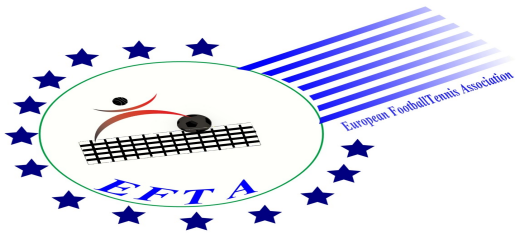




EFTA STRATEGIC PLAN 2011 - 2017



European FootballTennis Association (EFTA)
EFTA Executive Board Proposal
EFTA Congress 2010



Strategic Plan Summary:

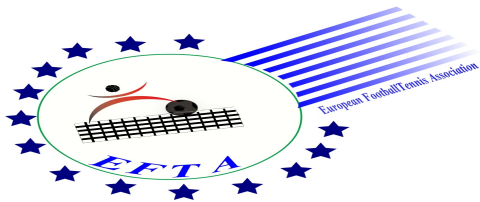
- 1. Political Strategy**
- 2. Sports Strategy**
- 3. Sponsorship, Marketing & Communication Strategy**

Strategic Plan Phases:

2011 - 2012: Approval and preparation of implementation strategies

2013 - 2015: Initiation General Plan

2016 - 2017: Consolidation General Plan



1. Political Strategy

1. 40 EFTA Members countries in 2012:

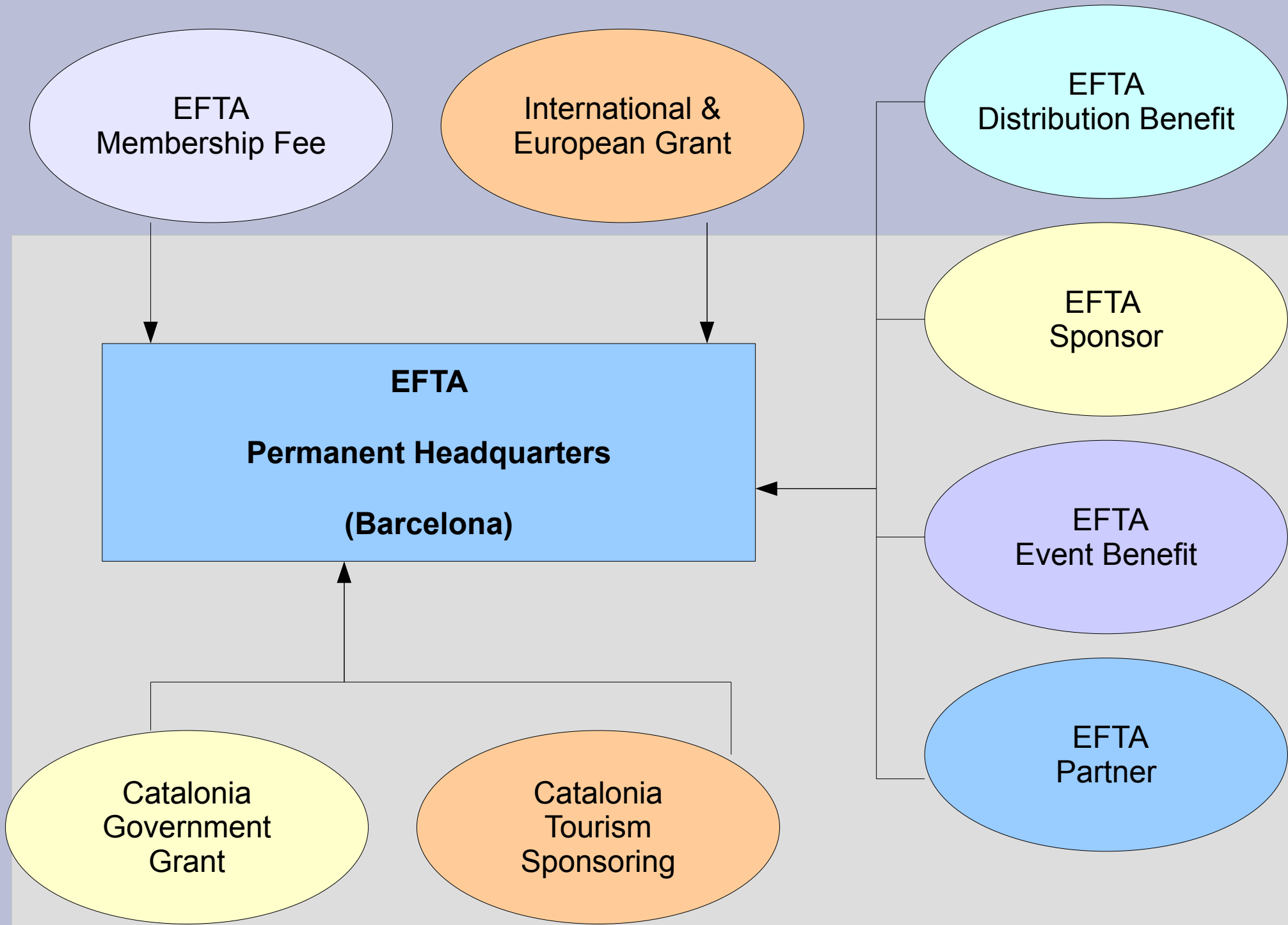
- least 30 countries recognized by the International Olympic Committee (IOC)**
- priority: creation National Associations of Spain, Germany, Italy and England**

