



THE COLLABORATION PROGRAM

OVERVIEW

Mission Statement: Barcelona USA (**B-USA**) is an independent youth soccer organization with ties to PB California (Penya Barcelonista California) that for over a decade has studied and adopted the methodologies and player development concepts of "**Total Futbol**."

Since the inception of our Soccer Program in 1999, we have endeavored to develop a soccer organizational philosophy and methodology that serves two purposes. To support the soccer methodologies and player development strategies of the "**Total Futbol**" concept that were eventually adopted and refined by the greatest soccer Club in the world, **FCBarcelona**, and to provide a program that allows youth soccer clubs the ability to collaborate with our organization under these same principles.

About Us: **B-USA** was established in 1999 to provide personal growth through the game of soccer, in conjunction with higher education. For the purposes of the Collaboration Program described herein, the term "**B-USA**" refers to the official Soccer Academy of Barcelona USA Inc. and is subject to its by-laws and governance by its Board of Directors. **B-USA** is located in Los Angeles, California, which also serves as the central headquarters for the Collaboration Program described herein.

Goal: To promote one soccer methodology throughout the Partnership. The Program also offers benefits beyond soccer relationships and methodologies, such as National Corporate Sponsors, advanced marketing and programs, instant notoriety, as well as comprehensive apparel agreements with EUROSPOORT & NIKE, to all approved partners. The term "partner" represents our Youth Soccer Club partners.

The Collaboration: **B-USA** is providing these same benefits, knowledge and support to qualified Youth Soccer Clubs, through a "Collaboration Program". The Collaboration Program offers technical, administrative and soccer support as well as advanced purchasing and marketing agreements and intellectual property exchange.

Benefits: *Instant Recognition:* Through a collaboration with **B-USA**, our partner's gain instant recognition and notoriety. The national promotion of our program strengthens the brand awareness and exposure for all of our partners.

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(OVERVIEW – Benefits Cont.)

Tailored To Fit Your Needs: The Collaboration Program can be tailored to fit any program. Either a new start-Up Soccer Academy, or, a large established Soccer Organization. You decide what's best for your Program!

Power In Numbers: Multiple partners represented by one central corporate entity enjoy the benefits of the collective bodies activities such as: Corporate sponsorships, marketing, advertising, apparel purchasing agreements, annual trips abroad, etc., and are accomplished more efficiently and properly managed through a collaborative effort.

Coaching and Player Development: By promoting one soccer methodology and player development strategy, a common soccer ideology will be shared by all of us. The Program also helps to adapt and identify strengths and weaknesses of each partner so that ultimately all partner's are structured and unified under one philosophy.

Innovative Program and Exchanges: Our innovative program and exchanges provide our partners the tools to operate at a much more sophisticated soccer level. Additionally, our program provides an annual trip to Barcelona for all ages to experience "Barcelonismo" first hand, to attend a match in the historic Nou Camp stadium, to understand the magnificent Catalonian history and culture, and to interact with the wonderful people of Barcelona.

Intellectual Property: Our partner's will enjoy access to **B-USA's** amassed intellectual properties. These properties are the cornerstone of "our philosophy" and represent a proven commodity in the development of the Organization.

Consulting: **B-USA's** personnel are available to our partner's for additional coaching and administrative consulting. Through the experience and knowledge of our staff as well as access to our consultants, a partner's potential for growth and development is accelerated. Our Player of Development coaching staff has invested many hours over the past several years participating in coaching internships in Barcelona, and we view the opportunity to share that expertise and knowledge to our partner's as a test of its true value.

Corporate Agreements: **B-USA** has developed relationships with some of the most influential organizations within the soccer community such as: **NIKE, EUROSPORT** and **TST**. All of our partner's instantly receive the benefits of these corporate agreements.

Exclusivity: All of our partner's enjoy exclusivity within their own state (Exceptions: California and Texas) and no other Club will have the ability to collaborate with us within it. Furthermore, each of our partner's can expand their own programs within their own state.

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