



ÁGUAS DE SANTA BÁRBARA FUTEBOL CLUBE

PILOT PROJECT





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INTRODUCTION

Seeking greater participation in the communities in which Águas de Santa Bárbara Futebol Clube (“ASBFC”) is located, this Pilot Project conceived by the Founder and President Charles Marins Cardoso began on January 19, 2023.

ASBFC is a non-profit civil association registered under CNPJ/MF 51.378.887/0001-97 which has the goal of promoting the football practice in the Professional Training Centers in the Municipality of Águas de Santa Bárbara, São Paulo, Brazil, thus contributing to the citizenship construction, social inclusion and improvement of life quality of Santa-Barbarian society.

The programmes that makes up the Pilot Project are presented and implemented as: (i) athletes of the future, (ii) sports discipline, (iii) team spirit, (iv) incentive to intellectual performance and (v) leadership.

In the leisure area, we will develop outdoor and indoor fields football championships among the players, with the assiduous participation of their families.

MISSION & VISION

⚽ Promoting full protection of teenagers and adults to become citizens aware of their rights and active in the society through sports practicing;



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- ⚽ Encouraging the practice of sports for all social classes, without discriminating on the basis of gender, color, ethnicity or race, nor having political or religious preferences;
- ⚽ Making our players develop team vision;
- ⚽ Providing opportunities for physical, psychological and social development in a healthy and guided manner and with technical support;
- ⚽ Supplying technical, strategic and disciplinary knowledge to our players so they can become successful athletes.

SPECIFIC GOALS

- ⚽ Training players to compete between teams in male and female modalities, selecting those who stand out to represent the ASBFC in championships in Águas de Santa Bárbara or in other cities/states;
- ⚽ Professionalising and having athletes with sports performance;
- ⚽ Assisting children and teenagers who are regularly enrolled in the school system;
- ⚽ Supporting well-skilled players and introducing them to major sports clubs so that they have a chance to become professional football players.



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VOLUNTEERING

The ASBFC has the participation of volunteers, including the Founding Members, Directors and Counselors, to develop the activities foreseen in the Pilot Project.

The greatest reward for volunteers is the certainty of collaborating so that young people and adults do not remain idle on the streets, sometimes even avoiding doing drugs and bad companions, in addition to motivating them to study.

SPONSORSHIP

We are establishing partnerships with several Physical Education professionals, in addition to other necessary professionals, such as psychologists, dentists, nutritionists, among others, who will coordinate sports activities in the municipality or out of it.

We rely on the support of natural and legal persons so that we can expand our programmes.

For the ASBFC, sponsorship is a partnership in which the sponsor collaborates in the execution of a project with a view to associating its brand and obtaining tangible and intangible rewards.

The financial resources raised through sponsorships are intended solely and exclusively to promote the ASBFC's programmes, including managing costs and expenditures with the professionals



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involved in our programmes, as well as for the renovations and improvements of the Training Centers.

Investment in sponsorships aims at deepening the sponsor's relationship with its actual and potential customers and seeks to enhance the recognition of its brand and/or products or services. Sponsorship, associated with some other business actions such as but not limited to the communication, advertising, marketing, sales promotion and press relations which allows the public to interact with the sponsor's brand, its products and/or services through experimentation, thus creating lasting bonds, adding and transferring values to sponsored events.

The ASBFC will develop some programmes which can improve relationships between individuals, companies and entities that are clients or of interest to them, as well as enabling gains in image and/or business development.

Programmes analysis is carried out by a multidisciplinary body made up of partners who can integrate and interact with them, in addition to a technical team specialized in cultural, sports and artistic programmes.

TRANSPORT

The design of our transport fleet will feature visual impact features, the selection of colors will translate modernity: Red is the color that symbolizes power and vitality.



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UNIFORM



Charles Marins Cardoso
Charles Marins Cardoso
President



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