

RENAISSANCE LEAGUE

Reviving Youth Sports

FUNDING OPPORTUNITY



Crisis in Youth Sports

Families are increasingly priced out of youth sports due to a combination of factors:

- Shrinking public and private funding
- Lack of compelling experiences for fans and supporters
- A fragmented industry where profits benefit outsiders—not the athletes or communities

As a result, fewer children can access the life-changing benefits of sports: confidence, teamwork, health, and belonging.



The Cost of Inaction: Declining Youth Participation Has Consequences

When youth miss out on sports and physical activity, **the effects ripple** across their lives and communities:

- Rising health issues—including record levels of obesity
- Missed opportunities to build emotional resilience and teamwork
- Increased vulnerability to risky or harmful behaviors
- Erosion of individual identity and community pride



A man in a dark blue suit and tie is pointing his right index finger towards a large, semi-transparent circular diagram. The diagram is centered on the text 'CIRCULAR ECONOMY' and features four main stages in a clockwise cycle: 'DESIGN' (top, with a head and gears icon), 'DISTRIBUTE' (bottom right, with a truck icon), 'CONSUME' (bottom left, with a group of people icon), and 'RECYCLE' (top left, with a recycling symbol icon). The background is a blurred image of the man's face and suit, with a blue and white color scheme.

A Regenerative Solution

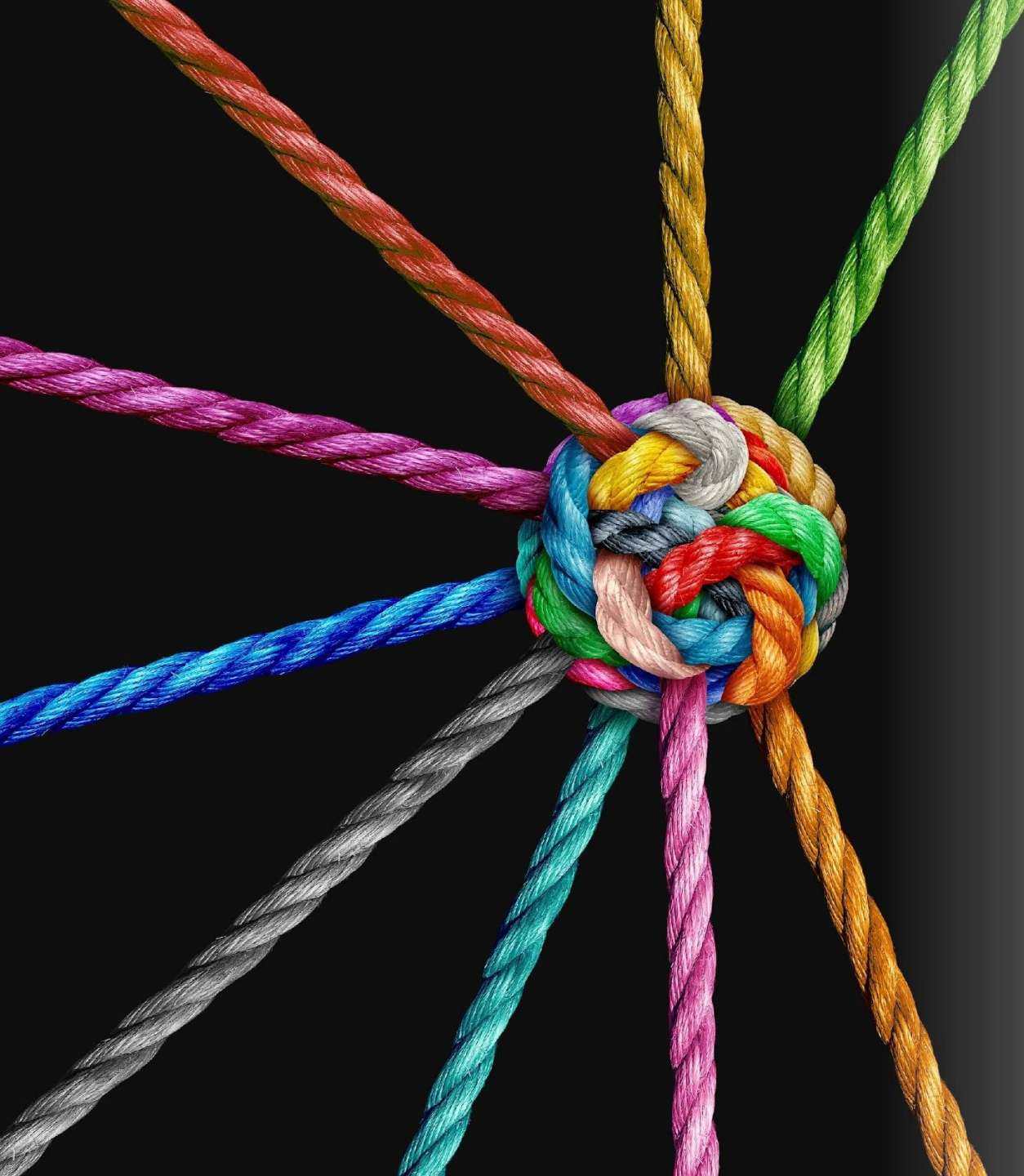
- **Fan-first** design delivers engaging experiences that attract and retain community support.
- **Unified system** links professional, collegiate, high school, and youth teams into one branded economic unit.
- **Centralized operations** reduce costs through shared purchasing, venues, and staffing.
- **Diverse revenue streams** from ticket sales, concessions, sponsorships, and scholarship raffles.
- **Life-long participation pathway**—from age 8 to 80—fosters lasting loyalty and impact.

