

# UNIF STRATEGIC PLAN 2011 - 2017



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**Union Internationale de Footballtennis (UNIF)  
UNIF Executive Board Proposal  
UNIF Founding Meeting – October 16<sup>th</sup> 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. 50 UNIF Members countries in 2011:

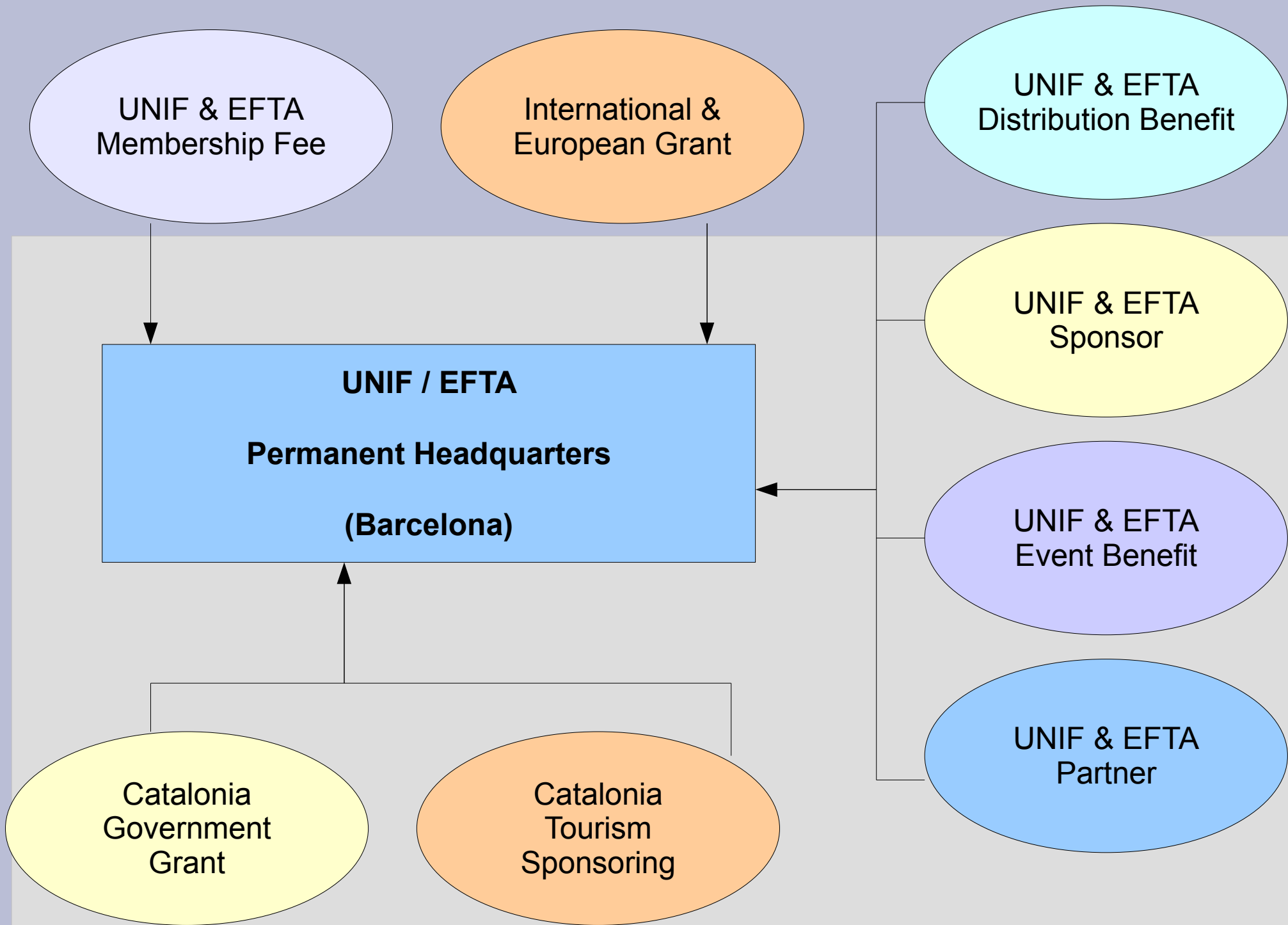
- least 40 countries recognized by the International Olympic Committee (IOC)
- countries on five continents
- priority: creation National Associations of Brazil, Germany, Italy and Spain

