



# MISSION STATEMENT



**OUR  
WHY**

**WHAT?**

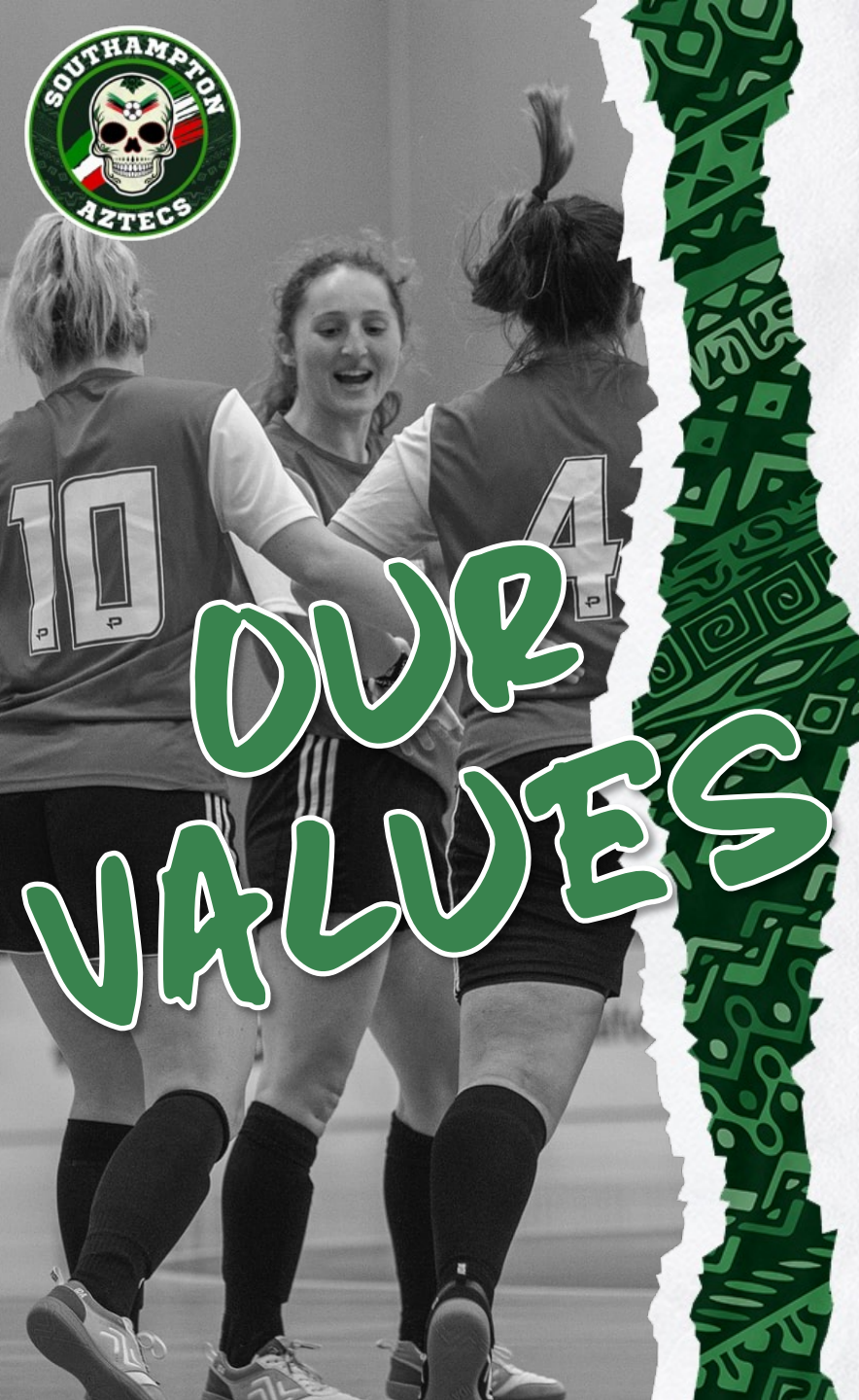
We play entertaining, creative, and intelligent futsal. We use our brains to solve problems, demonstrating the great skills that we have. We love to have the ball and showcase our abilities.

