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Atlético Dallas Names Jump as Founding Ticketing and Fan Experience Platform

Dallas's newest professional soccer club selects Jump to deliver a modern, no-fee ticketing and fan engagement experience ahead of 2027 debut at the Cotton Bowl

DALLAS (May 6, 2026) — Atlético Dallas, the expansion USL Championship soccer club coming to the historic Cotton Bowl Stadium in 2027, today announced a multi-year partnership with Jump as its founding ticketing and fan experience platform.

The partnership reflects Atlético Dallas' commitment to building a supporter-first experience from the ground up, with a focus on simplicity, accessibility, and direct connection with the fans.

Through Jump's platform, Atlético Dallas will manage ticketing, pricing, and fan engagement in a unified system designed to streamline the purchase process and enhance the overall supporter experience from first interaction through matchday. Fans will pay the price they see with no service fees added at checkout.

"It's always been all about the fans for us since day one. Jump is a perfect partner for us, providing an elevated experience and zero ticketing fees for our fans," said **Sam Morton, Chief Commercial Officer and Co-Founder of Atlético Dallas**. "We want to make sure that a \$25 ticket isn't loaded down with frustrating fees at checkout."

As an expansion club, Atlético Dallas has the opportunity to establish its systems and processes with long-term scalability in mind. The Jump platform provides a centralized view of fan engagement, enabling the club to better understand and serve its growing supporter base over time.

"Jump gives us the flexibility to build a simple, fan-friendly experience while we scale," said **Jocelyn Prieto, Head of Ticketing for Atlético Dallas**. "It allows our team to focus less on process and more on building meaningful relationships with our supporters."

Jump's platform supports a connected fan experience across ticketing, merchandise, and matchday interactions. Through AI-driven tools that assist with pricing, inventory, and personalized offers, the club can operate more efficiently while delivering a more tailored experience for fans over time.

"Expansion clubs have a unique opportunity to build with intention from the start - a blank slate," said **Jordy Leiser, CEO and Co-Founder of Jump**. "Atlético Dallas is taking a thoughtful approach to how they engage with their supporters, and we're proud to power that vision."

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.

About Jump

Jump is the unified fan experience and ticketing platform built for professional sports teams. Founded in 2021 by Marc Lore, Alex Rodriguez, and Jordy Leiser, Jump enables clubs to build direct relationships with fans, replacing a model that prioritizes transactions over engagement. Jump has partnerships across the NBA, MLB, WNBA, MLS, NWSL, USL, European Football, and NCAA.

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