

WHO ARE WE?



Athletico Sports Club is a professional football club founded in 2006 in Beirut following the initiative of a group of parents trying to offer the best to their children.



The values of the club remain the same today and are the basis of the success of the club which went from having a team of 10 kids to more than 1,300 players today. The club has been in active partnership with the prestigious French D1 club: Olympique Lyonnais since 2011. The training program of the academy is thus based on the learning from one of the world's top 3 training centers. We are proud to have the most qualified French Technical Director: Stéphane D'Urbano. Located in 8 branches across the country, Athletico Sports Club believes the reasons for our success is our constant effort to improve our offer, and mostly our values of respect, integrity and sportsmanship.

IN 2018

Athletico was awarded “Best Grassroots Academy” in Lebanon, later in Jan 2021 the club grabbed the “One-Star” Label from the Asian Football Confederation.

FUNFOOT



Is a fun football Online and Offline program ready to be implemented in Football academies and clubs. Its objective is to reflect the values that the sports industry always aims to promote: Friendship, Equality, Justice, Health, Peace, Devotion, Victory, Traditions, and Honor. **FUNFOOT** is an accessible project for all academies who wish to create fun challenges and competitions to embrace the sense of belonging of their players and to build relationships with other Football academies around them in the same region or country.

FUNFOOT PROCESS



STAGE 1

Individual Virtual or
On Field Challenges



Winning players
will be selected
to form teams of
6 from different
age categories and
mixed genders

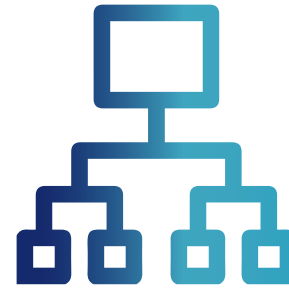


STAGE 2

Teams Virtual
or On field
Challenges



Winning teams
will be qualified
for the final
competition
event



STAGE 3

Team Competition
Event

Live on Youtube or
on ground



This stage is
optional, the
winning teams
can compete
against other
academies and
teams who
took part of
this GLOBAL
challenge



STAGE 4

(Optional)

Global Competition

FUNFOOT STAGES. STAGE 1

INDIVIDUAL VIRTUAL CHALLENGES

The first stage of the FUNFOOT program is based on individual challenges:



Pro footballers will invite the players to participate in the virtual or on field challenges created to suit all the age categories; The challenges can be physical games or general football culture competitions. They can be done on personal level or in the club, they're modern, creative, and fun.



The challenges will be shared on the digital spaces alongside with scores and ranks. During two weeks, players will be **DEVOTED** and will train hard to make it to the first place and they will be engaged with a **HEALTHY** activity. Two weeks later, the Pro footballers will announce the winners based on JUST judgements.



Players with the highest scores will qualify to the next stage.



Digital spaces will play a big role in this project as the challenges will be shared on the event's official page. Fans and families will engage with the content liking, sharing and voting for the best player/team.

This will show the world the PEACEFUL and fun vibes that sports in general and this program in particular aims to spread.



FUNFOOT STAGES. STAGE 2

TEAMS CHALLENGES

The second stage of the FUNFOOT program is about group challenges:



The players that won the 1 st stage qualify **FAIRLY** to the 2 nd stage that's when teams of six are formed and new challenges will be announced.



Each team will be formed of players from different ages and mixed genders (For example: Team of six players born in 2012-11-10-09-08-07 with 2 girls & 4 boys) The challenges have to be done as a team that's when the players will finally meet to train together. They will get to know each other and become **FRIENDS**.



Coaches will be assigned to guide the teams and to help each one achieve the best results hence qualify to the final stage.

The qualification to the final round will be based on the country/region's size and participated teams.

The players and teams qualified will **HONOR** their academy and country



FUNFOOT STAGES. STAGE 3

TEAMS COMPETITION EVENT

The 3rd stage of the FUNFOOT project is about the qualifiers competition events:



ALL players who participated will be invited to have a fun and exceptional event where the qualifiers of stage 2 will compete against each other. The event will be on ground and streamed LIVE on Youtube.



A one day event will include new challenges, music, fun games, food and drinks court, and a lot of entertainment. However, the size of the event can be adapted to different countries and regions, the goal is to make it self-sustainable, self-funded, and showcasing talent and healthy competition in a fun and sporty celebration.



Finally one team will be crowned the **WINNER** of the FUNFOOT EVENT

FUNFOOT STAGES. STAGE 4

(OPTIONAL) GLOBAL COMPETITION

This project can also be implemented on an international level



The FUNFOOT project aims to go international and its 4th stage is all about spreading the great vibe globally. Once shared with the world, this event could be optimized to be able to be a global competition where all the winning teams of the 3rd stage will have to compete with other winning teams in different countries.

FUNFOOT RESULTS

THE FOUR STAGES OF FUNFOOT HELP ACHIEVE THE GOALS



Providing the kids a fun environment where they can enjoy a sport they love.



Promoting the values of Friendship, Equality, Justice, Health, Peace, Devotion, Victory, Traditions, and Honor.



Improve the academies' exposure locally and globally



Spread happy vibes



Modernize football and make it relevant with current trends



Spreading a healthy and inspiring culture of Football and hard work which goes beyond the field



INTERNATIONAL FOOTBALL FOR FRIENDSHIP AWARD HEALTH, PEACE & DEVOTION



THANK YOU FOR ATTENTION!



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