

INVESTMENT OFFERING FOR RENAISSANCE LEAGUE LLC



**INVESTMENT OFFERING IN CONFORMANCE WITH
REGULATION D, 506C
LIMITED TO ACCREDITED INVESTORS**

Renaissance League LLC

WEEKLY UPDATE SUPPLEMENT

Weeks #1-4

July 28, 2025

<https://renaissancerugby.com>

RENAISSANCE LEAGUE

WEEK 1 (June 30 – July 6th) UPDATE

Renaissance League is moving forward. This Update is provided as a supplement to the Renaissance League's Offering Memorandum to keep all interested people aware of its progress.

As a business, The Renaissance League completed its filing as a limited liability company with the State of Colorado, conducted an initial meeting of its Managers (Michael Fealey, Karl Dakin, and Shawn Hermanson), adopted its bylaws, obtained its Employer Identification Number, and opened its bank account.

Regarding its Seed Funding campaign, Renaissance League finalized the first version of its Investment Summary, Offering Memorandum, and Investment Agreement, along with a range of promotional one- and two-page flyers. It concluded the week with its first investment of \$50,000 from Exile Football Club Ltd, with a majority interest held by The Lunch Box Head Ltd, controlled by Michael Fealey, who made a personal investment in the founders' stake.

In support of the Renaissance League as its primary contractor, Citizens Sports engaged Dakin Capital LLC. They initiated negotiations with several individuals and businesses to build their team and execute the continually evolving business plan of the Renaissance League.

In promotion of its capital campaign and to advance the business plan of the Renaissance League, the Renaissance League has reached out to over 35 individuals and businesses worldwide. The Renaissance League set up its website with a landing page and is designing future content. The week finished with an appearance at a golfing pop-up festival at the Lonetree Golf Course, where discussions were held with several participants about sponsorship and investing, with Karl Dakin being interviewed on the Crispy Cocktails podcast.

Citizens Sports continued negotiations with USA Rugby High School and Youth, as well as with the City of Aurora, Colorado, regarding the performance of services that advance youth sports and economic development.

The crisis in youth sports and its connection with professional sports continues to show up in the news:

- Economics Observatory – July 4, 2025 - [Rugby union in England: how can financial sustainability be achieved?](#)
- LinkedIn Blog Post – Matt Young – [Burn it All Down](#)

- LinkedIn Blog Post – Dan Soviero – [Can you Scale Youth Sports without Killing Its Soul?](#)
- LinkedIn Blog Post – Chris Mastaglio – [Real Systems Change](#)

We have received a number of early reviews of the Renaissance League’s Offering Memorandum that were generated by artificial intelligence. They were all bad – both in criticizing the Offering Memorandum and the highly jumbled and inconsistent presentation. We acknowledge the great challenge, but it seemed appropriate to ask Chat GPT to generate a rebuttal that provided better context and information.

RENAISSANCE LEAGUE REBUTTAL: Addressing Critique Through the Lens of Urgency, Innovation, and Structural Collapse in Youth Sports

The recent critique of the Renaissance League investment prospectus—while thoughtfully assembled—reflects a common limitation of AI-generated analysis: it favors historical precedent and incrementalism, while overlooking systemic collapse, emerging consumer priorities, and the urgent need for bold innovation. Here, we address the critique’s blind spots and reinforce why the Renaissance League is a timely, necessary, and transformative response.

1. AI Models Rely on the Past—We Are Building the Future

Large language models (LLMs) are trained on historic datasets. By default, they anchor analysis in precedent—even when precedent is broken. The “gold standard” of sports governance, participation, and funding is failing:

- **Youth sports participation is in freefall**—particularly among lower-income families. According to the Aspen Institute, youth team sports fell from 45% in 2008 to 34% in 2023.
- **Public schools and municipalities are cutting athletics** due to chronic budget deficits.
- **NCAA litigation and NIL disruptions threaten second-tier sports**, with scholarships at risk of elimination.
- **Professional leagues extract talent** without reinvesting in community-based pipelines, hollowing out long-term development.

These are not “future risks”—they are *present realities*. Renaissance League exists to respond with urgency and scale.

