

Having fun while scoring a big hit with fans

In April of this year, we scored a major goal. We proudly entered a multi-year partnership with the Minnesota United—making Star Tribune Media Co. the only corporate sponsor of every local major pro team. A key element of the partnership is co-sponsorship with Taylor Communications of the [Roof Deck at Allianz Field](#). The Roof Deck, co-designed and created with the help of our partner [Street Factory Media](#), is a showpiece of the new stadium and prominently features our brand to soccer fans at every home game.

Located on the north end of the stadium, the Allianz Field Star Tribune Roof Deck will be a social destination for 250 fans with perfect views of the pitch. The Roof Deck will be the ultimate community experience for large groups of fans on match days.

“An aspect of our partnership strategy is to have deep relationships with Minnesota and Upper Midwest businesses who truly reflect our underpinning values,” said Minnesota United CEO Chris Wright. “Both Taylor Communications and Star Tribune have been a major piece of the fabric of our community for decades. We are proud to partner with these two Minnesota icons.”

In addition to being a corporate partner of the club, Star Tribune continues to be a leader in covering the growth of soccer in Minnesota at all levels, and we’ve expanded our coverage to capture all the excitement of the Minnesota United and their move into Major League Soccer.

As aptly put by Steve Yaeger, vice president and chief marketing officer, “Wherever Minnesotans gather to pursue their passions, Star Tribune is there. Our expanded partnership with Minnesota United — independent of our newsroom’s comprehensive coverage of the team — lets Star Tribune connect with some of Minnesota’s most ardent sports fans, in the region’s most exciting new venue. Scarves up!”

Get in on the action: our new Roof Deck is a premium space for groups and events of all kinds. For more information on inviting clients or VIPs to our new space, reach out to Matt Perkins at 673-4077 or Matt.Perkins@startribune.com.