

Jax soccer club unveils name, logo

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Sporting Club Jacksonville

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The Jacksonville-based United Soccer League franchise announced Tuesday it had selected a name after a months-long conversation with the community and stakeholders: Sporting Club Jacksonville.

Abbreviated as Sporting Jax, the ownership group said the name and motto, "Lift Ev'ry Voice and Sing," will honor the region's history, community and vision to bring the region together.

“Our new club identity embodies the bold, inclusive Northeast Florida community that we know and love - and we are thankful for our supporters in Jacksonville and across the wider region for sharing their passionate recommendations on what they wanted their club to look like,” said Ricky Caplin, Sporting JAX majority owner. “We are committed to being exceptional stewards for the club, while further establishing our new men’s, women’s and youth teams to represent our vibrant community. It’s our goal to lift trophies while lifting every voice on the First Coast. We are Sporting JAX!”

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The ownership group – including Tim Tebow, Fred Taylor, Ricky Caplin, Steve Livingstone and Tony Allegretti – has a goal to bring USL Championship and USL Super League action to the First Coast by 2025/2026 and to work with local authorities in the development of a 15,000-seat stadium and training facilities to host the club in Northeast Florida.

Sporting Jax CEO Steve Livingstone [recently went before the St. Johns County Commission](#) to provide the outline of a preliminary plan that would see the franchise as the centerpiece of a new sports complex off of State Road 16A.

At the event Tuesday, Livingstone said the club is still working toward finding a permanent home but had no new updates to share.

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