

RATIFICATION OF AGREEMENT WITH BARÇA ACADEMY NY, IN THE USA



FCBARCELONA
més que un club

WHY USA?

- **The strategy to expand the Barça brand** unavoidably includes the United States.
- Taking advantage of the club's presence in New York, we have picked the Tri-State Area as the ideal location for a **soccer academy managed directly by FC Barcelona.**

45.7 M

child athletes in the USA
aged between 6-18 years

25 M

play for extracurricular
sports clubs

20 M

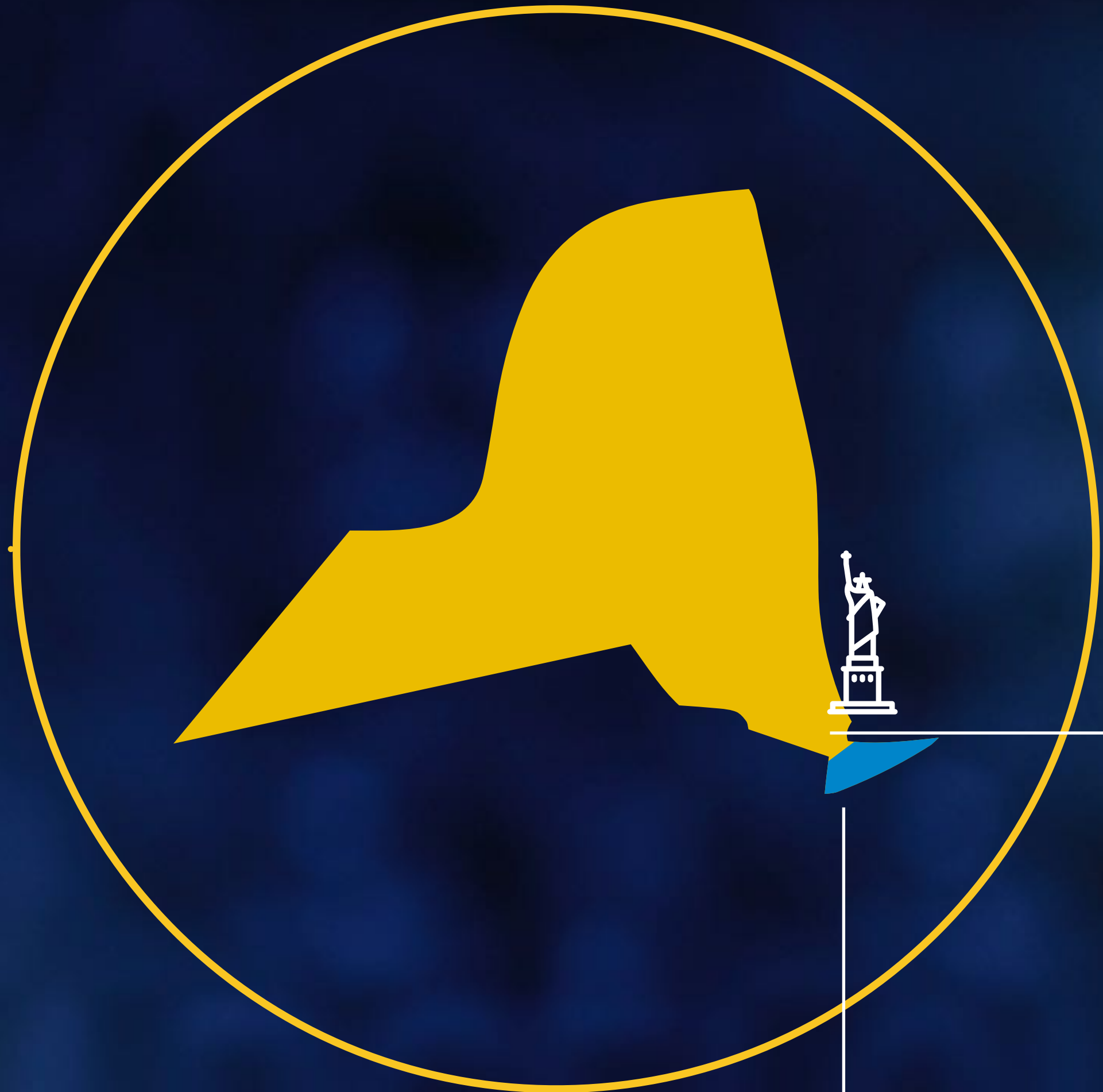
play at
schools

LOCATION

- Strategically located in the town of Kings Park, **Long Island** (between Suffolk and Nassau).
 - One of the **fastest growing sports markets in the US**, with major demand for sites to provide coverage for local teams and athletes.
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LONG ISLAND

