



### **San Francisco City F.C. 2015**

The S.F. City F.C. 2015 NPSL bid is sponsored by the San Francisco City Football Club (S.F. City FC) and endorsed by the San Francisco Football Supporters Association. S.F. City FC was founded in 2001 as a member in the San Francisco Soccer Football League ("SFSFL"), the oldest amateur league in the United States. Currently, S.F. City F.C. competes in the Premier division of the SFSFL, the highest level of local amateur competition in San Francisco. The Club made its Lamar Hunt U.S. Open Cup Qualifying Tournament debut in 2013.

The San Francisco Football Supporters Association ("SFFSA") was formed in 2013 to promote organic and sustainable growth of football in San Francisco and support San Francisco based clubs seeking to produce top-level soccer on behalf of the City and Community of San Francisco.

This project came together as a result of several months of conversations and planning on how to develop a sustainably capitalized, democratically governed football club that can represent San Francisco's unique diversity, history, and commitment to excellence. We are excited and hopeful that this project will set the club on its path to becoming a lasting club that can succeed and progress within U.S. Soccer.

### **Supporter Ownership and Capitalization**

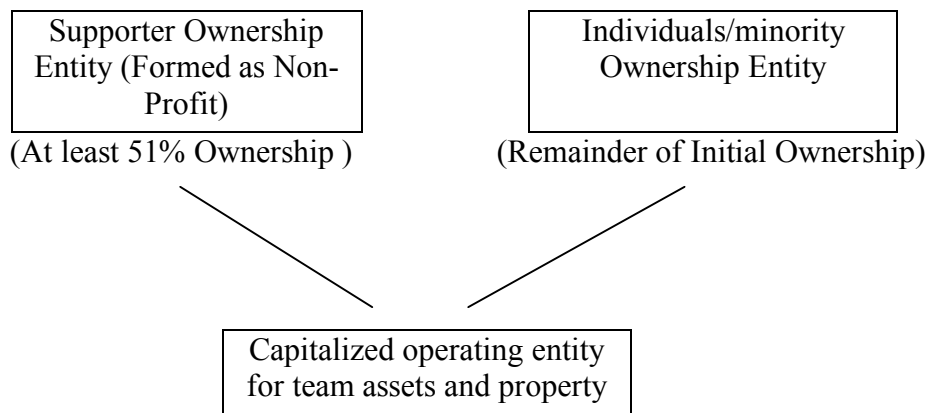
The S.F. City F.C. development plan calls for significant supporter investment and engagement through the deployment of a supporter-ownership model.

The Club and Supporters Association will launch a fundraising campaign in fall 2015 to engage supporters and raise significant funding through a crowdsource funding platform

(Kickstarter, Indiegogo, etc...). This fundraising will combine with initial private investment to capitalize the club sustainably while avoiding significant debt or reliance on one major equity source.

Supporter membership and democratic organization of club leadership are core values to building a robust, longstanding club that will provide San Francisco with a superior footballing product and an important community asset.

To ensure maximum financial flexibility while maintaining a democratized governance structure, S.F. City F.C. will be developed using the following hybrid ownership structure:



As depicted above, supporters will be able to contribute a fixed amount (annually renewed) to become members of the Supporter Owned Entity (S.O.E.). The SOE will have at least a 51% ownership stake in the operating entity of the club that will own club assets (player contracts, intellectual property etc...) and administer day-to-day business of the club.

Under this structure, payment of supporter dues will entitle supporters to elect club leadership and have priority for various club activities/merchandise and game tickets. Supporter dues will *not* entitle each member to a direct ownership stake in the club. In this respect, club membership is similar to Public Radio or SF Jazz membership as opposed to owning shares of publicly traded companies. This will ensure that new members will be allowed to pay dues and join the club without diluting shares of existing owners or members.

In addition to raising capital through memberships, the SOE will solicit large-scale donations from local businesses and supporters of athletics and the arts.

## **Technical Direction**

The club will continue to hone and practice its philosophy of playing progressive and attractive football as an entrant into the NPSL. We anticipate drawing from our existing player pool and recruiting from the abundance of talented players in the San Francisco Bay Area looking to contribute to a top-level amateur soccer team with significant fan support.

We are currently in discussions with coaching targets and plan to make a coaching announcement in Summer/Fall 2014.

We have also formed a youth program (SF City Juniors) and, while it is currently operating at a very small scale, we feel confident that our youth program will become an important part of the development of the Club.

## **Community Engagement**

An essential component of the SF City F.C. development plan is active engagement with community stakeholders and philanthropic organizations. To ensure a breadth and depth of community support the club is in the process of forming an advisory board consisting of community leaders and stakeholders to help guide the development of S.F. City FC into a top flight football club and asset to the San Francisco Community.

Along with the SFFSA, the SF City SOE will plan and implement various philanthropic activities and support charitable organizations throughout the San Francisco Bay Area. Last year, the SFFSA led charitable efforts to support the San Francisco and Marin Food Banks and United Blood Centers of the Pacific. This year, the Association will continue support of the San Francisco and Marin Food Banks and United Blood Centers and expand outreach to The Raphael House, a homeless and low-income family support organization dedicated to achieving long-term stability to families that have been affected by poverty and homelessness.

