

Established: 2024 (Joined in 2018, folded in 2020)

NWSL Championship Titles: None

Fun Fact: The Royals open against the Red Stars in the 2024 season, which is the same team they started against in their inaugural season.



9. PORTLAND THORNS FC

City: Portland, OR

Established: 2013

NWSL Championship Titles: 2013, 2017, 2022

Fun Fact: The Thorns were one of the original eight teams in the league.



14. WASHINGTON SPIRIT

City: Washington, D.C.

Established: 2012

NWSL Championship Titles: 2021

Fun Fact: The Spirit earned their first Championship title as the game-winning goal came from a header in overtime.

COACHES BY TEAMS:



ANGEL CITY FC - Becki Tweed

Becki Tweed is the second head coach for Angel City FC in their third season. Tweed served as the interim head coach for the second half of the 2023 season, leading the club to its first-ever NWSL playoff game and an 11-game winning streak.

BAY FC - Albertin Montoya

Albertin Montoya is the first head coach for Bay FC and has a deep history of coaching women's soccer. As the Soccer America Women's Coach of the Year and FIFA Women's World Coach of the Year finalist in 2010, Montoya previously coached FC Gold Pride in the WPS and was the interim head coach for the Washington Spirit in 2022.



CHICAGO RED STARS - Lorne Donaldson

Lorne Donaldson is the former head coach of the Jamaican Women's National Team. He led the Reggae Girlz to a historic Women's World Cup run as Jamaica became the first Caribbean nation to advance to the round of 16 in 2023. During his time as president and executive coaching director at Real Colorado, he developed many NWSL players.



HOUSTON DASH - Fran Alonso

Fran Alonso enters his first season in the NWSL with the Houston Dash following two consecutive Scottish Cup titles with Celtic FC Women. Alonso also served as the manager for Lewes FC Women, from the FA Women's Championship in England.



KANSAS CITY CURRENT - Vlatko Andonovski

Vlatko Andonovski is the new head coach and sporting director for the KC Current in their third season. He previously coached the U.S. Women's National Team for four years and was the first head coach of FC Kansas City in 2013. Andonovski is one of two coaches in the league to hold multiple NWSL Championship titles.



NJ/NY GOTHAM FC - Juan Carlos Amorós

Juan Carlos Amorós previously served as the interim head coach of the Houston Dash in the 2022 NWSL season. In his first full season with Gotham, he was named as the 2023 NWSL Coach of the Year. Prior to joining the league, he was a head coach of clubs in the top leagues in Spain, England, and the U.S.



NORTH CAROLINA COURAGE - Sean Nahas

Sean Nahas has been with the North Carolina Courage since 2017. As an assistant coach, he contributed to the Courage's NWSL Championship titles, NWSL Shields, and their ICC Championship title. Nahas has a 29W-21L-17D record in all competitions and holds the most wins by a head coach in cup history with 10.



ORLANDO PRIDE - Seb Hines

Seb Hines officially became the head coach of the Orlando Pride in November 2022, which made him the first Black head coach in the NWSL. After playing two seasons with Orlando City, Hines retired in 2017 and shadowed the club, which led him to being hired as a full-time staff member in 2020.



PORTLAND THORNS FC - Mike Norris

Mike Norris joined the Thorns in 2022 as an assistant coach after coaching with Canada Soccer for eight years in a variety of roles from youth development to the Senior National Team. He is the fifth head coach in Thorns history and helped Portland win the club's third NWSL Championship in 2022.



RACING LOUISVILLE FC - Bev Yanez

Bev Yanez previously played on Seattle Reign FC for six seasons before retiring. In 2021, Yanez served two seasons with Gotham FC as an assistant coach and joined Racing as an assistant in 2023. Yanez has worked as a coach at the youth level and enters the 2023 season as a first time head coach just four years after retiring from the game as a player.





SEATTLE REIGN FC - Laura Harvey

Laura Harvey holds the league record for the most NWSL Coach of the Year selections with three titles (2014, 2015, 2021). Harvey was the first-ever head coach for the club for five seasons and made her return to the club in 2021. Harvey will face two former players turned head coaches this season in Utah Royals FC's Amy Rodriguez and Racing Louisville's Bev Yanez.

SAN DIEGO WAVE FC - Casey Stoney

Casey Stoney is the first coach for San Diego Wave FC. She led the club to the NWSL semifinals in her first season and was named the 2022 NWSL Coach of the Year. In her second season, Stoney led the Wave to their first NWSL title as the 2023 Shield Winners. Stoney previously coached Manchester United Women and led the club to a championship title in her first year.