Fan-Centric Stakeholders and Stockholders

- **Engaged fans fuel the League's success.**
- Fans become active participants in the League community—not just spectators.
- **Ownership opportunities** let fans invest in and grow with the League.
- **Loyalty is rewarded** through exclusive access, tickets, and merchandise.

Together, fans are more than supporters—they are partners in the movement.





Unified Tribe Model: A New Ecosystem for Sports

- Regional “Tribes” will anchor the League—each representing a distinct U.S. geographic area.
- Launching with five Tribes and growing to ten, each Tribe will unify athletes from age 6 to 22, alongside pro and adult players.
- Shared branding, structure, and storytelling across all levels will fuel **fan loyalty**, **sponsorship growth**, and **community pride**.

This is more than a league—it’s a movement rooted in local identity and national unity.

Centralized Operations: Streamlined for Scale and Savings

- **Citizens Sports** will manage all purchasing to secure top-tier quality at the best prices—uniforms, equipment, insurance, and even family travel.
- **Back-office systems** will be unified through the **Koach Hub platform**—covering scheduling, player development, and team communications.
- Additional tools will support seamless **information sharing across each Tribe**, enabling coordination, efficiency, and growth.
- A smart backbone that reduces costs and maximizes impact.



Expanded Revenue: More Fans, More Value

- **Deeper fan engagement** drives increased sales of merchandise, concessions, and match tickets.
- **High-impact sponsorship opportunities** attract brands seeking community reach and authentic visibility.
- Enhanced media strategies unlock **new streams of advertising and broadcast revenue**.
- This ecosystem is designed to grow with its audience—delivering financial returns at every level.





Net Lower Costs & Saved Parent Time

Through reduced expenses and diversified revenue, the Renaissance League will **significantly lower the financial and time burden on families.**

- Lower costs for registration, travel, and gear
- Streamlined scheduling and centralized logistics save parents time
- Accessible participation for more youth—without sacrificing quality

A smarter model that puts families first.



SCHOLARSHIP APPLICATION

STUDENT NAME:

GENDER:

Scholarships to Fill the Gap

The Renaissance League will allocate **5% of all revenue** to the Citizens Sports Foundation to ensure equitable access through:

- **Need-based scholarships** for athletes from low-income families
- **Team launch support** in underserved and economically distressed areas
- **Facility upgrades** to ensure safe, high-quality playing environments

Every child deserves the chance to play—and this model makes it possible.

Who Benefits from the Renaissance League?



The new sports ecosystem creates value across every level of society:

- **Fans** — with more exciting, accessible, and meaningful experiences
- **Athletes** — through better training, exposure, and lifelong opportunity
- **Parents** — with lower costs, less time burden, and deeper engagement
- **Communities** — boosted by pride, participation, and economic impact
- **Professional Teams** — tapping into a grassroots-to-pro talent pipeline
- **Sports Businesses** — accessing new customers and revenue streams
- **Taxpayers** — benefiting from healthier youth and stronger communities

Everyone wins when sports work for everyone.

The Renaissance League: Built for Growth, Powered by

- Launches with **national tournaments** across 9 levels: pro, collegiate, and high school
- **Female athletes** gain new pathways to compete, grow, and be seen
- Players are assigned to one of **ten geographic Tribes. Year 3** marks the start of seasonal play
- Long-term vision supports **continuous expansion** and deepening community roots

This isn't just a league. It's the beginning of a movement.



