



# ATLÉTICO DALLAS

MEDIA CONTACT: Amber Freeland  
O: 214-919-5256 C: 214-476-9826 [amber.freeland@atleticodeallas.com](mailto:amber.freeland@atleticodeallas.com)

---

## FOR IMMEDIATE RELEASE

### Atlético Dallas Names Ryan Mackey Senior Vice President of Partnerships

*Veteran sponsorship executive and former Dallas Mavericks leader to oversee commercial strategy as the club builds toward its USL Championship launch*

**DALLAS (January 15, 2026)** — Atlético Dallas announced today that **Ryan Mackey** has joined the organization full time as **Senior Vice President of Partnerships**, strengthening the club's executive leadership team as it prepares to bring USL Championship soccer to North Texas.

Mackey previously served Atlético Dallas as Head of Partnerships on a contract basis and now assumes responsibility for leading corporate partnerships, sponsorship strategy, and revenue development. The appointment comes as Atlético Dallas continues expanding its footprint near the Cotton Bowl. The team recently announced plans to relocate headquarters to Expo Park across the street from a new street soccer court and supporters bar in Expo Park, creating additional year-round engagement and partnership opportunities in the surrounding district.

A veteran sports and entertainment executive with nearly 30 years of experience, Mackey has an extensive background in sponsorship sales across the NBA, NHL, collegiate athletics and live entertainment.

“Ryan understands this market and what it takes to build meaningful partnerships here,” said **Sam Morton**, Co-Founder and Chief Commercial Officer of Atlético Dallas. “His experience with world-class organizations and his ability to align brands with community-driven sports properties make him an ideal leader as we continue growing Atlético Dallas in North Texas.”

Before joining Atlético Dallas, Mackey spent 24 years with the **Dallas Mavericks**, where he advanced to **Senior Vice President of Corporate Partnerships**, overseeing sponsorship strategy and long-term corporate partnerships for one of Dallas’ most prominent professional sports franchises.

“I’ve spent my entire career in Dallas, and Atlético Dallas represents a unique opportunity to help build something new and lasting for this region,” Mackey said. “This club is creating a platform where local and national brands can connect authentically with the North Texas community, and I’m excited to be part of that growth.”

Mackey has also served as a consultant for the Portland Trail Blazers and as a Senior Consultant with Connect Partnership Group, driving revenue for sports and entertainment properties, including the Dallas Stars.

In his new role, Mackey will focus on aligning corporate partners with the club's business objectives, fan engagement strategy, and community initiatives as Atlético Dallas builds toward its 2027 kickoff.

#### **ABOUT ATLÉTICO DALLAS**

Atlético Dallas is a professional men's soccer team coming to the historic Cotton Bowl in 2027 as part of the [USL Championship](#). Co-founded by lifelong friends and soccer enthusiasts Matt Valentine and Sam Morton, the club is committed to building community through professional soccer while expanding access to the sport and creating economic and cultural impact across North Texas.

###