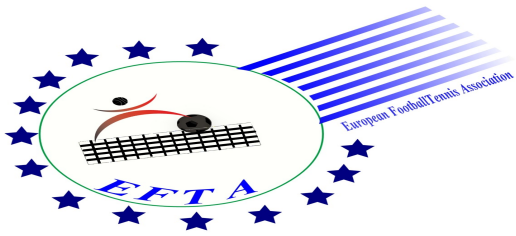
2. Membership Application World Anti-Doping Agency:

- creation of Anti-Doping EFTA Code (see attached document)**

3. EFTA Permanent Headquarters establishment:

- proposal to establish in Barcelona (Catalonia / Spain)**



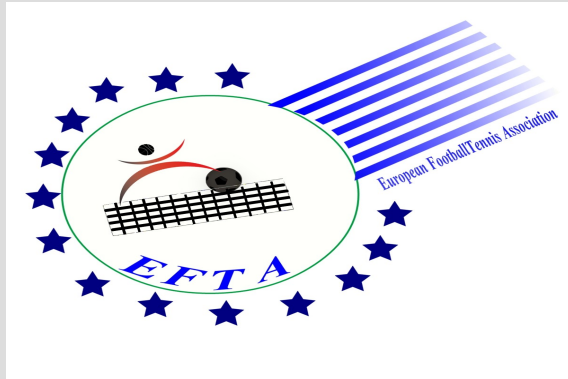


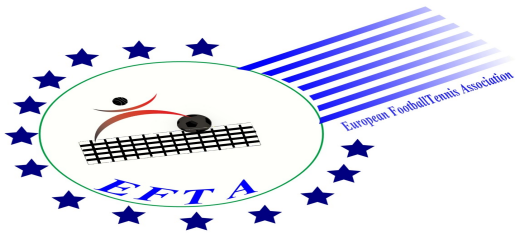
1. Political Strategy

4. Cooperation with other European and International Sports Institutions (inclusion of Footballtennis within their official Championships):

- **European University Sports Association (EUSA)**
- **International School Sport Federation (ISF)**
- **European Deaf Sport Organization (EDSO)**
- **Special Olympics Europe/Eurasia**
- **Conseil Internationale du Sport Militaire Europe (CISM)**
- **World Police & Fire Games**
- **European Federation for Company Sport (EFCS)**

EFTA Political Strategy 2011-2017





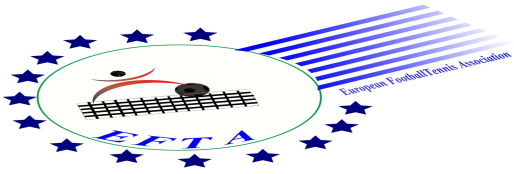
1. Political Strategy

5. EFTA Technical Committee Members (designated every 4 years):

- Director
- Men Competition Manager
- Women Competition Manager
- Junior Competition Manager
- Head of Referees
- Head of Coaches
- European Club Cup 2013 Representative (Catalonia)
- European Championship Disciplines 2011 Representative (France)
- EFTA Challenge Pro-Tour Representative

