



# SCHÄCHTER SPORTS THAILAND 2020

LEADING GERMAN INTERNATIONAL FOOTBALL COACHING,  
YOUTH DEVELOPMENT, FOOTBALL TRAVEL, COACHING &  
CONSULTING SPECIALISTS

## SCHÄCHTER SPORTS - THAILAND 2020

Schächter Sports is a leading football talent development company, headquartered in Germany.

Working with some of the world's biggest clubs, including AS Roma, AC Milan, VfB Stuttgart, FC Tokyo, Kawasaki Frontale and FSV Mainz 05; as well as leading brands such as Puma and Volkswagen, Schächter Sports is at the heart of the fast growing global football market.

Now expanding its services into Thailand, the company is an established key enabler for:

- Young Players
- Brands
- Football Clubs & Associations
- Sports Campuses
- Government Organisations

With a network of partners based at 13 offices on four continents, Schächter Sports offers international experiences to promising young football talents providing brands, clubs, sports campuses and government organisations with an excellent channel to increase their exposure in Thailand and overseas.

The company helps its clients to enter the European football market, as well as helping them expand beyond Europe.

## ACTIVITIES

With a holistic approach to the internationalisation of football, Schächter Sports offers a wide range of services in Thailand, including:

- Football Activations - including Schools & Camps
- International Tours
- International Tournaments
- Strategic Consulting
- Project Management
- Partnership Development
- Team Travel
- Football Experiences

*We have a number of Partnership opportunities for Brands, Clubs, Teams, Associations, Sports Campuses and Government Agencies to get involved with Schächter Sports - Thailand 2020 as well as a number of Official Media Partners opportunities.*







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## QUICK FACTS & FIGURES

**60 FOOTBALL EXPERTS**

WORKING ON GLOBAL LONG-TERM FOOTBALL PROJECTS

**2012**  
ESTABLISHED

**INDEPENDENT  
FAMILY-OWNED**

**47%** COMPANY  
GROWTH  
RATE 2018

**10000+** CHILDREN AND YOUNG PEOPLE  
COACHED WORLDWIDE

**GLOBAL FOOTBALL NETWORK**  
13 PARTNERS ON 4 CONTINENTS

**150+** ACTIVITIES  
ORGANISED  
TO DATE

## GLOBAL NETWORK

Through its growing unique network of local partners Schächter Sports has offices on four continents with a constantly growing network.

## COMPANY VISION

Schächter Sports vision is to become the leading enabler for:

- Non-European young players, associations, clubs and brands to enter the European football market
- European young players, associations, clubs and brands to enter football markets outside Europe

Schächter Sports achieves this by:

- creating a global football network
- designing innovative and sustainable football concepts
- always thinking long-term
- consulting on strategies
- being a reliable partner to every contact







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## PACKAGES

### SCHÄCHTER SPORTS PARTNERS...

For organisations wishing to associate with Schächter Sports' wide range of football activities, we have the following opportunities...

- **BRAND PARTNERSHIPS**
- **PROFESSIONAL CLUB / TEAM / ASSOCIATION PARTNERSHIPS**
- **SPORTS CAMPUS PARTNERSHIPS**
- **GOVERNMENT PARTNERSHIPS**

### SCHÄCHTER SPORTS MEDIA PARTNERS...

We have a number of national, regional and global opportunities for Official Media Partners, including:

- **ONLINE**
- **TV**
- **RADIO**
- **PRESS**
- **MAGAZINES**

### BRANDS

Schächter Sports works with a number of brands and media partners including VW and Puma. It offers the opportunity to associate with a wide range of football activities including sponsoring tournaments and coaching clinics as well as domestic and international training camps in Thailand and abroad.

### PROFESSIONAL CLUB / TEAM / ASSOCIATION PARTNERSHIPS

On a club, team and association level, Schächter Sports offers coaching clinics and consulting services, drawing on a network of high quality, UEFA-certified coaches and professionals. The company offers both on-location training services as well as longer training camps in Germany. Its consulting services centre around the business of football, helping partners understand all aspects of strategic planning, monetisation, marketing, and creating beneficial partnerships. It also offers training camp and friendly matches organisation for youth teams to play in Germany.

### SPORTS CAMPUSES - YOUNG PLAYER DEVELOPMENT

A special emphasis is placed on youth development, being a supporter for international young football players' pathways through high-quality coaching. In addition to its activities within Germany, Schächter Sports is also uniquely positioned to facilitate both inbound and outbound training possibilities for players looking for international experience. Services include team trips and coaching clinics.