### 2. Creation of Continental Associations:

- European Footballtennis Association (EFTA)
- Asociación Panamericana de Fútbol-Tenis (APAFUT)
- Asian Footballtennis Association (AFTA)
- Oceania Footballtennis Association (OFTA)
- Association Africaine de Footballtennis (ASAFOT)

### 3. UNIF & Continental Associations Permanent Headquarters establishment:

- proposal to establish in Barcelona (Catalonia / Spain), for UNIF and EFTA
- proposal to establish in Montevideo (Uruguay) for APAFUT
- proposal to establish in Dubai (United Arab Emirates) for AFTA
- proposal to establish in Brisbane (Australia) for OFTA
- proposal to establish in Johannesburg (South Africa) for ASAFOT



## 1. Political Strategy

### **4. Membership Application SportAccord (trying to deal with FIFA)**

- after admission, Membership application into the International World Games Association (IWGA)

### **5. Membership Application World Anti-Doping Agency:**

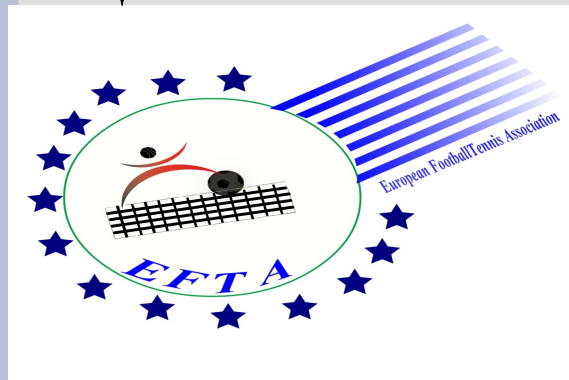
- creation of Anti-Doping UNIF Code (see attached document)
- creation of UNIF Anti-Doping Committee  
(work to develop in cooperation with the Continental Associations)

### **6. Cooperation with other International Sports Institutions (inclusion of Footballtennis within their official Championships):**

- International University Sports Federation (FISU)
- International School Sport Federation (ISF)
- International Committee of Sports for the Deaf (ICSD)
- Special Olympics
- Conseil Internationale du Sport Militaire (CISM)
- World Police & Fire Games
- European Federation for Company Sport (EFCS)

# UNIF Political Strategy 2011-2017

**UNION INTERNATIONALE  
DE FOOTBALLTENNIS (UNIF)**

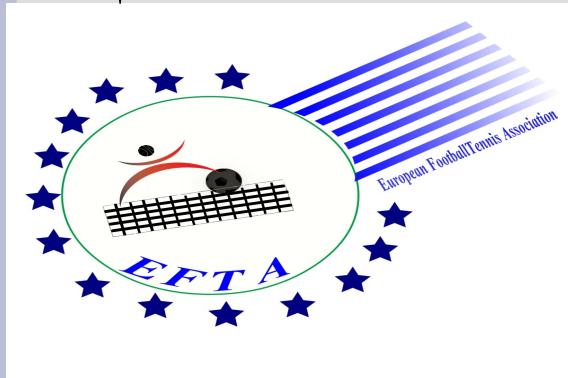


**European Footballtennis Association (EFTA)**



# UNIF Political Strategy 2011-2017

**UNION INTERNATIONALE  
DE FOOTBALLTENNIS (UNIF)**



**European Footballtennis Association (EFTA)**



## 1. Political Strategy

### **7. UNIF Technical Committee Members (designated every 4 years):**

- **Director**
- **Men Competition Manager**
- **Women Competition Manager**
- **Junior Competition Manager**
- **Head of Referees**
- **Head of Coaches**
- **Nations World Cup 2012 Representative**
- **UNIF Pro-Tour Representative**
- **Player's Representative**