6. General Secretary EFTA:

- Renumbered professional
- Maximum charge to develop the strategies adopted by the EFTA Congress



1. Political Strategy

7. Creation EFTA Fair Play Campaign

8. Creation EFTA Footballtennis Players Dreams Campaign:

- strategies for professional development of Footballtennis players

9. Grant Application Campaign “Youth in Action” European Commission:

- creation EFTA Commission “Youth in Action” (all Members under 25 years old)

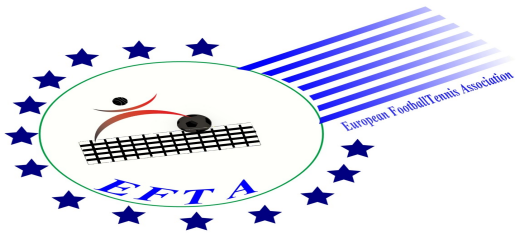
10. EFTA on-line:

- EFTA official web www.footballtennis-europe.org
- Digital EFTA Magazine: “Footballtennis Europe Magazine” (bimonthly)

11. Edition Official EFTA Manual for Referees & Official EFTA Manual for Coaches

12. Concept EFTA Member-Fee (see attached document)

13. Creation EFTA Football – Futsal Committee

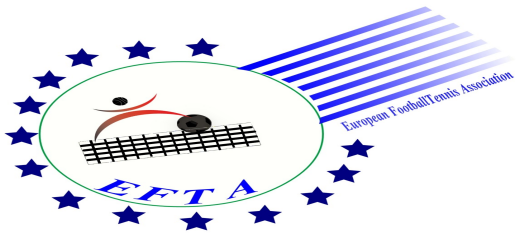


2. Sports Strategy

1. EFTA CHALLENGE PRO-TOUR:

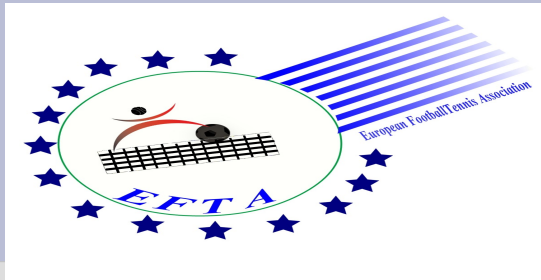
- **Main Goal: the professionalization of the Footballtennis Players**
- **Disciplines Competition (replacing the current European Championship)**
- **annual**
- **in each Discipline, teams can be composed of players from different nationalities, as in Tennis**
- **economics prizes by Final Ranking and by Tournament**
- **First Edition: 2013**
- **Competition System:**
 - a. **from January until December**
 - b. **each year, increasing the number of competition venues**
 - c. **in each tournament: a number of points distribute according final standings**
 - d. **FINAL FOUR: the Top four teams in each Discipline**

2. Sports Strategy



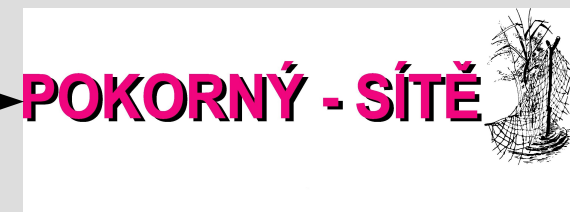
2. EUROPEAN CLUB CUP:

- **Club Competition**
- **all National League champions of each country**
- **future Franchise System**
- **annual**
- **First Edition: 2013 (Final Four in Barcelona - Catalonia)**

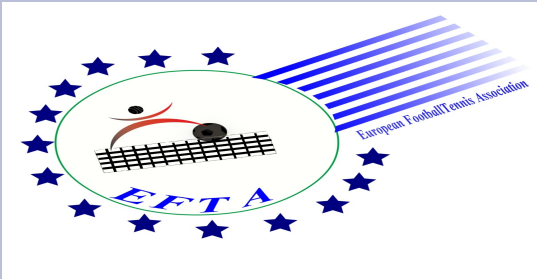


Company Coordinator

3. Sponsorship, Marketing & Communication Strategy



3. Sponsorship, Marketing & Communication Strategy



EFTA EUROPEAN DEVELOPMENT

proximma
sports marketing

Sponsorship, Marketing & Communication



Sports Organization & Management



Footballtennis Players Promotion

SedCo
Sports Events Distribution Consulting
Barcelona - Johannesburg - Leeds - Lisboa - Zürich

