Remitly



Remitly and LALIGA Launch Partnership to Celebrate Community, Culture, and the Global Power of Soccer

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At Remitly, we believe that sport can do more than entertain – it can build bridges, create belonging, and serve as a powerful thread of cultural connection, especially for immigrants living far from home. That's why we're proud to announce a multi-year partnership with LALIGA, one of the world's most iconic football leagues, to celebrate and support immigrant communities across the United States and Canada.

We are now the title sponsor of the pickup soccer games, which is part of the larger El Partidazo events, LALIGA North America's signature fan series. These dynamic events combine local pickup soccer games with appearances by legendary LALIGA players and live match watch parties—offering fans across the continent the chance to experience the game they love up close.

"Remitly is rooted in supporting families and communities around the world," **Rina Hahn , Chief Marketing Officer at Remitly.** *"Our partnership with LALIGA*

creates new opportunities to bring people together through the universal language of soccer—fostering connection, joy, and a sense of belonging in the communities we serve across the U.S. and Canada."

During the 2024/25 season, LALIGA's El Partidazo series brought more than 13,000 fans together across six cities; Chicago, Dallas, Houston, Los Angeles, Miami, and New York City – for vibrant community events centered around the world's most popular sport. Now, with the 2025/26 season on the horizon, Remitly is proud to help expand the reach and impact of this beloved series.

As title sponsor, Remitly will help deepen the fan experience – starting with a new initiative to provide each El Partidazo pickup participant with a free soccer starter kit, including a ball, pinnies, and cones. It's one way we're helping communities stay active, connected, and inspired to keep playing long after matchday ends. Because for many immigrants, these aren't just games – they're opportunities to pass on traditions, build new friendships, and feel a little closer to home.

"LALIGA has long held a deep, cross-national connection with Hispanic Americans, serving as a shared passion that bridges cultures and generations," said **Santiago Lucio, Head of Sales at LALIGA North America.** *"Our partnership with Remitly builds on that connection – just as LALIGA keeps fans close to the game they love, Remitly helps them stay connected to home."*

At its heart, this partnership is about more than football. It's about honoring identity, celebrating culture, and creating spaces where immigrants can feel seen, supported, and empowered – on and off the pitch.

Stay tuned to the Remitly Newsroom for more about where we're headed next, and join us this season as we celebrate what matters most: community, connection, and the game that brings us all together.