LFP World Club Challenge - USA

World’s first global club tournament
California 2016/17
The LFP World Club Challenge is a concept developed by LFP to enhance the La Liga brand in International Markets. La Liga teams play a series of local market club teams during close seasons. Atletico Madrid and Valencia have both recently featured across Asia and Oceania.

North America however is so crucial to LFP that for August 2017 Barcelona* are due to be present to play in a LFP World Challenge Final after a 14 game match programme across 3 cities over the two summers of 2016/17 – TBC*

Key to LFP is the massive local market visibility and key to the potential host cities is the global visibility in key markets, increased room nights and visitation and opportunity to promote a “World Soccer” destination as the US embraces the world game with a renewed passion.

As partners, LFP will guarantee the competing teams with the 3 potential host cities working with local sports promoters to cover facilities, ticketing and event delivery.

Sports Revolution are to be the event architects and rights holders sub letting appropriate rights to the Host Cities and their local promoters.
La Liga – The World’s 2nd biggest Football league

Formed in the 1920’s LFP (Liga Nacional de Futbol Profesional) control La Liga the 20 team strong premier division of Spanish Football.

The league boats two of the world’s biggest clubs in Barcelona and Real Madrid and the League’s’ global TV and fan footprint is second only to the EPL (English Premier League)

La liga is ranked number one in the UEFA rankings for clubs European performances in the Champions League.

Its players such as Cristiano Ronaldo and Lionel Messi are consistently ranked within FIFA’s top 3 world footballers.

La Liga’s mission statement includes having the World’s top 500 ranked players within its clubs and crucially making a concerted effort to be Europe’s No 1 league in North America through harnessing the growing Hispanic population.

*La liga’s North American broadcast partner beIN Sport, currently offers bi lingual (Spanish/English) commentary on all live match broadcasts.

Sports Revolution in partnership with LFP have developed an extension of the current LFP World Challenge format in a bid to deliver a major new soccer tournament to the North American market.

The California LFP World Challenge will form a key part of La Liga’s Global expansion strategy.
California and San Diego Tourism

California is one of the World’s top tourist destinations with visitations generating $117.5 billion in incremental spend in 2014*

The key overseas markets for inbound tourism are: Mexico, Brazil, China, Australia, Japan and Europe (UK, Germany, France)

Mexico is by far the most valuable overseas market generating 7.5m visitors in 2013 which represents 50% of all overseas California overseas visitations*

Football is a key passion of both the resident Hispanic population and of the key oversea tourism markets – a fact recognised by recent record crowds for the Barcelona vs LA Galaxy friendly 93,000+ in Pasadena on July 22nd 2015.

San Diego Tourism have indicated they wish to be lead host city in delivering a global club tournament in August 2016 and 2017 featuring La Liga teams and representative clubs from the key tourism markets. Further support from Los Angeles and San Francisco to be announced. Events driving domestic and International visits are a key part of destination marketing.

In Partnership with LFP and California Tourism, Sports Revolution plan to deliver an 8 team International tournament featuring La Liga, MLS and guest club sides in the heart of Hispanic USA

*visitcalifornia.com
California – Population data


California 38 million (14 million Hispanic 37% of the population)
Potential invited club sides to California 2016/17

August 2016 – LFP Concacaf series

- La Liga – Atletico Madrid
- MLS – L A Galaxy
- Mexico – Club America
- La Liga – Valencia

August 2017 – LFP World Challenge

- La Liga – Real Madrid/Barcelona + Top of 2016 series
- MLS – San Jose Earthquakes
- Europe – Celtic
- Mexico – Leon
- Brazil – Flamengo
- Australia – Melbourne City FC
- China – Guangzhou Evergrande
- Japan – Shimizu S Pulse
Sports Revolution is an independent VC backed Sports marketing and media agency.

Formed in 2002 we has worked with LFP/La Liga on International rights sales since 2005 predominantly through our offices in Asia and the Middle East.

Sports Revolution’s commercial footprint in the US is represented through its partnership with Starcom Media Vest to form SMG Sports.

Its links with San Diego and California Tourism are born through its commercial partnership with Brand USA’s London office - Black Diamond Ltd.

www.sportsrevolution.co.uk
The Breadth of Sports Revolution Offerings

SPORTS RIGHTS MANAGEMENT

VENUE DEVELOPMENT
- Digital signage
- StadiumLIVE™
- Naming Rights
- Mobile and social integration

RIGHTS DEVELOPMENT
- Sales Collateral
- App dev.
- Event Blogging
- Sports Sponsor Journalism

RIGHTS SALES
- Rights Representation
- Sponsor matching
- Cross media integration

SPONSOR DEVELOPMENT
- Client Management
- Rights configuration
- Asset matching

ASSET AUDITING
- Rights Review
- Fan Community Igniter™
- Sports Evaluator™

BRAND CONSULTING

RIGHTS NEGOTIATION
- Strategy based
- Social/ Digital/ Media
- Negotiation
- Strategy Management

RIGHTS AMPLIFICATION
- Media
- Mobile
- Social
- Digital
- Experiential

PROJECT MANAGEMENT
- Stakeholder Management
- KPI Setting and Ongoing Assessment
- Echo Listening™

HELPING RIGHTS HOLDERS MAXIMISE THE APPEAL OF THEIR ASSETS & REVENUE
HELPING BRANDS USE SPORT TO ACHIEVE THEIR COMMERCIAL OBJECTIVES
Starcom MediaVest Joint Venture – SMG Sports

Starcom MediaVest is the second largest media planning and buying group globally with $434BN of billings annually.