UTAH ROYALS FC - Amy Rodriguez

Amy Rodriguez is a World Cup Champion, Olympic Gold Medalist, two-time NWSL Champion, USWNT forward and former Utah Royals FC Captain. Her return to the Royals makes her the first former NWSL player to lead a team in its opening season. Additionally, she is the first head coach to have won an NWSL Championship as a player.



*WASHINGTON SPIRIT - Jonatan Giráldez Costas

Jonatan Giráldez Costas coached FC Barcelona Femení to win one Queen's Cup, two Supercopas, two Primera División titles, the 2022-23 UEFA Champions League title and a perfect record 50-game winning streak in Spanish league play. Giráldez was also the FIFA Best Coach of the Year nominee and will join the Spirit following the conclusion of the FC Barcelona Femení season.

**Adrián González is currently the interim head coach*



PLAYERS TO WATCH:



MALLORY SWANSON

Position: Forward

Club: Chicago Red Stars

National Team: USA

Awards:

- 2022 NWSL Player of the Week
- 2022 NWSL Best XI Team
- 2019 FIFA Women's World Cup Champion



MARIA SANCHEZ

Position: Forward

Club: Houston Dash

National Team: Mexico

Awards:

- 2015 FIFA Women's World Cup
- 2022 Concacaf W Championship
- No. 2 in assists in 2022 NWSL Challenge Cup



KAILEN SHERIDAN

Position: Goalkeeper

Club: San Diego Wave FC

National Team: Canada

Awards:

- 2022 NWSL Goalkeeper of the Year
- 2021 Olympic Gold Medalist
- 2020 Challenge Cup Golden Glove

ROOKIES TO WATCH:



GISELE THOMPSON

Position: Defender

Club: Angel City FC

National Team: USYNT

Awards:

- Pan American Games Bronze Medalist
- 2023 Concacaf W U-20 Championship Silver Medalist
- 2022 Concacaf W U-17 Championship Gold Medalist



REILYN TURNER

Position: Forward

Club: Racing Louisville FC

National Team: USYNT

Awards:

- Four-time All-Pacific Region and All-Pac-12 selection
- 2023 Pac-12 Forward of the Year
- United Soccer Coaches All-American honors

HOW TO WATCH THE NWSL:

Throughout the 2024 season, 121 matches will be distributed across the following partner platforms:

- * The NWSL will begin each regular season weekend with Friday night matches on Prime Video.
- * Each Saturday night that follows will include a double-header on Scripps-owned ION network, available over-the-air in 123 million homes.
- * A package of regular season matches will air on The CBS Television Network and stream live on Paramount+, with additional matches airing on CBS Sports Network.
- * ESPN will air a package of matches across ABC, ESPN, ESPN2, and ESPN Deportes (Spanish). All NWSL matches on ESPN platforms and on ABC will stream live on ESPN+ in English and Spanish. The package also includes English, Spanish and Portuguese-language rights in Latin America.
- * The remaining matches will be available on NWSL+, the league's first-ever direct-to-consumer streaming platform. NWSL+ is free to all fans tuning in to matches across the U.S. and available to download on all iOS/Android devices.

prime video

ion

ESPN


Paramount+

CBS

NWSL+

NWSL SEASON TIMELINE:

SCHEDULE OVERVIEW:

The NWSL is in its 12th regular season and includes a total of 26 regular season matches for each team, 13 at home and 13 on the road.

The NWSL Challenge Cup has been formatted to include the previous NWSL Championship winner (Gotham FC) against the previous Shield Winner (San Diego Wave FC).

To stay up to date with the 2024 NWSL season schedule, visit the NWSL website by either scanning the QR code below or view the schedule [here](#).

IMPORTANT DATES:

Challenge Cup: March 15

Regular season kick off: March 16

Olympic Break: July 15-August 18

End of regular season: November 3

Quarterfinals: November 9

Semifinals: November 16

NWSL Championship: November 23

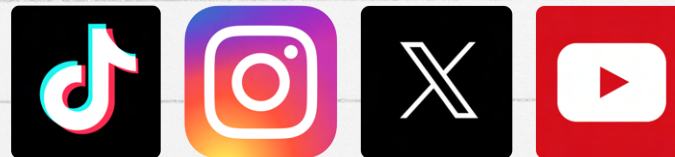
SCAN FOR THE
NWSL SCHEDULE!



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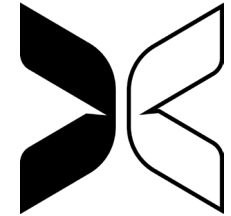


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GROWING THE EXPOSURE OF THE WOMEN'S GAME

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