**HOW?**

We work hard and act selflessly. Our enjoyment depends on our teammates. We give our all for them, knowing they are giving their all for us.

**WHY?**

We play futsal because we love it. It is fun. It is part of who we are. We love to compete and want to entertain.



## THE BUILDING BLOCKS OF WHO WE ARE

**ABOVE ALL ELSE IS  
RELATIONSHIPS AND  
UNDERSTANDING.**

**Relationships**  
**Understanding**

**OUR WINNING  
MENTALITY IS  
DRIVEN BY  
PATIENCE AND  
UNDERSTANDING.**

**Winning  
Mentality**  
**Patience**  
**Appreciation**

**OUR DESIRE IS  
FUELLED BY  
POSITIVITY,  
PASSION, AND A  
TEAM FIRST  
ATTITUDE.**

**Desire**  
**Positivity**  
**Passion**  
**Team First**

**OUR  
COMPETITIVENESS  
IS AN EXHIBIT OF  
EFFORT,  
RELENTLESSNESS,  
HUMILITY, AND  
ENCOURAGEMENT.**

**Competitiveness**  
**Effort**  
**Relentless**  
**Humility**  
**Encouragement**



# OUR CULTURE

## BUILD SAFETY

A team is a group of people that come together to achieve a common goal. In order to do that, we need trust. Trust is based on reliability and honesty. We must accept that our teammates will make mistakes, as mistakes are a frequent part of the game. *As your teammate, I need to know that you have my back when I make a mistake, because I will have yours.*

## SHARE VULNERABILITY

There will be risk, and there will be failure. Each member of the team will be striving to improve and to perform at their best. The only way to achieve this is outside of your comfort zone. This is where you become vulnerable. *Be honest with yourself and your teammates. We cannot achieve anything alone. You will be expected to take risks, doing this with our trust and support.*

## ESTABLISH PURPOSE

Our purpose is to enjoy ourselves. We play to entertain and to compete. All of our actions are geared towards that. Through our actions and behaviours, we must continue to align ourselves towards this goal. *You have to own your effort and attitude, recognising that you are part of a bigger picture. Others depend on you to reach their goals, and you depend on them.*



# OUR STANDARDS

## **Champions Do Extra**

There are no crowds lining the extra mile. What are you doing when nobody is watching that will improve your ability? How are you going above and beyond to contribute more to the team?

## **Sweep the Sheds**

Nobody looks after us better than we look after ourselves. Everybody takes responsibility for the little things, and we make sure it is done right the first time, so we don't waste time having to do it again. All will contribute to organisation, preparation, and cleaning.

## **Keep a Blue Head**

Remember; what's important now? We don't get caught up in petty acts like revenge or squabbling. We remain focused on the task at hand. We make our best decisions when calm and concentrated. We help the team by remaining in that state.

## **No Dickheads**

No dickheads. Your team is your family. Your actions directly impact their chances of success. Attitude is more important than talent. Remain committed to our journey. Those who begin to detract and distract from our purpose will be left behind.

## **Be a Good Ancestor**

Being part of a team allows you to stand for something bigger than yourself. Our family depends on us, including future generations. Be a shining example of what a footballer should be. Inspire the next generation, and help your family along the way.