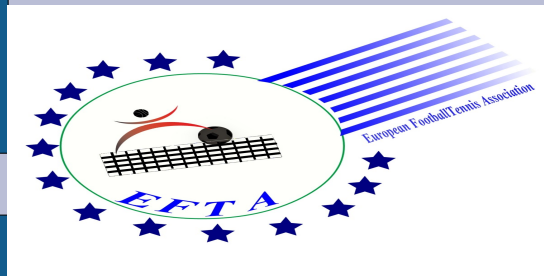
Company Coordinator



Legal Services Partner

EFTA WORLDWIDE DEVELOPMENT & DISTRIBUTION:

% NET PROFIT (Agreement 2011-2017)



50%

Distribution



50%



80%

Sponsorship, Marketing & Communication



15%

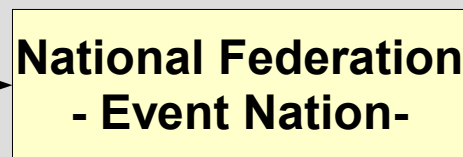


5%



30%

Sports Organization & Management



30%



30%



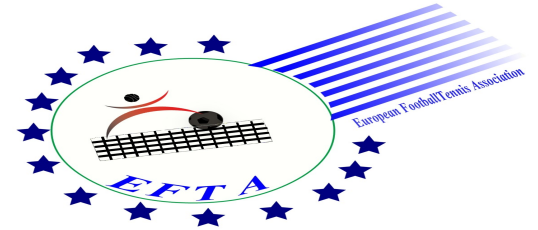
10%

Sponsoring Pack A

General Sponsor

Competitions Names:

- EFTA Challenge Pro-Tour
- European Club Cup
- New Competitions



Sponsoring Pack B

**Official Sponsor
EFTA Challenge Pro-Tour**

**Official Sponsor
New Competitions**

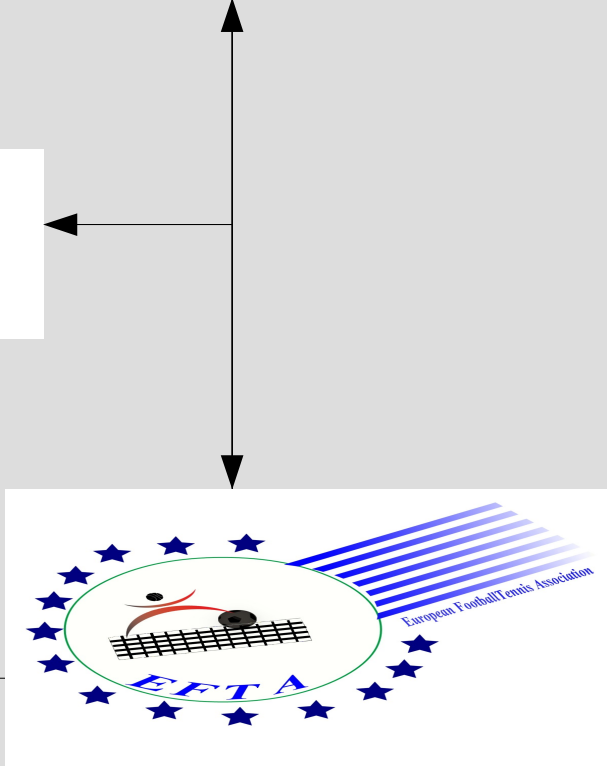
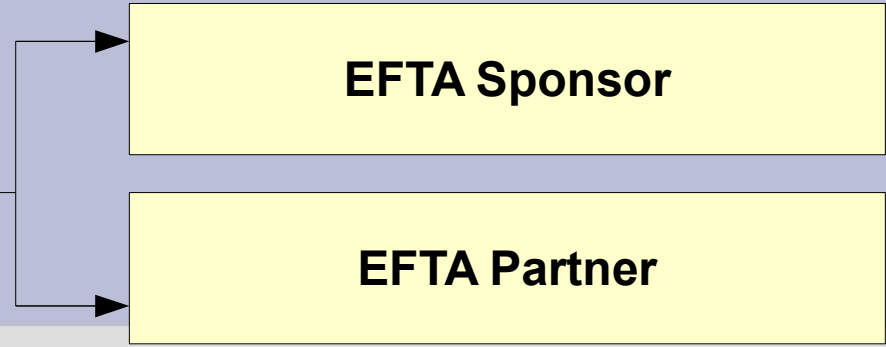
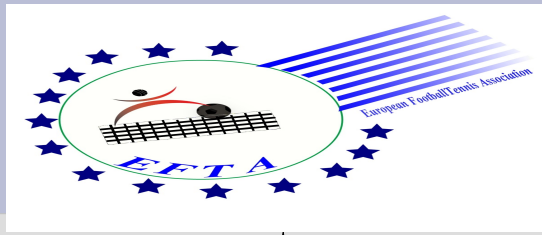
**Official Sponsor
European Club Cup**

