



S&S Families,

We hope this message finds you well and filled with anticipation because we have some incredible news to share that will undoubtedly elevate your soccer experience at our Club.

Effective of the 2026/2027 season, we are thrilled to announce that Sand & Surf Soccer Club is partnering with City SC and undergoing a rebranding transformation to become City SC South Bay. This will come into full effect in the December 2025, and February/April tryouts 2026.

City SC City SC is one of the leading youth soccer organizations in the United States, known for its player-first approach, high-level coaching, and strong community values. Headquartered in Carlsbad, CA, City SC operates 11 clubs stretching across the country—from Hawaii to Maryland.

City SC provides players with access to elite training environments, top-tier leagues, college recruiting pathways, and innovative development programs. The club has a proven track record of developing players who have gone on to play professionally and represent U.S. Youth National Teams.

They have specifically chosen Sand & Surf and the Los Angeles market as a key asset to their visions for the future. Their mission aligns closely with ours: to ignite a lifelong passion for soccer in every player, while helping athletes grow both on and off the field.

This partnership marks a monumental milestone in our club's journey, and we couldn't be more excited about the possibilities it brings for our soccer community. Here's why this partnership is so significant:

1.     Enhanced Branding and National Presence: Joining forces with City SC means stepping onto a bigger stage and amplifying our presence across the nation. This partnership opens doors to new opportunities, pathways and greater visibility for our club on a national scale.
2.     As part of our new affiliation with City SC, the goal is to have significantly stronger pathways to elite leagues such as MLS Next and Girls Academy (GA). This partnership was formed with a clear purpose: to create top-level opportunities for players—while preserving the local, community-first culture.
3.     Improved Systems: City SC brings with it a wealth of expertise and resources that will enable us to enhance our club operations and deliver even more exceptional experiences for our players, coaches, and families. From streamlined processes to innovative initiatives.
4.     Expanded Player and Coach Development Opportunities: With City SC, we're committed to taking player and coach development to unprecedented levels. From elite training programs to cutting-edge coaching clinics, this partnership opens doors to a world of new opportunities for growth and advancement.
5.     As part of City SC South Bay, we will have exclusive territorial rights in Southern California under the City SC banner.
6.     Our vision is to support players starting as young as 4–5 years old and guide them through every stage of their soccer journey—up to college recruitment—without ever having to leave their local club environment, regardless of playing level.

As we move through this exciting partnership, the identity and spirit of Sand & Surf Soccer Club will remain strong and unchanged. Our Club will operate and run the same it has done for the past 20 years with our same passionate Board of Directors, dedicated Club Directors and incredible Coaching Staff. We are committed to a seamless transition that preserves everything our families love about Sand & Surf — including our values, culture, and deep community involvement. Expect the same beloved club traditions, community events like our Halloween Fest and personal touch that define who we are.

While this partnership brings exciting new opportunities, all off-field decisions will continue to prioritize the relationships we've built with our players and families. Our focus remains on development and connection, now enhanced with expanded pathways and resources. Sand & Surf will continue to be a home for players who love the game, want to grow with their friends, and learn valuable life lessons through soccer. At the same time, we'll now be better equipped to support those with aspirations to compete at the highest levels — truly offering the best of both worlds.

As we embark on this thrilling new chapter as City SC South Bay, we have some exciting initiatives lined up for you:

- Stay tuned for the unveiling of our new branding and club website, which will be rolled out in the lead up to the December 2025 Tryouts
- This year we will be invited to exclusive playing, training, and ID opportunities for our elite players/teams.

We are incredibly excited about the possibilities that lie ahead and the chance to elevate our club to unprecedented heights alongside City SC. Together, we are stronger, more dynamic, and more poised than ever to achieve greatness.

A few important notes to keep in mind:

- We will continue to operate as Sand & Surf SC in the 2025/2026 seasons, team names/ jerseys/tents will all remain the same.

- No new uniform purchase will be required in 2025. Sand & Surf uniforms and merchandise will continue to be available through the usual ordering process. We will continue with our current uniform cycle and introduce the new City SC uniforms during the 2026 tryouts.
- All staff, teams, and locations will remain the same as usual.
- Player Club fees will remain in line with the existing structure, and while we do not expect any pricing changes due to this partnership, standard adjustments may still occur over time due to general market conditions.
- Our club's legal structure will remain unchanged; this partnership primarily focuses on branding and development and does not alter the fundamental makeup of the club.

The Board of Directors, coaching staff, and everyone involved in Sand & Surf SC are buzzing with excitement about this new direction, and we cannot wait to embark on this journey with you.

While the change officially begins next year, get ready to cheer on City SC South Bay as we begin preparing for the next chapter of our club and community.

See you on the field,

Matt Abraham

Club Director