HOW WE PLAY

**Creating an environment of discovery and self-improvement**

**High level technical solutions to game problems**

**Empowering players to make tactical decisions**

**High intensity, concentration, commitment, effort**

**TRAINING VALUES**





# PLAYING STYLE

**Dominate Possession**

**Build from the Back**

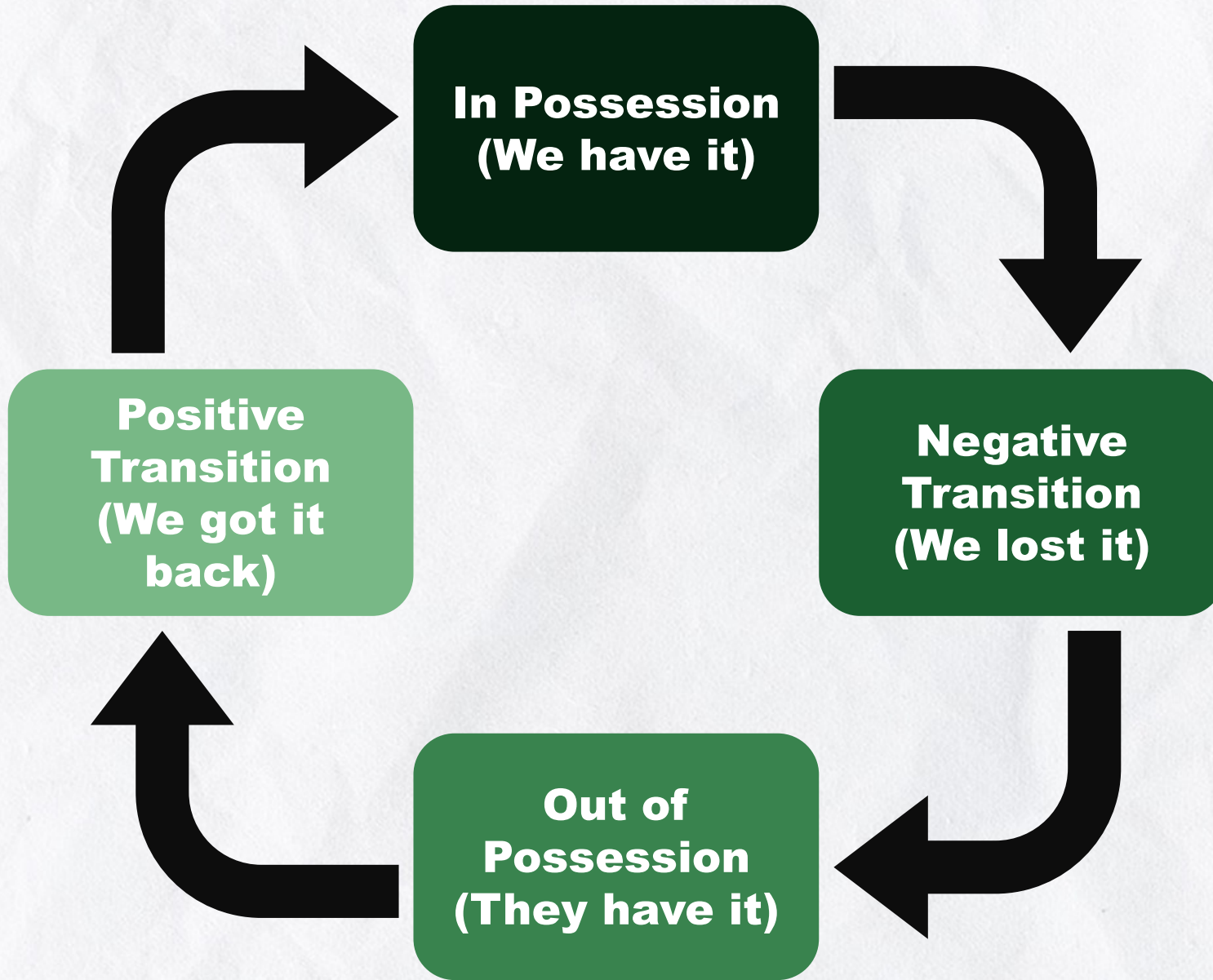
**Defend Compact**

**Press Upon Negative Transition**

**Lightning Counter Attack**

**Entertain**





**MOMENTS  
OF THE  
GAME**





# PRINCIPLES OF PLAY

**Attacking**

**Penetration**

**Dispersal**

**Support**

**Movement**

**Creativity**

**Defending**

**Pressure**

**Cover**

**Balance**

**Compactness**

**Predictability**

**Compete according to the tactical model.**

**Understand the demands of the game.**

**Raise the ability of the players to decide and execute as fast as possible.**

**Improve player ability to make decisions.**

**Develop the principles of the game within the maximum intensity and concentration possible.**

**TRAINING  
OBJECTIVES**