NEW YORK



NYC

LONG ISLAND

LONG ISLAND

SUFFOLK + NASSAU

2.87 M

inhabitants

184,000

children - 14 years

358,000

children 15-24 years

LONG ISLAND JUNIOR SOCCER LEAGUE

60,000

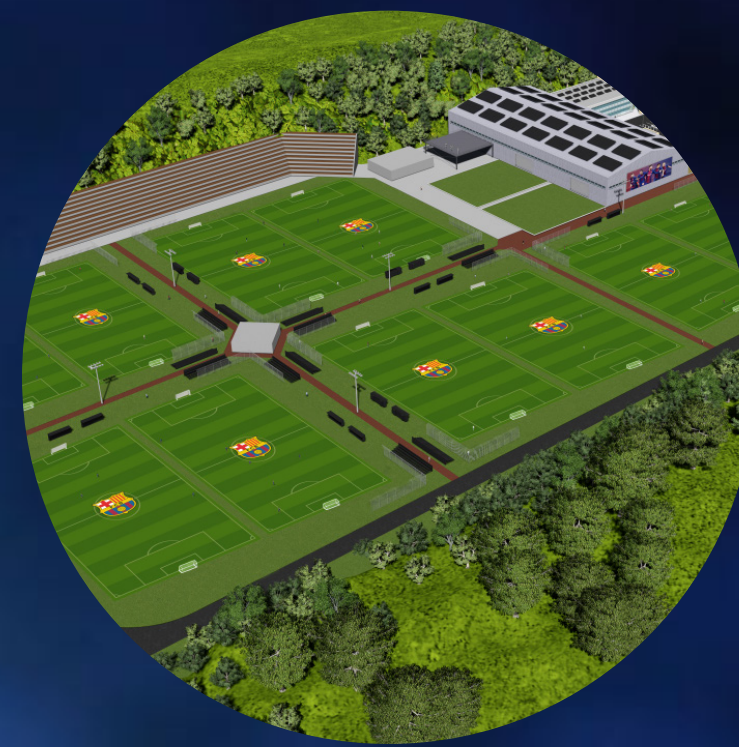
players

3500

teams

THE PROJECT

Creation of an **elite soccer academy** to compete in the most important leagues in the country and become a **leading project** for young American players.



1st academy directly managed by Barça

10 artificial and natural grass playing fields

TARGET
+2.000 boys/girls

FACILITIES

APPROXIMATE
SURFACE AREA OF
20.000 m²



FACILITIES

One of the best sports venues in the region.



- 1 Catering
- 2 Parking
- 3 Offices
- 4 Auxiliary buildings

PARTNERSHIP

- **Business formula:** joint venture (50% Barça and 50% Prospect Sports Partners).
 - **PSP** is a company made up of two partners: one is an expert in the American real estate market and the other is a specialist in the digital and football business.
 - Construction of the site **100% responsibility of PSP.**
 - **Feasibility study** conducted in liaison with Deloitte consultancy.
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PARTNERSHIP

- **Sporting management** of the complex controlled by Barça.
 - Coaches sent from Barcelona to **guarantee the Barça methodology and philosophy**.
 - **Duration of partnership:** 10 years + 10 years extension.
 - **Revenue for the Club:**
 - **15%** of revenue as royalties.
 - **50%** of operating profits from the project.
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CALENDAR



Approval by
Delegate
Assembly

Signature of
Barça-PSP joint
venture agreement

Inauguration
of first training
camps

Inauguration of
whole sports
complex

BENEFITS



BUSINESS

opportunity and increased revenue



BRAND

recognition in a strategic market



TALENT SCOUTING

in American market



NEW

resources and new business opportunity

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