Sponsoring Pack C

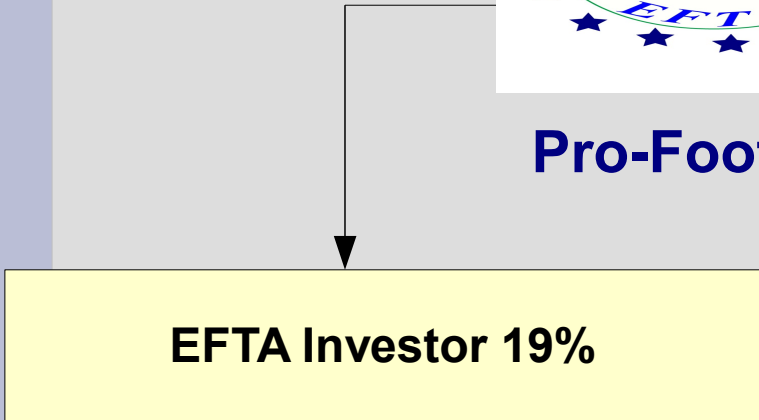
Official Partners

1. Energy Drink / Soft Drink
2. Travel Agency (Hotel Chain & Airline Company)
3. Insurance Company
4. Sports Brand
5. Car Brand
6. Telephone Company
7. Bank
8. Package Delivery Company
9. Official Tourist Destination
10. Official Floor + Official Watch Brand

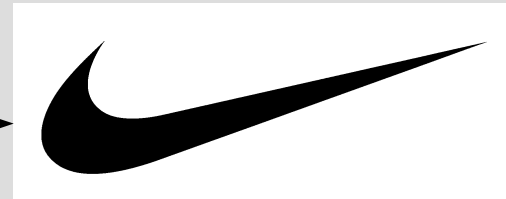
EFTA PRO-FOOTBALLTENNIS
(Limited Trade Company)



Pro-Footballtennis 51%



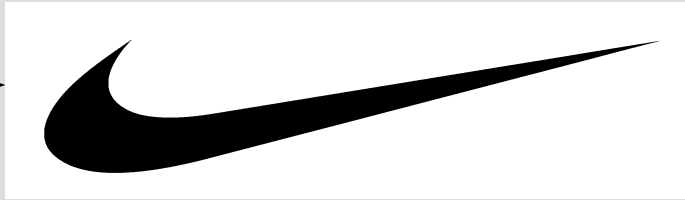
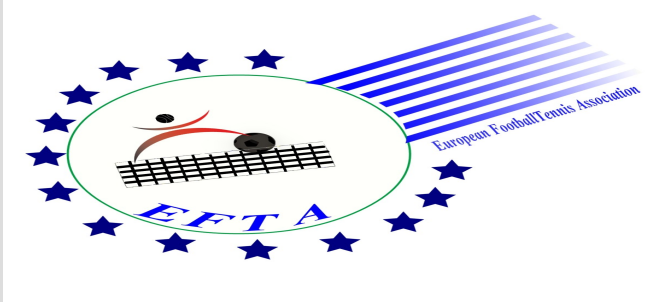
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- EFTA CHALLENGE PRO-TOUR
- EUROPEAN CLUB CUP

