

DALLAS TRINITY FC

PRESS RELEASE



Dallas Trinity FC Secures Trust & Will as Back of Kit Entitlement Sponsor

*Leading Estate Planning Company Joins
Women's Professional Soccer Team as Latest Partner*

Press kit: [CLICK HERE](#).

DALLAS (April 16, 2025) - Dallas Trinity FC is proud to announce Trust & Will, the nation's leading digital estate planning platform, as the club's "Official Back of Kit Entitlement Partner" for the remainder of the 2024-2025 season. This exciting partnership emphasizes both organizations' commitment to excellence and forward-thinking leadership.

The partnership debuted during this past weekend's match, with the Trust & Will logo prominently displayed on the lower back of Dallas Trinity FC's kit. As the "Exclusive Estate Planning Provider of Dallas Trinity FC," Trust & Will joins the club's growing roster of premium partners supporting women's professional soccer in North Texas.

"We're thrilled to welcome Trust & Will to the Dallas Trinity FC family," said Charlie Neil, Founder and President of Dallas Trinity FC. "Their commitment to helping families secure their futures aligns perfectly with our mission to build a legacy for women's soccer in Dallas. This partnership represents more than just logo placement - it's about two innovative organizations coming together to create meaningful impact."

"Estate planning is about protecting what matters most - and that starts with showing up for the next generation," said Cody Barbo, Founder and CEO of Trust & Will. "We're proud to stand behind Dallas Trinity FC, quite literally, as they build a legacy of excellence in women's professional sports. This partnership reflects our shared belief in the power of planning, purpose, and progress."

The comprehensive partnership includes logo placement on the lower back of all official Dallas Trinity FC kits, presenting sponsor of the organizations "Match Day" social media content, extensive in-stadium presence including LED signage at the historic Cotton Bowl stadium, and placements throughout Peacock game broadcasts.

The partnership comes at an exciting time for Dallas Trinity FC, which currently sits second in the USL Super League standings for their 2024-2025 campaign. Terms of the deal were negotiated by Sports Revenue Advisors.

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About Dallas Trinity FC

Dallas Trinity FC will play its home matches at Fair Park's Cotton Bowl Stadium in Dallas for the entire 2024-25 season. Dallas Trinity FC 2025 Spring regular season individual match tickets are available, alongside season ticket packages on the

team's website, dallastrinityfc.com. All matches will stream exclusively on Peacock.

About Trust & Will

Founded in 2017, Trust & Will is the leading digital estate planning platform in the U.S., trusted by over one million individuals and families. Our simple, secure, and attorney-approved online solutions help Americans easily create wills, trusts, healthcare directives, and other essential estate planning documents tailored to state-specific laws. With a focus on easy access and a guided experience, we're transforming how families plan for the future and protect their legacies.

Our platform supports 17,000+ financial advisors, along with 150+ enterprise partners and financial institutions, including AARP, Fifth Third Bank, LPL Financial, UBS, and USAA. We empower professionals to integrate estate planning into their client services, enabling multi-generational wealth planning. With more than one million users and \$100+ billion in self-reported estate assets, Trust & Will is redefining estate planning as a relationship-deepening driver of financial wellness.

Recognized for innovation and leadership, Trust & Will has earned spots on the CNBC Disruptor 50, Inc. 5000, and Deloitte Technology Fast 500™ lists. Learn more at trustandwill.com.

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