

# 100 Club!!!

## Rational:

The Coronavirus crisis is impacting on every aspect of life and many businesses will change the way they work once we return to normal life after the crisis. Football is no different and youth football, player development and player recruitment will undoubtedly be different in the future compared to how it was before the crisis. We have already seen a number of clubs across the globe disband their academies and many more will follow if this crisis goes on for a long period of time.

This summer will see an unprecedented number of young players released by clubs and facing a prospect out of the game when they were expecting a professional contract.

The Higher Sports Academy has a proven track record of working with such players and wants to help a small number of players by offering them a place at our academy. The Higher Sports Academy will continue to develop these young players and provide them with showcase opportunities to demonstrate their abilities to clubs with a view to earning professional contracts in the future.

With the launch of this new programme, The Higher Sports Academy will also aim to take control of a second division club in Cyprus [explained more later in document]

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## What is the 100 Club?

The 100 Club is a group of 100 people, organisations, clubs, investors and sponsors who will come together to provide the financial capacity to support -

- 30 players per year to be on programme at The Higher Sports Academy
- The control and management of a professional football club in Cyprus

## How does it work?

The 100 club issues 100 shares in the group each costing either £12,000 per year each [Gold members] or £8,000 per year each [Silver members]. They are purchased by individuals, organisations, clubs, investors and sponsors who want to –

- Support the development, education and employment prospects of a minimum of 30 young people each year.
- Have a say in the control and management of a professional football club [a club that could easily act as a feeder club to much larger clubs], having a vote on all major decisions.
- Have a vote in how the project is managed
- Have the option to receive financial returns on investment

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Payments each year will be made on the 1<sup>st</sup> of June. We are asking members to commit for 10 years but offer a 5 year window to leave the club [making no further payments], members may also pass on their membership to others if approval is granted by The Higher Sports Academy.

## How will funds be spent?

Funds raised each year will be used as follows:

- To recruit young players from around the globe who fit The Higher Sports Academy / 100 Club Player Profile.
- To house the players in The Higher Sports Academy residential academy, providing twin room accommodation, daily football training, weekly games programme, daily education programme, three meals per day, full kit package, medical insurance, show case events and enrichment activities.
- To sponsor players to attend trials around the world with professional clubs.
- £150,000 per year will be invested in the professional club in Cyprus, this will operate as a stand-alone club, but will as part of our funding sign three Higher Sports Academy Players per year thus providing the players with professional experience and the opportunity to showcase their ability to bigger clubs around the world.

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## Cyprus

The club we intend to take over is an established division 2 club in the Paphos area of Cyprus, The finance The Higher Sports Academy will put into the club will be added to their current income streams and will allow the club to provide a playing budget and structure that would secure promotion to division 1 within 24 months. The club currently operates on a break even basis and significantly has no debts, being one of only three clubs in Cyprus to pass a recent UEFA finance inspection. Whilst the club operates from a council owned facility [as every club in Cyprus does] there is significant opportunity to add value to the club in the following ways:

- **Promotion to division one** – automatically means the club will receive a fee of £300,000 - £500,000 as part of a national TV deal, they currently receive £20,000 as a division 2 club. Sponsorship of a division 1 club would increase tenfold when compared to current rates of sponsorship.
- **Developing the clubs academy** - at present the club only have an U19 Team, By adding age groups U8 – U16 a further £17,280 per month will be added to the clubs income £190,080 per year. Once established this could be doubled by introducing shadow squads at each age level. In addition once the club is promoted to the first division it will receive a grant from the Cypriot FA to help support the running of the academy.

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So overall establishing a good quality academy for high quality Cypriot players could easily bring in an additional £500,000 per year.

- **Transfer of players as a division 2 club** - the players we will bring into the club will be attractive to division one clubs and once promoted our club will be a prime location for scouts from across Europe. Transfer fees are almost impossible to forecast, but in the modern game having the correct player can be worth millions to a club, its owners and investors.
- **Use of stadium** – the stadium used by the club provides an opportunity to run other projects from it such as pop concerts, such invest provide opportunity to raise in excess of £50,000 per event

## Why Cyprus?

There are a number of reasons why The Higher Sports Academy plan to take over a club in Cyprus:

- There is opportunity to significantly build the value of the club and the income streams [as outlined above]
- Cyprus is one of the easiest countries in Europe to gain visas of entry for players born outside of The EU, this means it is an ideal base to place talented young players from Africa, Asia, America and Australia, with a means to them developing the team but also with one eye on the fact that these players could well prove attractive to bigger clubs looking to sign such players who have European football on their CV.
- The Cypriot first division has only a small number of teams participating compared to other European leagues. By finishing within the top four places in the league the club would qualify to play in either The Europa League or Champions League the following year. This would obviously place the club in position to secure much higher sponsorship values and would earn the club a minimum guaranteed income of £5,000,000 from TV revenues.
- The professional leagues in Cyprus are of a good level but lower than the five major leagues in Europe, this means playing at this level is a very realistic level for our academy players to start building professional careers, before transferring to bigger clubs playing in the big five leagues in Europe.

## How the club will work

We will engage a management company registered in Cyprus who will take care of the daily management of the club. The 100 club will set the criteria that the management company must follow and will quality assure everything that is done by the management company. 100 club members will have 1 vote on all major decisions in the running of the club.

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The club will be operated in a way that allows it to realise the following aims:

- Achieve promotion to division 1
- Be a first professional club and launch pad for 100 club Players
- Develop a full academy for the best young players in Cyprus
- Realise an operating profit, 60% to be shared by 100 Club members

## **Returns on investment:**

100 club members will receive a number of different returns on their investment both financially and in other ways.

### Non-Financial Returns -

1. The knowledge that you are making a real difference to the lives of young people from around the globe.
2. A genuine involvement in the management of a professional club with the potential to be playing in the countries first division and European football.
3. Association with brands and leading clubs.
4. International links and partnership opportunities.

### Financial Returns –

All finance generated by the 100 Club will be shared between the members, income generated will include:

1. Profits made by the club owned in Cyprus
2. 5% of the wages earned as a professional player by any player sponsored by the 100 Club
3. Any development fee paid by a club signing a player on his first professional contract
4. 10% of any transfer fee generated by any player previously sponsored by the 100 Club

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Larger financial gains will not be made until later in the duration of the project as players will need to make moves from club to club in order to generate large transfer fees.

65% of the profit generated will be divided annually between Gold members of the 100 club.

35% of the profit generated will be divided annually between Silver members of the 100 club.

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## For further information:

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