### GOVERNMENT PARTNERSHIPS

Schächter Sports can work with government organisations such as SAT, TAT and TCEB. Showcasing German football to Thailand. Schächter Sports is looking to partner with Thai government organisations to develop football at school level in Thailand through International Youth Tournaments, Coaching Clinics, visits to Germany and consulting services.



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Schächter Sports has worked with a wide range for partners to date from world-leading brands and clubs to grass roots academies.

**WORK  
FEATURED ON**







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## ACTIVITIES OFFERING

Schächter Sports offers a wide range of activities including:

### FOOTBALL ACTIVATIONS

With its multi-year experience, international network and pool of 50 UEFA-licensed coaches Schächter Sports consults, sets up and develops football academies, camps and schools all over the world.

### TRYOUTS

Schächter Sports offers unique experiences to individuals. Players get the chance to be coached on an individual level by its coaches combined with the chance to train with semi-professional clubs in Germany and France.

Players get the chance to benefit from experts and the ability to measure themselves against different club levels through tryouts in Germany.

### PLAYER & PERSONALITY DEVELOPMENT

Schächter Sports gives players the chance to improve their game. It works with talent on a remote basis and uses modern technology to support their personal development throughout the year.

### INTERNATIONAL TOURS & TOURNAMENTS

Schächter Sports creates and organises national and international football tournaments including the annual VW Polo Cup, which hosts several Bundesliga and Bundesliga 2 clubs as well as international academies.

### FOOTBALL EXPERIENCES

Schächter Sports supports clubs to execute club-branded activities in foreign markets. Current clients include clubs from Bundesliga and Bundesliga 2. Many clubs in the Schächter Sports network are looking for partnerships to share knowledge and benefit from each other in different ways. With its network Schächter Sports is able to find the perfect long-term partner and support the negotiation, set-up and execution phase.







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#### STRATEGIC CONSULTING

Schächter Sports works with brands, clubs, associations and government organisations offering Strategy Consulting, Project Management and Partnership Development. With multiple years experience in different fields of international sports business – strategy, youth development, marketing, digital, media - it generates effective and efficient strategies and concepts that add value to Partners and its stakeholders.

For example, for clubs Schächter Sports provides advice on coaching, scouting as well as different business areas including marketing, digital and social media and fan experience.

#### TEAM TRAVEL

**German Experiences** - Schächter Sports is one of the leading companies specialising in the German sports inbound market. Offering: clinics & elite training tours; training camps; pre-tournament training days; and international tournaments.

**International Travel** - Schächter Sports network has excellent connections to local academies and training facilities throughout the world. Through this it offers the best training conditions combined with a unique international experience.

- 1500+ academy training sessions for individual players
- 50+ players nominated for its world selection







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## MAIN BENEFITS

An association with Schächter Sports allows Partners to promote their products and services to national, regional and global audiences. Partners benefit from an association in many ways, including:



### IMAGE ENHANCEMENT

#### RECOGNITION

Through football activities including: Camps, Club Experiences, Exchange Programmes, Tryouts, Player & Personality Development, Experience Travel and International Tours & Tournaments.

#### CORPORATE SOCIAL RESPONSIBILITY

Helping to promote football and providing a positive role model for young people.



### BRAND EXPOSURE

The opportunity to integrate with Schächter Sports...

NAMING RIGHTS TO EVENTS | EVENT BRANDING | EVENT PRESENCE



### MEDIA, PROMOTION & PR RIGHTS

Each activity is supported by a marketing plan including...

#### PR

Schächter Sports is hot news. The PR campaign ensures year round coverage. Partners can create media coverage through news PR activity. There will be coverage in Social, Online, TV, Radio and Magazines.

All Partners will have rights to associate with selected Schächter Sports activities for PR and advertising activity. Partners can create content, for example, through: Celebrity Players / Coaches; Events; Onsite Promotions; and Press Conferences.

#### MEDIA PARTNERS

Guaranteed coverage with Schächter Sports Official Media Partners - currently being confirmed.





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#### DIGITAL & SOCIAL RIGHTS

Exposure through...



**WEB** - [www.schaechter-sports.com](http://www.schaechter-sports.com)



**FACEBOOK** - [facebook.com/schaechtermanagementsports](https://facebook.com/schaechtermanagementsports) - **21,358 FOLLOWERS**



**INSTAGRAM** - <https://www.instagram.com/schaechter.sports/> - **373 FOLLOWERS**



#### EXPERIENTIAL RIGHTS

Schächter Sports is a major opportunity to target the global football market.



#### MERCHANDISING RIGHTS

Schächter Sports offers Partners the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, Schächter Sports T-shirts and Goodie Bags.