Sports Revolution operate SMG Sports, the group’s sports marketing brand. Originated in the London hub the SMG Sports brand has expanded to Dubai to support work with Emirates Airlines and has opened in New York to service the Americas, Starcom’s strongest market.
Recently 109,000 fans watched Manchester United v Real Madrid
2nd August 2014, Michigan Stadium
Major Football and World Sport Events –2016

- Copa America
  3 June – 26 June
  USA – TBC!

- Uefa Euros
  10 June - 10 July
  France

- Rio Olympics
  August 5-August 21
  Brazil

- Super Bowl 50
  February 7
  San Francisco
Football – a Global platform & a unique opportunity

Football is the most followed sport globally and **count 460m** football fans across 14 markets*.

Football is the **most popular** sport followed in **all seven European markets** surveyed as well as in Brazil and Indonesia.

**PROPORTION OF ADULTS THAT FOLLOW FOOTBALL**

- **Turkey**
- **Spain**
- **Russia**
- **Japan**
- **Italy**
- **Indonesia**
- **India**
- **Great Britain**
- **Germany**
- **France**
- **Brazil**

**A GROWING INTEREST IN THE US**

- **Thirteen million Americans** now play the sport making it the third most played team sport in the country after basketball and baseball.

- World Cup effect: their match against Portugal in the group stages attracted **24.7m viewers** in the nation, the **highest-rated football match** ever shown on the sports network ESPN.

- Americans also bought nearly **200,000 tickets** for the tournament, second only to fans from Brazil!

- **34%** of the MLS fanbase is **Hispanic** (VS 9% of the MLB, 12% for the NBA and 8% for the NFL) showing the **great opportunity for La Liga.** *(Source: Nielsen – Year in sports report)*

Source: Global Sport Consumption Report 2013

* Market surveyed: Aus, Braq, Chn, Fra, Ger, GBR, Ind, Idn, Ita, Jpn, Rus, Spa, Tur, USA
California – Stadiums

- Stub Hub Centre 27,000
  Los Angeles

- Buck Shaw Stadium 18,000
  San Jose

- AT & T Park 45,000
  San Francisco

- Rose Bowl 91,000
  Pasadena

- Qualcomm Stadium 70,000
  San Diego

- Stanford Stadium 50,000
  Stanford
Proposed Tournament Formats

To be confirmed with LFP event team based on club availability/timings

Potentially:

**August 2016 – 4 matches, 4 clubs, 1 venue (San Diego)**

- Atletico Madrid vs LA Galaxy
- LA Galaxy vs Club America
- Club America vs Valencia
- Atletico Madrid vs Valencia

Best Points total = LFP CONCACAF champion 2016

**August 2017 – 10 matches, 8 teams, 3 venues**

3 matches per venue with 1 grand Final vs Barcelona in the “Best Bid”

Host City
Event operating structure

- Sports Revolution will partner LFP International Marketing, the Host city and their local promoter in the complete delivery of these events.
- LFP International Marketing and Sports Revolution will commit funding of c$10 million towards the operational costs of the World Club Challenge Programme.
- It is envisaged that the Host City and their promoter will be accorded operational rights by Sports Revolution enabling them to deliver a profitable set of events in return for Hosting fees and agreed commissions.
- These rights will include all ticketing and sponsorship/ brand partnership in conjunction with Sports Revolution’s sales team.
- We envisage supplying 1 operations Manager in the UK and 1 in the US – LFP will supply an operations team from current World Challenge programme.
- Sports Revolution and LFP operating teams then work on event delivery with Local promoters
- Black Diamond/Sports Revolution/LFP work alongside city and Californian State tourism to globally promote matches
- The commercial structure and viability are explained in the accompanying P&L projection
LFP World Challenge Host city Funding/Hosting model

- All commercial rights held by Sports Revolution including Hosting rights
- Host city negotiation
- X3 Host Cities appointed
- Cities appoint Local Promoters
- City/State/Global Marketing Campaigns
- Events Delivered
Dear Jeremy and Antony

I would like to thank you for the proposal you submitted for the development and implementation of our commercial rights in North America. We understand that the format your proposal in broad terms will mean the insertion of €5,000,000 fund by Sports Revolution into a LFP/Sports Revolution joint operating budget to promote La Liga in the USA and that the LFP should match the €5 million fund placed by Sports Revolution as an operating budget for the LFP World Club Challenge. Sports Revolution’s primary responsibility will be to use the assigned rights to sell commercial partnerships to US based Brands for the La Liga programme across 2 years and to implement and deliver the LFP World Club Challenge in California across 2016 and 2017.

It is a very interesting proposal in line with what we want to do in the US market. I am reviewing the proposal with the President and I hope to get back to you within the next days.

It is understood that any future agreement will be subjected to the successful placement of the fund by Sports Revolution.

Yours sincerely

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Next steps and Timing

• In principle agreement with San Diego Tourism and a local promoter - September 2015

• California roadshow with LFP October 2015


• Match formats agreed and clubs approached – Autumn 2015

• Promoting teams in place – Autumn 2015

• Match advertising starts Jan 2016

• Tickets on sale Feb 2016
FUTURE FAN ENGAGEMENT.