

# SponsorCircle

## Backing players beyond the game

Professional two-page business pitch



Players, sponsors, and business life after football.

### Concept

SponsorCircle is a premium network that reconnects footballers with the sponsors and commercial partners who already believed in them during their playing careers.

### Problem

Players often leave the game with profile and trusted relationships, but no structured pathway into business. Sponsors lose authentic access to talent the moment a playing career ends.

### Solution

SponsorCircle creates that bridge: curated introductions, business opportunities, venture support, sponsor activation, and post-career partnership building.

## Why it wins

### Authenticity

The player-brand relationship is already real, proven, and emotionally credible.

### Commercial value

It turns historic sponsorship goodwill into deals, ventures, and long-term partnerships.

### Positioning

It sits uniquely between athlete transition, sponsor strategy, and business community building.

## Operating model

- Curate players with credible business ambitions, causes, investments, or ventures.
- Map aligned sponsors by sector, geography, and past relationship strength.
- Create structured introductions, activation campaigns, events, and commercial opportunities.
- Generate recurring revenue through memberships, retainers, sponsorship packages, and selected success fees.

# Commercial plan and rollout

## Target users

Former and transitioning footballers, player networks, sponsors, challenger brands, investors, and selected service partners.

## Revenue model

Annual player memberships, sponsor tier subscriptions, strategic partnership retainers, event revenue, and commission on selected commercial matches.

## Sponsor case

Sponsors re-engage with trusted figures who once delivered attention and affinity for their products. The proposition is emotional, visible, and commercially distinctive.

## Player case

Players gain a structured way to turn reputation, network, and credibility into business opportunity after the final whistle.

## Pilot phase

Launch with a carefully selected founding circle of players and 8-12 aligned sponsors. Focus on quick wins: ambassador deals, venture backing, and flagship storytelling.

## 12-month goals

Secure anchor sponsors, prove repeatable commercial outcomes, build case studies, and establish SponsorCircle as the trusted post-career partnership platform in football.

## Strategic upside

Over time, SponsorCircle can evolve into a premium membership community, showcase platform, and deal-flow ecosystem for athlete entrepreneurship.

## Indicative partner structure

Tier	Use case	Value delivered
Founding Partner	Lead brand alignment	High visibility, first access, flagship association
Circle Partner	Sector sponsor role	Introductions, campaigns, event participation
Venture Supporter	Backing specific player businesses	Storytelling, deal access, strategic goodwill

## Closing proposition

**SponsorCircle turns sponsorship history into business future.**

It helps brands stay close to their heroes, and helps players build what comes next.