SCHÄCHTER SPORTS PARTNERS RIGHTS INVENTORY	PARTNER LEVEL			
	PARTNERS			
	BRAND	FOOTBALL CLUB / TEAM / ASSOC.	SPORTS CAMPUS	GOVERNMENT
<b>TITLE RIGHTS</b>				
Rights to title "[Partner Name] Official Partner Schächter Sports 2020" for PR and advertising use for specific activities the Partner is associated with / involved in	Yes	Yes	Yes	Yes
<b>INTELLECTUAL PROPERTY &amp; BRANDING RIGHTS</b>				
<b>LOGOS &amp; IMAGES</b>				
Right to use Schächter Sports 2020 Composite (lock-up) Logo on all internal and external marketing for specific activities the Partner is associated with / involved in	Yes	Yes	Yes	Yes
<b>EVENT BRANDING - GENERAL</b>				
Logo displayed at each Schächter Sports 2020 activity the Partner is associated with e.g. Camps, Club Experiences, Exchange Programmes, Tryouts, Player & Personality Development, Experience Travel, and International Tours & Tournaments. This will vary from activity to activity and will include advertising hoardings and digital advertising where relevant	Yes	Yes	Yes	Yes
Logo on any Media interview area backdrops for specific activities the Partner is associated with / involved in	Yes	Yes	Yes	Yes
Logo on Schächter Sports 2020 officials' clothing for specific activities the Partner is associated with / involved in	Yes	Yes	Yes	Yes
<b>MEDIA, PROMOTION &amp; PR RIGHTS</b>				
Logo on literature pre / post events, website, stationery etc. for specific activities the Partner is associated with / involved in	Yes	Yes	Yes	Yes
Programme advertisement, if applicable for specific activities the Partner is involved in e.g. International Tournaments	Full Page	Full Page	Full Page	Full Page

SCHÄCHTER SPORTS PARTNERS RIGHTS INVENTORY	PARTNER LEVEL			
	PARTNERS			
	BRAND	FOOTBALL CLUB / TEAM / ASSOC.	SPORTS CAMPUS	GOVERNMENT
Brand name mention and logo in Schächter Sports 2020 press information and advertisements and any marketing / sales materials for specific activities the Partner is associated with / involved in	Yes	Yes	Yes	Yes
Logo on advertising in any Media Partner publications - size dependent on sponsorship level for specific activities the Partner is associated with / involved in	Yes	Yes	Yes	Yes
<b>DIGITAL &amp; SOCIAL RIGHTS</b>				
Branding on event emails, website, and all site communications for specific activities the Partner is associated with / involved in	Yes	Yes	Yes	Yes
Part of digital engagement programme FB and Instagram posts for specific activities the Partner is associated with / involved in	Yes	Yes	Yes	Yes
Logo on www.schaechter-sports.com	Yes	Yes	Yes	Yes
<b>EXPERIENTIAL RIGHTS</b>				
Opportunity for brand activations at any Schächter Sports 2020 specific activities the Partner is associated with / involved in	Yes	Yes	Yes	Yes
Promotional literature at any Schächter Sports 2020 specific activities the Partner is associated with / involved in	Yes	Yes	Yes	Yes
Sampling at any Schächter Sports 2020 specific activities the Partner is associated with / involved in	Yes	Yes	Yes	Yes
<b>MERCHANDISING RIGHTS</b>				
Opportunity to produce a Schächter Sports 2020 T-shirt with Partner logo on	Yes	Yes	Yes	Yes
Production of a Schächter Sports 2020 Goodie bag for any Schächter Sports 2020 activities the Partner is associated with / involved in	Yes	Yes	Yes	Yes





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## OFFICIAL MEDIA PARTNERS

We have opportunities for Official Media Partners, which offer branding and hospitality benefits...

### TITLE RIGHTS

Rights to title (sponsor name) "Official Media Partner of Schächter Sports 2020" for PR and advertising use.	Yes
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### INTELLECTUAL PROPERTY & BRANDING RIGHTS

Logo displayed at each Schächter Sports 2020 event the Official Media Partner is associated with / involved in	X 2
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### DIGITAL & SOCIAL RIGHTS

Branding on relevant Schächter Sports emails, website, and all site communications at each Schächter Sports 2020 event the Official Media Partner is associated with / involved in	Yes
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Logo placement on Official Media Partners page on <a href="http://www.schaechter-sports.com">www.schaechter-sports.com</a>	Yes
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### EXPERIENTIAL RIGHTS

Opportunity for brand activations at any Schächter Sports 2020 specific activities the Official Media Partner is associated with / involved in	Yes
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## CASE STUDIES

### VfB STUTTGART GOES ASIA

Schächter Sports supports VfB Stuttgart with its international strategy for Asia. During a 14-day trip the club traveled to Ho Chi Minh City and Singapore to establish the VfB Stuttgart brand with a grassroots-focused approach.