**There should be teammates and opponents**

**Open and competitive**

**Continuous play without long breaks**

**Reduced number of players to increase technical repetitions**

**Reduced spaces for higher intensity**

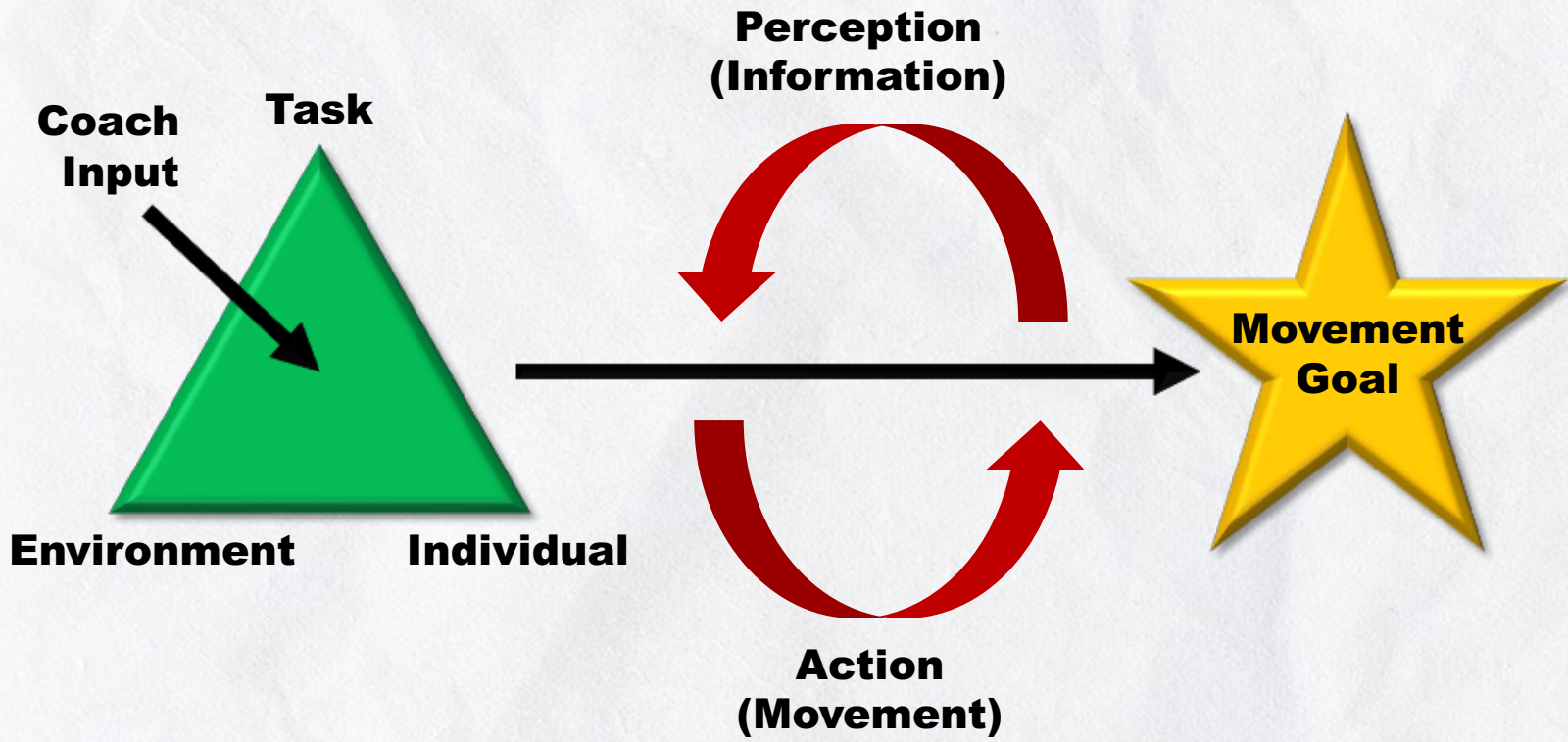
**Conditions and objectives to improve the game model**

**Training based on a weekly plan**

**All game moments to be present in exercises**

**TRAINING TRAITS**





PERCEPTION  
ACTION  
COUPLING





TEACHING  
GAMES FOR  
UNDERSTANDING



### **Game Form**

Players participate in full or modified versions of the game.

### **Skill Execution**

The players must have the ability to convert their decisions into actions.

### **Game Appreciation**

Players are given the chance to enjoy the experience of learning through gameplay.