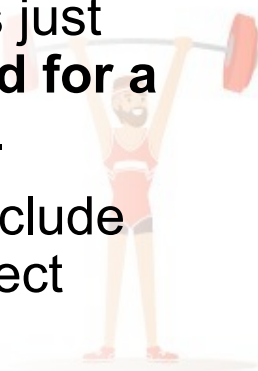


Future of the League: Scalable. Sustainable. Transformational

- **Economic sustainability** projected in Year 1 through diversified revenue
 - Launches with **national tournaments**, expanding to **seasonal play by Year 3**
 - Athlete participation grows from **1,800 in Year 1 to 250,000 by Year 8**
 - Expands from **5 Tribes to 10** by Year 5, building strong regional identities
 - **Fanbase expected to reach 2.5 million** loyal supporters by Year 8
- It's a scalable platform for generational change.

Beyond Rugby: A Blueprint for the Future of Sports

- The Renaissance League is just the beginning—a **launchpad for a broader sports revolution**.
- This model will expand to include **all Olympic sports** and select **non-Olympic disciplines**.
- By demonstrating **Sports Totality**, the League showcases how unified branding, community engagement, and sustainable finance can transform any sport.
- A proven template for **regenerative, scalable growth** in the new era of athletics.



The Team Behind the Movement

The Renaissance League will be led by:

- **Michael Fealey**
- **Karl Dakin**
- **Shawn Hermanson**

Citizens Sports will serve as the primary contractor—coordinating a coalition of skilled subcontractors, licensors, and expert advisors.

Fans will become the Team foundation.

Together, this team brings the experience, vision, and execution power to build a sustainable sports revolution.





Rugby Roots: Built on Deep Experience

The Renaissance League is guided by a broad coalition of leaders with proven success across:

- **International and national competition**
- **Regional and local leagues**
- **Professional, adult, and youth rugby unions and teams**

This rich foundation of rugby expertise ensures a strong, credible launch—and a culture of excellence at every level.

RENAISSANCE LEAGUE

Funding Offer: Be Part of the Founding 10

The Renaissance League is offering a **Seed Funding opportunity** to 10 early investors at **\$50,000 each**.

- Each investor will share in the **Revenue Pool**, receiving **10% of League revenues**
- Revenue rights will be **tokenized** as **League Coins**—providing liquidity and long-term value
- Early participation positions investors for **future upside** through increasing revenue distributions and appreciation in Coin value
- **Founding investors** will receive **preferential options** to purchase and lead one of the League's regional Tribes

An exclusive opportunity to help build—and benefit from—a new sports economy.

A woman with dark hair, wearing a grey long-sleeved shirt, is holding a white spiral-bound notepad in front of her. The notepad has the words "TOP10" written on it in a bold, hand-drawn style. "TOP" is in black and "10" is in red. The background is a blurred office setting with a desk, a calculator, and some papers.

TOP10

Making Your Money Work: Strategic Use of Seed Capital

Seed funding will be deployed to launch and accelerate the Renaissance League through:

- **Strategic planning and implementation** of league operations
- Activation of **Citizens Sports and Citizens Sports Foundation** to mobilize talent and infrastructure
- **Vendor contracts** to deliver essential services and technologies
- Launch of **initial revenue streams** through events, sponsorships, and merchandise
- Engaging a growing base of **fans, players, and stakeholders**

Every dollar is targeted for maximum traction and long-term return.



Future Funding and Value Creation

- A **Second Funding Round** is planned for late 2025 with a target of **\$5 million**
- By Year 3, the League will **spin off the first 5 Tribes**, growing to 10 over time
- The League will retain **ownership stakes in each Tribe**, creating long-term shared revenue
- Each Tribe will conduct two funding campaigns:
 - One for **operations**
 - One for **building a local sports complex**
- **League Coin value** is projected to appreciate with each new offering and expansion milestone

The Renaissance League is engineered for compounding growth and shared success.





Why Invest Now? Timing Is Everything

- **Rebuilding youth sports takes time**—delays only increase the cost and complexity
- **Seed funding is critical now** to launch tournament play by 2026
- Early investors receive **exclusive first rights** to purchase a Tribe
- **Founding investors** will benefit from the **greatest share of revenue distributions** as the League grows

This is the moment to lead a movement—and reap the rewards of getting in early.

Sports Totality

Individuals interested in this investment opportunity should contact:

Michael Fealey

Citizens Sports LLC

michael.fealey@gmail.com

434-270-3482

Karl Dakin

Citizens Sports Foundation

kdakin@dakincapital.com

720 296 0372

Shawn Hermanson

19th Cigar LLC

shawn@19thcigar.com

720-799-4320