### **8. General Secretary UNIF & Continental Associations:**

- **Renumbered professional**
- **Maximum charge to develop the strategies adopted by the UNIF & Continental Associations Congress**



## 1. Political Strategy

### 9. Creation UNIF Fair Play Campaign

### 10. Creation UNIF Footballtennis Players Dreams Campaign:

- strategies for professional development of Footballtennis players

### 11. Creation UNIF Commission “Youth in Action” (all Members under 25 years old)

### 12. UNIF on-line:

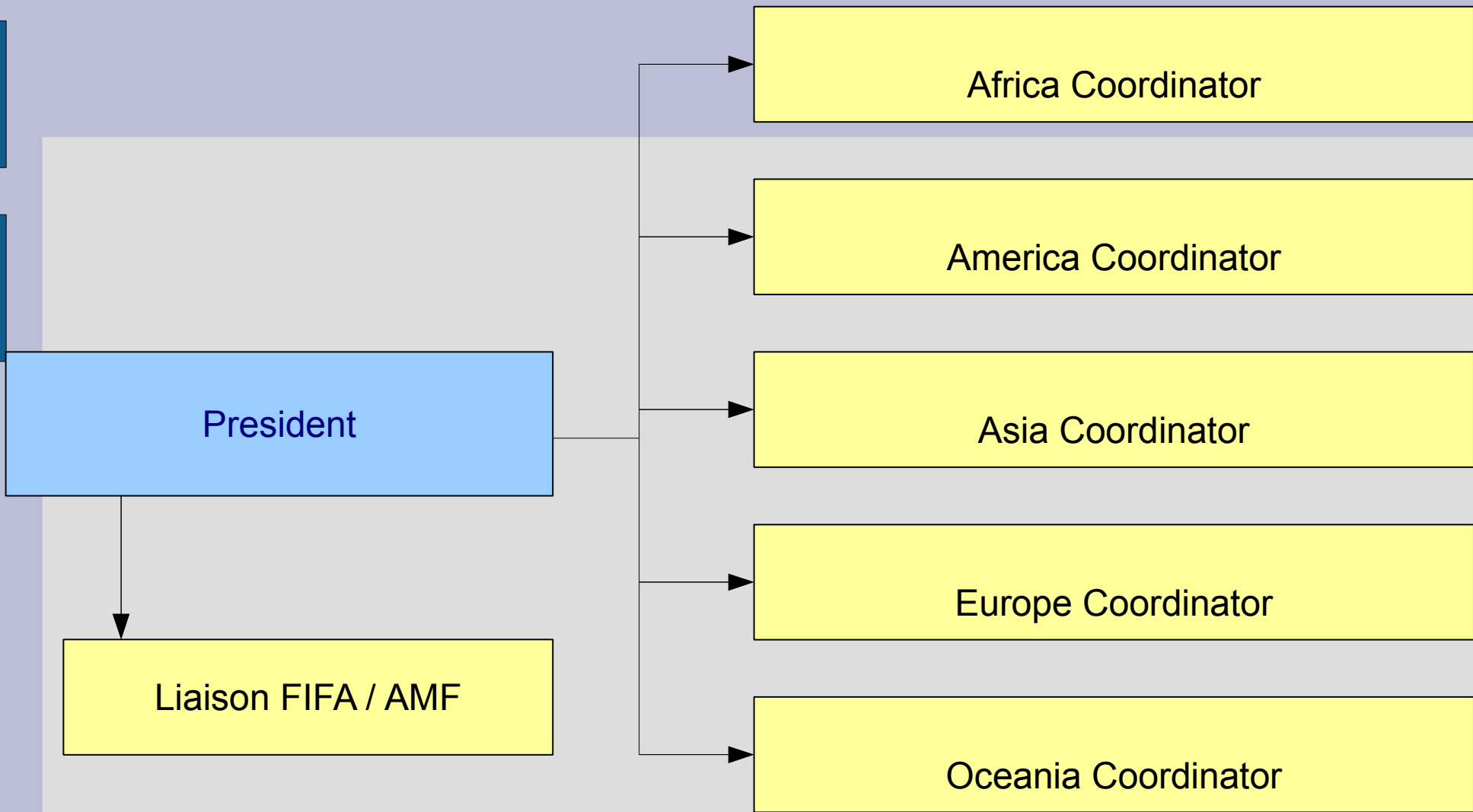
- UNIF official web [www.footballtennis-planet.org](http://www.footballtennis-planet.org)

