

# 6 Credit Unions That Sponsor Pro Soccer

By [Peter Strozniak](#) June 25, 2014 • [Reprints](#)

## Guardian Credit Union-Milwaukee Wave

The Milwaukee Wave, the longest running indoor professional soccer team in North America, holds a special place in the heart of the Brew City community.



The Wave has given its fans a lot of to cheer about and a lot of thrills having won not one, not two, not three, but six national championships.

“Guardian Credit Union has always had a big focus on the local community,” said Heidi Bontempo, the credit union’s marketing manager. “We wanted to partner with an organization that we would feel highly visual, while at the same time helping support a beloved sports franchise within

the community. We’ve have had members stop into the branch to thank us for supporting the Milwaukee Wave.”

The \$243 million Guardian in West Milwaukee signed a marketing partnership with the Wave two years ago to increase its brand awareness among young families with children.

“Our goal is to educate this demographic about the importance of youth savings accounts and teach children financial responsibility at a young age,” Bontempo said. The credit union also sponsors 20 soccer camps throughout the Milwaukee area.

While Bontempo acknowledges a brand awareness campaign is difficult to track, she believes this type of marketing will help the credit union stay “on top of mind” among Milwaukee Wave consumers when they have loan needs.

In addition to the credit union’s brand name on dasher boards on the field at every game and a booth to provide fans freebies and promote products during the match, Guardian CU’s logo is on the back of the Milwaukee Wave goalkeeper’s jersey.

The Milwaukee Wave draws a crowd of about 5,000 fans per game. Bontempo noted the cost of the partnership is reasonable compared to the cost of partnerships with major league teams.