### **Decision Making**

In dynamic situations, players make real time decisions, both with and without the ball.

### **Tactical Awareness**

Through gameplay, players are encouraged to identify attacking and defending strategies, and implement successful tactical actions.

### **Performance**

Time for assessment as players take part in a full or modified game, applying their new knowledge and skills.

TEACHING  
GAMES FOR  
UNDERSTANDING





# GRASSROOTS

The Southampton Aztecs can send coaches and players to your club to run futsal sessions. These can be one-off sessions, or they can be a series of sessions over weeks or months. We can be involved with your club's futsal programming.

**Ball Mastery**

**3v3**

**Matches**

**1v1**

**Exercises**

**Training**





# FUTSAL IN YOUR SCHOOL



**PRIMARY**

**SECONDARY**

We can come into your school and offer three weeks of free sessions. If you have a sports hall, we offer full term and half term programmes. The sessions can be mixed gender or girls only.

**Ball Mastery**

**3v3**

**Matches**

**1v1**

**Exercises**

**Training**



# CLUB STRUCTURE



BT SPORT



# Programmes

Senior

Academy

Development

Just Play





# PROGRAMMES

## Senior

A first team and a reserve team that exists with the intention of competing at the highest level possible. The reserve team is to prepare players for the first team.

## Academy

Teams at U10 – U16 that operate in two year age bands. They will have a competitive schedule of fixtures as well as dedicated futsal training. Teams will hold trials each year, and those teams will be locked.

## Development

Once weekly development sessions for players of any club, and any ability. The objective is to hold futsal training to supplement their football development at other clubs. No teams, no fixtures.

## Just Play

Turn up and play sessions. These will run consistently throughout the year and are informal, pay-as-you-go, with no coaching. Turn up, pick teams, play. Anyone is welcome. These will help grow the game in the area.



# PROGRAMMES

|         | Female                     | Male                       |
|---------|----------------------------|----------------------------|
| Senior  | First Team<br>Reserve Team | First Team<br>Reserve Team |
| Academy | U16                        | U16                        |
|         | U14                        | U14                        |
|         | U12                        | U12                        |
|         | U10                        | U10                        |



**PROGRAMMES**

# Programmes

## Senior

First Team

Reserve Team

## Academy

U16

U14

U12

U10

## Development

U16

U14

U12

U10

U8

Intro to Futsal

## Just Play

16+

U14

U12

U10

U8

U6



**Senior**

**Male**

**Female**

**First +  
Reserve**

**Head  
Coach**

Level 2 Futsal Coach

**Assistant  
Coach**

Level 1 Futsal Coach

**Physio**

Meets the League requirements

**Auxiliary**

Goalkeeper Coach – works across all senior teams  
Opposition Analysis – provides reports and clips on upcoming opponents  
Aztecs Analyst – provides reports and clips on Aztecs performances

**Structure**

20 – 24 players in the squad. Take 9 to games.  
No player is a set first or reserve team player, and will go where they are needed. There will be a squad captain and two vice captains.



### **Chair**

Runs the club.

### **Secretary**

Fixtures, player registration, league liaison.

### **Director of Futsal**

Head of the academy programme, coach education, and senior teams.

### **Commercial Director**

Organises sponsorship, manages partnerships.

### **Social Media Director**

Increases the club's presence online, developing engaging content for the fans.

### **Treasurer**

Runs handles all the money for the club, from player registrations to league fees.

### **Safeguarding Officer**

Ensures the club complies with all safeguarding, DBS, and First Aid requirements.

### **Futsal Development Officer**

Organises and manages just play and development sessions, grows our presence within the local area.

### **Head of Fan Engagement**

Organises fan clubs and fan club members.





**Director of Futsal**

**Commercial Director**

**Social Media Director**

**Principle Sponsor**

**Fans\***  
\*Fans can buy a place on the board for an annual fee.

**Head of Fan Engagement**

**Chair**

**One Vote per Role.**  
Work to avoid having one person hold multiple roles, although it is sometimes borne of necessity.

**The Board**

**One board meeting per quarter.** AGM in the summer. All players and coaches can be present, but only those on the board can vote.