- Digital UNIF Magazine: “Footballtennis Planet Magazine” (bimonthly)

### 13. Edition Official UNIF Manual for Referees & Official UNIF Manual for Coaches

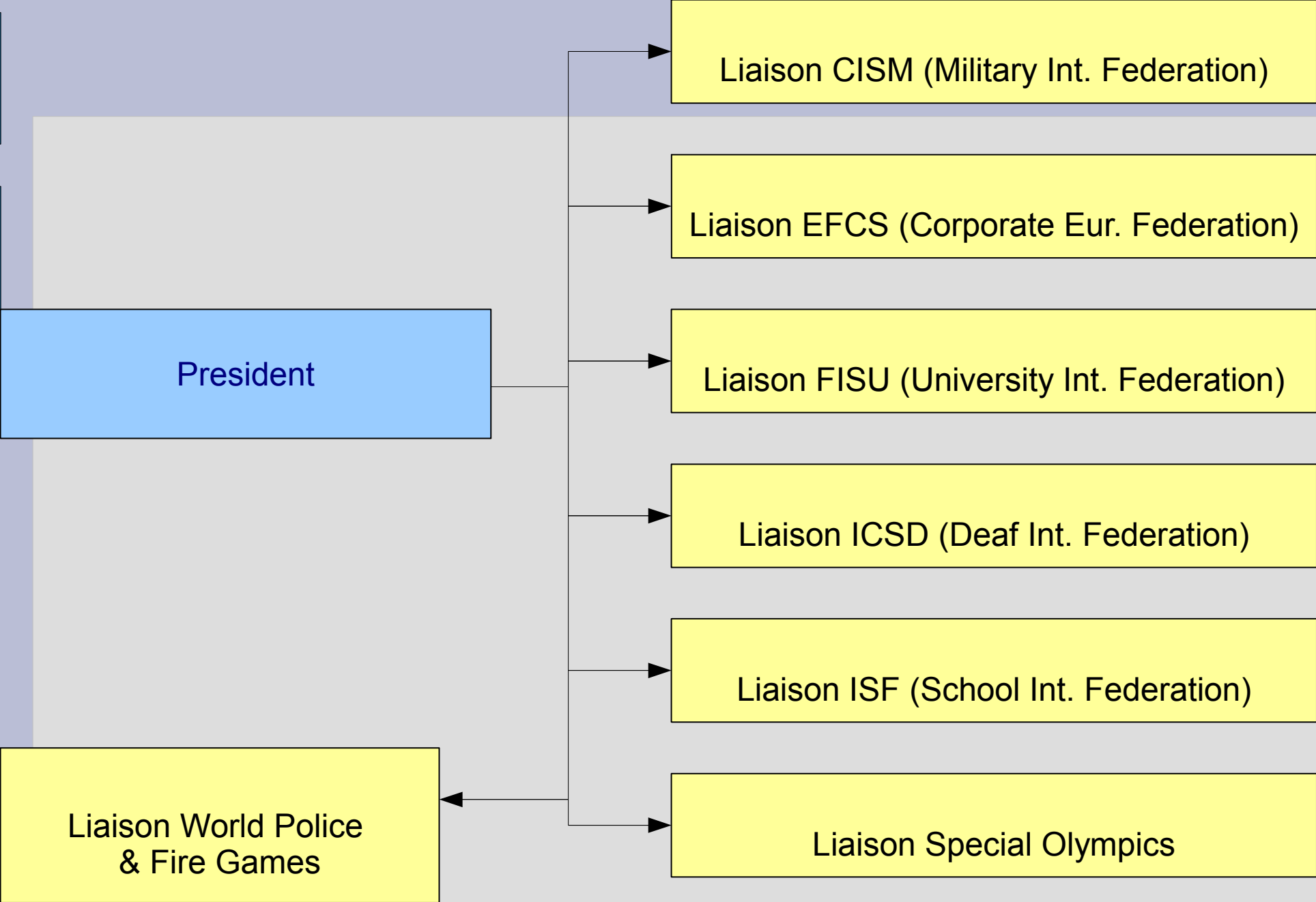
### 14. Concept UNIF & Continental Association Member-Fee (see attached document)

