

South Bay Originals Futsal

— “Be Original”



Who Are We?

Our Mission: South Bay Originals Futsal is a community recreational organization run by a group of friends originating from the South Bay of L.A. We have a passion for building relationships and camaraderie through sport.



What Do We Do?

- SBOG offers a low cost option for people of all ages to participate in both competitive and recreational Futsal
 - “Pick-up” vs Organized games
- Offers clinics and private trainings
- Offers a professional platform for competitive players to test their skills
 - Our professional team plays in the American Futsal League (AFL)

What is Futsal?

- Futsal is a version of soccer in which five players on each team play on a hard surface court, similar to basketball.
- The Los Angeles Galaxy and Los Angeles FC, the two major MLS teams in L.A., have acknowledged the rise of the sport and invested in public courts around the Los Angeles area.
- The sport is one of choice for many young players due to its financial accessibility.



Futsal In Los Angeles

- There are only three other competitors for futsal in Los Angeles:
- LA Galaxy Center (Torrance):
 - Currently closed to the public
 - \$800 per team per season
 - \$12 per person per hour for pickup
- Urban Futsal
 - Recently closed
 - \$850 per team per season
 - \$10 per person per hour for pickup
- US5:
 - \$180 per month for youth academy
 - Only turf fields



Why Create SBOG?

- Our founders have been involved in the futsal community in Los Angeles for years, and have witnessed a decline in affordable access to recreational futsal.
- To create an affordable and all-inclusive futsal community in the South Bay; and
- To offer a platform for competitive players to play professionally.

SBOGFC

- The professional division of SBOG Futsal
- Participating in the AFL for the 2021 season starting in February 2021
- Held open tryouts in November 2021 for players across the Los Angeles area that attracted a very high turnout



Meet The Team

Gabe Gomez, Co-Founder & Sporting Director

- CSUDH NCAA D2 National Champion (2008)
- Head Coach: North Torrance HS Freshmen; FRAM Soccer Club (U-16, U-8); LA Galaxy Soccer Center (formerly Soccer City), Steel United (U-9)



Meet The Team

Ozzy Lira De La Cruz: Co-Founder & Marketing Director

- Professional Photographer
- Men's Futsal Team Organizer at LA Galaxy Soccer Center (formerly Soccer City)



Meet The Team

Casey Lewis: Director of Business Administration and Operations

- 8 years of live entertainment and music management
 - Los Angeles Philharmonic, Opus 3 Artists, Danny Wimmer Presents
- B.A. Musicology, A.A. Liberal Studies (NYU)
- 25 Years of soccer experience



Hosein Khosravani:
Co-Founder & Director of IT

- Software Engineering and Web Development
- B.S. Computer Science (UC Davis)



Meet The Team

Sebastian Molter: Head Athletic Trainer, Team Manager

- Certified ISSA Personal Trainer
- B.S. Sports Administration (University of Miami)
- Vice President, University of Miami Club Soccer



Daniel Gadea: Assistant Coach

- Chivas USA Promotions Director
- Sports Entertainment and Hospitality Management (CSUDH)



How Does SBOG Futsal Operate?

- SBOG Futsal makes money from pick-up matches, private trainings, youth clinics, and tournaments.
- We market ourselves as the most affordable futsal option in Los Angeles.
 - Through social media accounts, word of mouth, and by providing high quality customer service, creating repeat customers.
- We recycle the funds into new equipment, venue fees, COVID regulations, supplies, and first aid necessities.

How Does SBOGFC Operate?

- We use the funds from pick-up, youth clinics, tournaments and private trainings to help cover the following expenses: traveling, uniforms, team fees, gym fees, and referee fees.
- Our main goal is to establish our own facility for all SBOG events.

The Success

- Fill 30 spots two-three times per week for pick-up matches since July 2020;
- Operate successful youth clinics, with an exponential growth in attendance since November 2020;
- Entered SBOGFC into two tournaments, making the semifinals of both;
- Invited to join the AFL after being scouted at our second tournament; and
- Had turnout of over 50 players for our open tryout.



COVID Protocols

- Wear a mask at all times before and after SBOGFC activities;
- Practice social distancing whenever not actively on the court at SBOGFC activities;
- Limit close contact greetings, including but not limited to handshakes, high fives, and hugging;
- Bring their own water/electrolyte replacements to SBOGFC activities and to not share with fellow players;
- Use hand sanitizer provided by SBOGFC upon arrival at all SBOGFC activities;
- Provide a negative COVID-19 test result before attending any SBOGFC activities if the athlete experiences any symptoms or has knowingly been exposed to someone infected with COVID-19;
- Provide a negative test result at one (1) to two (2) days prior to traveling for any SBOGFC activities outside of Southern California; and
- Avoid social gatherings outside of SBOGFC activities of ten (10) or more people outside of their household.

For The Future

- Make an impact in the AFL
- Youth clinics twice per month
- Acquire more private training clients
- Secure partnerships and sponsors around the Los Angeles and South Bay area
- Find a permanent home for the SBOG family
- Begin offering private and corporate services
- Develop a women's SBOGFC division for high-level female players



Current Exposure

- SBOG banner is displayed at all events.
- Consistent original content on Instagram, Facebook, and some live streaming on Twitch.
- SBOGFC will live-stream all AFL matches on Swishlive and Twitch.
- Plans to increase social media impressions/followers:
 - SBOGTV
 - Game highlights
 - Skill tutorials
- Large influence throughout the South Bay
 - Growing on average 100 new followers, and 85,000 social media impressions per month
- Grow more activation on our current website
 - SBOGFutsal.com

How Are We Funded?

- Youth clinics
- Pick-up matches
- Fundraisers with local South Bay businesses
- Online FIFA21 tournaments
- Merchandise sales through Redbubble
- Sponsorships, partnerships, and donations



How You Can Help

- Banner Options (6 months):
 - 7"x7" Logo: \$300
 - 12"x12" Logo: \$500
- Jersey Options (1 season):
 - Sleeve Option 3"x3" Logo: \$1,000
 - Lower Back Option 18"x6" Logo (1 spot available): \$3,000
 - Front Center Option 18"x6" Logo (1 spot available): \$4,000



How You Can Help

- Saving or networking for an SBOG Futsal facility with space for a few courts and a small training gym;
- Equipment;
- SBOGFC expenses;
- Supplies for first aid and COVID prevention;
- Permit fees for courts or facilities; and
- Guaranteeing a quality customer experience.

Testimonials

- Youth Camps: “It has been a pleasure to be a part of this group. My 13 year old loves to play, and this group has made her part of a new family.” - Cindy L., South Bay, CA
- Pick-Up: “SBOG consistently manages to create a fun and positive environment in which players can really improve their skill or learn more about Futsal” - Layla M., Glendale, CA
- Private Training: “With the personal attention and professional training approach to our lessons, I went from an enthusiastic spectator to a regular pick-up player (that teammates want to pass the ball to) in just 10 weeks!” - Hillary L., Redondo Beach, CA