<http://www.schaechter-sports.com/en/cases/vfb-stuttgart-goes-asia>

### VfB STUTTGART CLUB EXPERIENCE

Schächter Sports and VfB Stuttgart selected talented players in the VfB Stuttgart camp in Singapore and gave them the chance to experience German Bundesliga - as close as you can get.

<http://www.schaechter-sports.com/en/cases/vfb-stuttgart-club-experience>

### FSV MAINZ 05 ACTIVATES ITS FOOTBALL SCHOOL IN PORT HARCOURT

In 2019 Bundesliga club FSV Mainz 05 and Schächter Sports signed a cooperation to internationalise the "05'er Fußballschule", the club's football school branch into different territories. One of the first markets to activate the branch was Nigeria - coaching more than 100 children in Lagos.

<http://www.schaechter-sports.com/en/cases/fsv-mainz-05-football-school>

### VW POLO CUP

Every year in late August / early September Schächter Sports organises the VW Polo Cup with its Partner, FK Pirmasens 03. The Under 13 tournament is played in the beautiful small stadium Sportpark Husterhöhe in Pirmasens and always creates a very special atmosphere. The 16-team 2-day tournament brings together children from different countries including Germany, France, Switzerland, China, Singapore, Greece, Poland and more.

<http://www.schaechter-sports.com/en/cases/vw-polo-cup>







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## TESTIMONIALS

### ACADEMY REFERENCES

#### JUN HIRANO, FUNROOTS TOKIO

*"Football connects to the world. That is our concept. Football is not only global sports but also harbors lots of potential for youth development – in sports and personal growth. Football is the best way to learn values such as peace, human rights, conflicts preventions and tolerance towards other cultures. We would like to be mediators with Mr. Sebastian Schächter and the Schächter Sports GmbH between Germany and Japan. Further, we look forward to proceeding with various global projects together with Schächter Sports GmbH."*



#### PAUL SMITH, ASIA PACIFIC SOCCER SCHOOL

*"Schächter Sports GmbH was a natural partnership for APSS as they encompass everything we are looking for to improve pathways for our players in Europe and especially Germany. To have Schächter Sports coaches coming to Hong Kong and identify talented players, who then have the opportunity to experience training at Bundesliga clubs, is an important step in our further development. The small details are so important at improving our program and coaches and Sebastian and his team will deliver these on all fronts. APSS is really looking forward to pursuing all the opportunities Schächter Sports and their partners offer. APSS only works with the best."*



#### JAKE DOODNATH, TORONTO SKILLZ

*"Canada lags behind in player development compared to the top countries in the CONCACAF region, as seen recently by the failure of our U17 and U20 men's team to qualify for their respective world championships. The only way to improve what we are doing to develop players is to work with organisations such as our German Partners who have a proven track record in developing some of the top talents in Europe. With Schächter Sports we found the perfect partner and are delighted with our cooperation and their performances."*



#### SAMUEL OLALI, AYES DALLAS

*"The partnership with Schächter Management Group has given us a tremendous opportunity to raise the level of our players and coaches significantly. Our players have experienced higher level of coaching at the camps hosted in USA and during their visit to Germany. Our coaches have also been able to learn from watching and working with coaches from Germany. Beyond all that, the exchange program has allowed our players to experience a different culture while learning in a country where soccer and the culture of soccer is more advanced than in USA. We look forward to coaching education for our coaches, scouting of our players by German teams, and participation of our players in top tournaments in Germany."*







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## TESTIMONIALS

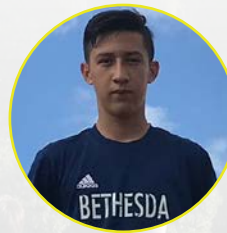
### PLAYER FEEDBACK

#### MARION TABOR

*"The program was great. The competition was very good and intense. The coach and the players really showed their quality. I hope to be able to come back again!"*

#### JOSE ORTEGA

*"Everything was great, from the coaching to the quality of play to the organisers! I would definitely come back!"*



#### NOAH ADNAN

*"I had a great time here in Germany. I came in, not knowing what to expect and it turned out amazing from family like hotel to the coaches identifying my level. The competitions got better every day with different clubs that I've trained with. I would love to come back again!"*



#### DENZEL VASQUEZ

*"Thanks a lot for the great opportunities. I appreciate it very much. Everything was perfectly organised and an amazing experience. Schächter Sports were great hosts. The opportunities arranged and the wealth of knowledge and experience my son acquired during his stay will always be remembered and thankful for. It was like a dream come true for my 11-year old!"*







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## CONTACT

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