### 15. UNIF Football – Futsal Committee (see next page):



**UNIF Football – Futsal Committee: Structure - A**

# UNIF Football – Futsal Committee: Structure - B



## 2. Sports Strategy

### **1. NATIONS WORLD CUP:**

- **bi-annual / one Host Nation by tournament (2017 in total 10 tournaments)**
- **First Edition proposal: Dubai March 2013 (United Arab Emirates)**
- **Competition System 2013 – Proposal:**
  - a. all countries wishing to participate go to Dubai**
  - b. Host Nation cover the cost of 16 countries; UNIF the rest of countries; all National Associations cover the cost of travel to Dubai, with UNIF support**
  - c. and with the Final Standings, UNIF form the various world divisions to implement in 2015**

# UNIF NATIONS WORLD CUP: 2013 - 2017

**WORLD DIVISION A**  
(Countries Position 1 - 12 Dubai 2013)

2 Promotion  
/ 2 Relegation

**WORLD DIVISION B**  
(Countries Position 13 - 24 Dubai 2013)

4 Promotions  
/ 4 Relegations

**CONTINENTAL DIVISION A (12 Nations x Group / Creation: 2015):**  
Panamerican Group / European Group / African Group / Asian-Oceania Group

8 Promotions  
/ 8 Relegations

**CONTINENTAL DIVISION B (Creation: 2017):**  
Panamerican Group / European Group / African Group / Asian-Oceania Group

## 2. Sports Strategy

### 2. UNIF PRO-TOUR:

- **Main Goal: the professionalization of the Footballtennis Players**
- **Disciplines Competition (replacing the current World 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: 2014**
- **Competition System:**
  - a. **from January until December**
  - b. **each year, increasing the number of competition venues**
  - c. **least one tournament per Continent**
  - d. **in each tournament: a number of points distribute according final standings**
  - e. **FINAL FOUR: the Top four teams in each Discipline**
  - f. **FINAL FOUR: each year in a different continent**

## 2. Sports Strategy

### 3. EUROPEAN CLUB CUP:

- Club Competition
- all National League champions of each country
- future Franchise System
- annual
- First Edition: 2013
- Host City Proposal: Barcelona (Catalonia / Spain)