**Futsal Development Officer**

**Secretary**

**Women's Captain**

**Women's Head Coach**

**Safeguarding Officer**

**Men's Captain**

**Men's Head Coach**

**Academy Parent Rep.**



SPONSORSHIP OPPS.



# KITS

**Home**



**GK Home**



**Away**



**GK Away**



These are the ideas for the kits, from which we will never deviate too far. We will endeavour to stay with the same brand for purposes of synergy, identity, and fashion. We will look to stay Adidas, with a plain base, and white sleeves. We want our kit to be recognisable, and to stand out.



# KIT BRANDING

BRAND ON THE LEFT



PRINCIPLE SPONSOR

BADGE ALWAYS ON THE HEART

BACK SPONSOR (SHORTS)

ARSENAL STYLE SLEEVES



BADGE ON SHORTS

NAME FOR SENIOR PLAYERS

NUMBER

BACK SPONSOR (BOTTOM)  
(SENIOR TEAMS ONLY)



RIGHT SLEEVE SPONSOR  
(SENIOR TEAMS ONLY)





# TRAINING KIT



- Players and coaches should always look different.
- Coaches will wear **green**, players will wear **red**.
- The training kit can have a front of shirt sponsor, and this can be a separate sponsor to the match kit.
- Some players can even have their own individual sponsor on the back of their shirt, which will be between the shoulder blades.
- Players will have their own numbers on the front of the shirt, just underneath the brand logo.
- Coaches will not have their initials on the shirt.
- Players and coaches will wear black shorts and socks.
- Any jackets, jumpers, hoodies etc. for training will either be red or green, matching the designated player or coach training kit.
- Coaches will wear unsponsored black polos to games.



# S 22-23 KITS



**PLAYER  
HOME**



**PLAYER  
AWAY**



**GK  
HOME**



**GK  
AWAY**



# FEEES & SPONSORSHIPS

## Senior Team

Below costs based on running one senior team

| Item                            | Amount | Cost    | Total         |
|---------------------------------|--------|---------|---------------|
| Hotels                          | X4     | £ 150   | £ 600         |
| Training                        | X32    | £ 66.75 | £ 2,136       |
| League Fees                     |        | £ 450   | £ 450         |
| Ref Fees                        | X14    | £ 60    | £ 840         |
| Shirts                          | X26    | £ 20    | £ 520         |
| Shorts                          | X26    | £ 10    | £ 260         |
| Socks                           | x26    | £ 8     | £ 208         |
| <b>AIM TO GENERATE AT LEAST</b> |        |         | <b>£ 6000</b> |

| Sponsor Type       | Amount |
|--------------------|--------|
| Front of Shirt     | £ 3500 |
| Back of Shirt      | £ 600  |
| Right Sleeve       | £ 400  |
| Shorts             | £ 400  |
| Game Poster        | £ 100  |
| Match Highlights   | £ 200  |
| Goal of the Season | £ 100  |
| Training Shirts    | £ 800  |
| Travel Shirts      | £ 600  |



# SOCIAL MEDIA SPONSORSHIPS

| POST            | Website      | Twitter           | Facebook          | Instagram         | YouTube |
|-----------------|--------------|-------------------|-------------------|-------------------|---------|
| TBT Goal        | -            | Thursday          | Thursday          | Thursday          | -       |
| Game Photo      | -            | MTWTF             | MTWTF             | MTWTF             | -       |
| Highlights      | Match Report | YT Link           | FB Post           | YT Link           | ASAP    |
| Full Match      | Match Report | Match Report Link | Match Report Link | Match Report Link | ASAP    |
| Match Poster    | -            | Wednesday         | Wednesday         | Wednesday         | -       |
| Score Predictor | -            | Monday            | Monday            | Monday            | -       |
| Pre-Match Stats | -            | Thursday          | Thursday          | Thursday          | -       |
| Final Score     | -            | Match Day         | Match Day         | Match Day         | -       |
| POTM            | -            | Sunday            | Sunday            | Sunday            | -       |
| Futsal Friday   | -            | Friday            | Friday            | Friday            | -       |
| Sponsor         | -            | Monthly Wed       | Monthly Wed       | Monthly Wed       | -       |