### ***Initial Advisory Board Members (Recruiting Ongoing):***

**Maria Lashinger**

**General Manager, Bay Area Breeze Women's Soccer**

**Steven Kenyon**

**Director of Marketing, University of San Francisco Athletics**

**Peter Lowry, Assistant Coach St Mary's University/Portland Timbers and Chicago Fire MLS Midfielder**

**Deejae Johnson, Head Coach University High School boys and girls soccer/Founder Soccer Insight Soccer Camps**

**Gary Kleiban, Founder 3Four3 Coaching and Analytics**

**Brian Kleiban, Staff Coach Chivas USA Development Academy**

**Paul Gayoso, Kickit365 Soccer Leagues**

**Christine Gayoso, Kickit365 Soccer Leagues**

**Rob Cann, Founder Street Soccer USA/IPLAYFORSF**

**Ramon Estevez, Principal Upper V Management Group**

### **Facilities**

All S.F. City F.C. home games and practices will be held in the City. We have met with San Francisco Recreation and Parks department staff and determined that Boxer Stadium will meet league requirement and be available to host home games. We will finalize an agreement with SF Rec and Parks upon approval of the SF City NPSL application. Practices will be held throughout San Francisco with the cooperation of SF Recreation and Parks.

### **Marketing, Sales and Sponsorships**

SF City F.C. will market aggressively to San Francisco's active base of soccer interested young professionals and families. Currently, San Francisco has at least 8 popular adult soccer leagues ranging from recreational level to high level former professional and college athletes. The SFSFL alone features 40 men's teams and registers over 600 players each season. The Golden Gate Women's Soccer League features 54 teams, 8 divisions, and nearly 1,000 players.

We estimate, at a minimum, there are 5000 soccer playing adults in the City who are interested in high level soccer.

At the youth level, San Francisco has several youth leagues including S.F. Vikings, S.F. Glens, S.F. Seals and the San Francisco Police Athletic League along with local school leagues. We have begun reaching out to these leagues and stakeholders to begin the community outreach and marketing process.

In addition to upwards of 10,000 active youth and adult soccer players and families in the region, San Francisco features a unique and active supporters pub culture and organized supporters groups. We have begun outreach and engagement with these groups and received positive initial feedback from them regarding our efforts and their willingness to support the Club.

We plan on using our effective and experienced sales and marketing team to solicit sponsorships and help form valuable long-term relationships with both local businesses and national brands.

In addition, our club structure and supporter equity model will act as an effective sales and marketing tool. As members join the club and take a stake in its well-being, we anticipate helpful sponsorship ideas and marketing concepts to emerge from within the club membership alongside our professional sales and marketing team. This will ensure a broad and organic marketing and sales strategy designed to create significant resources and long-term value for the club.

## **Leadership Team**

### **Casey Proud**

#### **President-American Outlaws San Francisco**

Casey Proud, who became a Sounders fan upon their joining MLS at the tail end of his college years, recently stepped into leadership of the San Francisco American Outlaws. Casey currently is in account management at San Francisco digital magazine platform Zinio. He is a strong advocate of supporting soccer from the local to the global level, and hopes to help create and foster strong, productive relationships with other soccer organizations around San Francisco and beyond.

### **Charles Wollin**

#### **Scouting/Technical Staff/Media**

Experienced sports broadcaster. Head Coach San Francisco Spikes.

### **Gina Mazza**

#### **Finance and Accounting/Investor**

Gina will oversee all finance and accounting matters for the club. She played college soccer for the USC Trojans. Upon graduating from USC and moving to San Francisco, she formed the Athena women's soccer club who quickly gained promotion to the Premier division of the GGWSL. Gina is a licensed CPA and has significant experience in real estate finance and accounting as well as general public and private auditing engagements.

### **Jacques Pelham**

#### **Club Operations/Investor**

Jacques will help oversee day-to-day operations of the Club. He joined SF City in 2011 and retired as a player from the Club in 2014. Prior to SF City, Jacques played for the Northern Nevada Aces of the MPSL and was player/manager for the George Washington University Club Soccer Team. Jacques is a licensed attorney with significant experience in real estate development, project finance and management, and litigation. He holds a BA from the University of Nevada and law degree from the George Washington University School of Law.

**Jonathan Wright**  
**Club Founder/Technical Staff**

Jonathan Founded San Francisco City F.C. in 2001 and was the Club's Head Coach until 2008. In 2012, Jonathan formed the San Francisco City F.C. junior youth club.

**Michael Gonos**  
**Supporter Liason**

Michael is the founder of the San Francisco Football Supporters Association, and will serve as a liaison with local supporters. Michael is an engineer at Qualcomm Connected Experiences, Inc, a subsidiary of Qualcomm, Inc here in San Francisco. He has an understanding of supporter culture and fan community organizing techniques founded in four years experience as a member of the 1906 Ultras supporter movement.

**Rob Johnson**  
**Technical Staff**

Rob Johnson was a member of the original S.F. City F.C. roster and has remained with the club as player, manager, and head coach throughout the years.