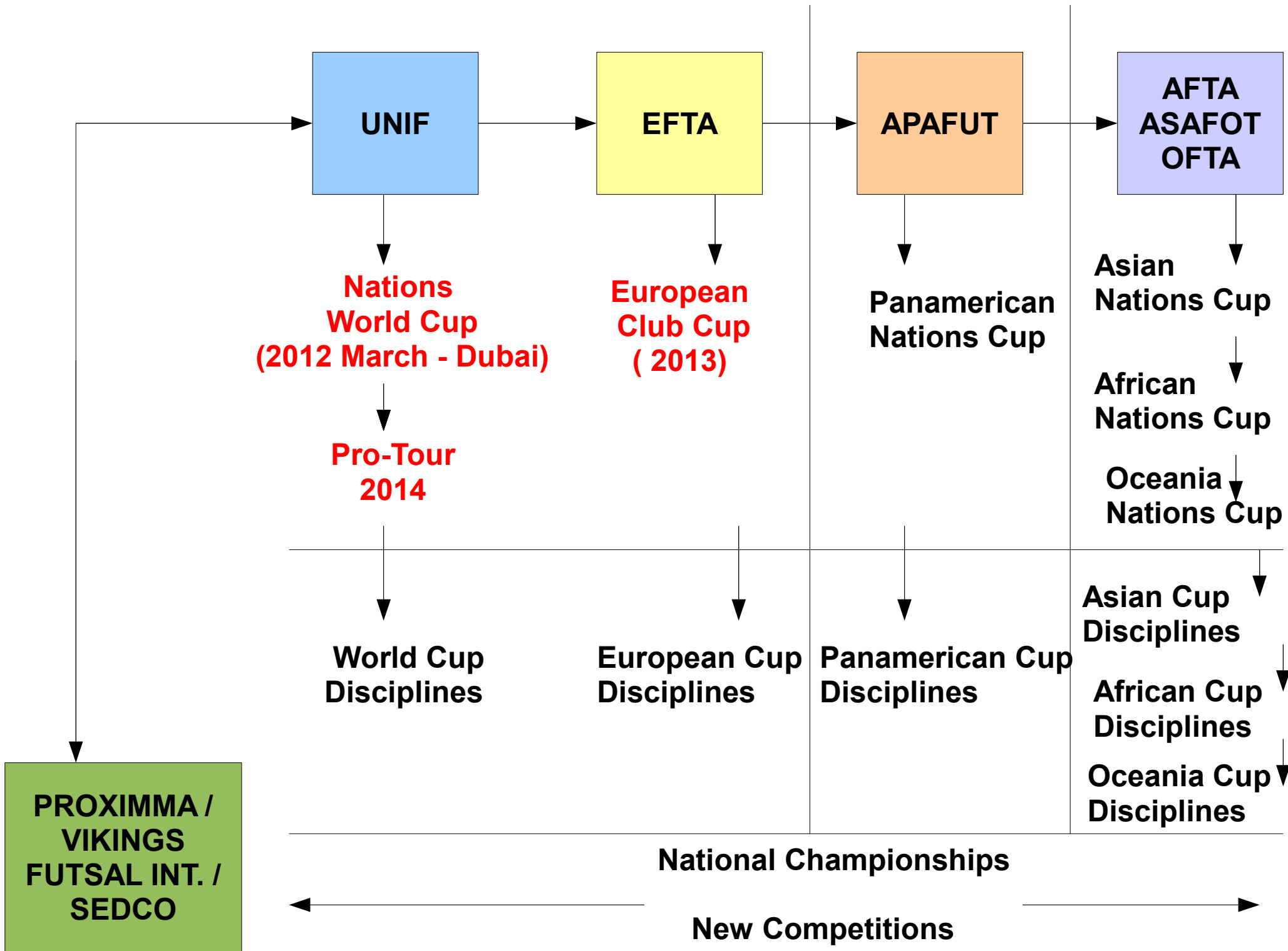
### 4. Other Competitions:

#### - PAN AMERICAN CUP:

- a. Nations Competition
- b. First Edition: 2013

#### - ASIAN / AFRICAN / OCEANIA CUP:

- a. Nations Competition
- b. First Edition: 2013



**UNIF**

**EFTA**

**APAFUT**

**AFTA  
ASAFT  
OFTA**

**Nations  
World Cup  
(2012 March - Dubai)**

**European  
Club Cup  
(2013)**

**Panamerican  
Nations Cup**

**Asian  
Nations Cup**

**African  
Nations Cup**

**Oceania  
Nations Cup**

**Pro-Tour  
2014**

**World Cup  
Disciplines**

**European Cup  
Disciplines**

**Panamerican Cup  
Disciplines**

**Asian Cup  
Disciplines**

**African Cup  
Disciplines**

**Oceania Cup  
Disciplines**

**PROXIMMA /  
VIKINGS  
FUTSAL INT. /  
SEDCO**

**National Championships**

**New Competitions**

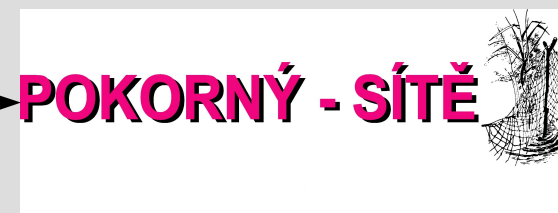


UNION INTERNATIONALE  
DE FOOTBALLTENNIS (UNIF)



Company Coordinator

3. Sponsorship, Marketing &  
Communication Strategy



3. Sponsorship, Marketing & Communication Strategy

UNION INTERNATIONALE  
DE FOOTBALLTENNIS (UNIF)

UNIF WORLDWIDE DEVELOPMENT



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

Company Coordinator



Advisor Group

Legal Services Partner



Sponsorship, Marketing & Communication



Sports Organization & Management



Galeano  
Representaciones Deportivas

Footballtennis Players Dreams Promotion

# UNIF WORLDWIDE DEVELOPMENT & DISTRIBUTION:

## % NET PROFIT (Agreement 2011-2017)

UNION INTERNATIONALE  
DE FOOTBALLTENNIS (UNIF)

**Distribution**

**50%**



**50%**

UNION INTERNATIONALE  
DE FOOTBALLTENNIS (UNIF)

**Sponsorship, Marketing & Communication**

**80%**

proximma  
sports marketing

**15%**



**5%**

UNION INTERNATIONALE  
DE FOOTBALLTENNIS (UNIF)

**Sports Organization & Management**

**30%**

National Federation  
- Event Nation-

**30%**



**30%**



**10%**

**UNION INTERNATIONALE  
DE FOOTBALLTENNIS (UNIF)**

**Sponsoring Pack A**

**General Sponsor  
UNIF / EFTA / APAFUT**

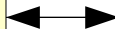


**Competitions Names:**

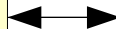
- Nations World Cup
- Pro-Tour
- Pan American Cup
- European Club Cup

**Sponsoring Pack B**

**Official Sponsor UNIF**



**Official Sponsor EFTA**



**Official Sponsor APAFUT**

**Sponsoring Pack C**

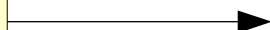
**Official Sponsor  
Nations World Cup & Pro-Tour**

**Official Sponsor  
Pan American Cup**

**Official Sponsor  
European Club Cup**

**Sponsoring Pack D**

**Official Partners  
UNIF / EFTA / APAFUT**



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

**UNIF SPORTS & MARKETING**  
**(Limited Trade Company)**

**UNION INTERNATIONALE  
DE FOOTBALLTENNIS (UNIF)**

**UNIF Sponsor**

**UNIF Partner**

**proxim**ma  
—sports marketing—

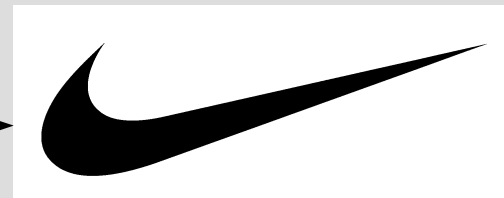
**UNION INTERNATIONALE  
DE FOOTBALLTENNIS (UNIF)**

**Sports & Marketing 51%**

**UNIF Investor 19%**



**10%**



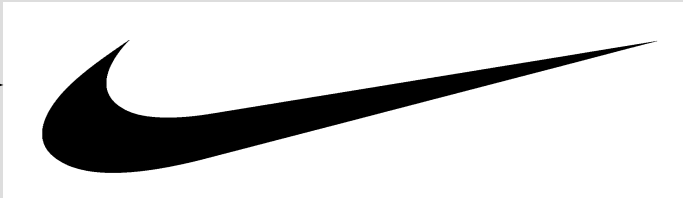
**10%**



**10%**



UNION INTERNATIONALE  
DE FOOTBALLTENNIS (UNIF)



- UNIF NATIONS WORLD CUP
- UNIF PRO-TOUR
- EFTA EUROPEAN CLUB CUP