2. This Is Not Just About Rugby—It’s About Rebuilding the System

The critique focuses narrowly on current women's rugby metrics (e.g., 1.2M U.S. players). But this misses the broader thesis:

- **Renaissance League is not just a league; it's a *replatforming* of youth-to-pro sports.**
 - We are pioneering a **regenerative, fan-focused model** that lowers costs, builds local loyalty, and makes sports accessible again.
 - Rugby is the **entry point**, selected for its co-ed versatility, Olympic status, minimal equipment requirements, and global growth trajectory—not its current U.S. popularity.
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3. Forecasts Reflect Urgency and Market Need, Not Wishful Thinking

Is projecting ~250,000 athletes ambitious? Yes. Is it unfounded? No.

- *America already has the athletes.* What it lacks is **infrastructure** and **inclusive pathways**.
- Renaissance League solves for both: local Tribes that eliminate long-distance travel costs, digital-first coordination that reduces admin overhead, and community-owned facilities that serve schools and families.

Growth is modeled as an aggressive response to a broken system, not as a replication of legacy leagues. That's the point.

4. The Real Risk Is Inaction—Not Innovation

Let's be clear: the current system is unsustainable.

- Media deals prop up top leagues, but fans are losing interest due to **poor play quality**, **over-commercialization**, and **disconnect from their communities**.
- Second-tier and amateur sports are being left behind.
- The so-called "responsible stewards" of sport are **refusing to make the changes** needed to survive the next 10 years.

We're not asking to *scale old systems*. We're **offering a new system**—more equitable, more sustainable, and more connected to fans.

5. Tokenization Is a Tool, Not a Crutch

We agree: the speculative crypto hype cycle must be avoided. That's why Renaissance League treats tokenization as *infrastructure*, not a gimmick.

- Tokens are used to **enable fan ownership, reward engagement, and decentralize economic participation**.
- Financial modeling includes **cash-based operations and revenue-share mechanics**, with token systems layered on responsibly and only where legally compliant.

We are not asking investors to “bet on blockchain.” We are building the next ESPN-meets-MLS—with a fan-owned economy underpinning long-term growth.

6. We Are Solving the Pricing Crisis—Directly and Decisively

Critics highlight our proposed fees, but miss the structural innovation:

- Centralized procurement, shared facilities, and technology integration can **reduce costs by 20–35%**.
 - Profit share and scholarship commitments are **floor targets**, not ceilings. Our intent is for Tribes to **eliminate player fees entirely over time**.
 - Unlike legacy leagues, we are **designing cost containment into the model**, not retrofitting charity into a profit-maximized system.
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7. This Is a Fan-Led Rebellion Against a Failed Model

Our investment is not into a team or a tournament. It is into a **movement**.

- A movement to reassert **community ownership, local development, and athlete-first ethics**.
 - A movement to create a **fan-centric experience** where entertainment value comes from connection—not celebrity.
 - A movement to reimagine what sports can look like when they *serve families, fans, and future generations*.
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Final Note

The Renaissance League is not “unrealistic.” What’s unrealistic is expecting the current model—fueled by debt, disconnected from fans, and failing to serve youth—to reverse its own decline.

We are building an alternative. Not a bet. A **correction**.

If the critics are right, and we need to “prove it first”—we invite them to watch. If they’re wrong, and we do nothing—there won’t be much left to prove anything *to*.

RENAISSANCE LEAGUE

WEEK 2 (July 7th - July 13th) UPDATE

Renaissance League's Offering Memorandum to keep all interested people aware of its progress.

Citizens Sports continues as the prime contractor for the Renaissance League and interim management team until the Renaissance League completes its Second Round funding and engages its leadership team.

Mark Winokur has been engaged by Citizens Sports as a Senior Advisor for Sponsorship & Media.

Mark Winokur is a seasoned sports executive and consultant with over three decades of experience in media, sponsorship, and team operations across North America. As a strategic advisor to Citizens Sports, Mark specializes in sports media rights, commercial strategy, and sponsorship development, bringing a deep understanding of the evolving intersection between content, fan engagement, and revenue growth.

Mark's distinguished career includes his tenure as COO and General Manager of the Toronto Arrows RFC, where he co-founded and led Canada's only Major League Rugby franchise from inception to playoff success. In that role, he recruited talent, built the commercial operations from the ground up, and served on the MLR Board of Governors as Chair of the Broadcast Committee (2019–2021). His leadership in media negotiations and sponsorship activation helped secure key deals, including title partnerships with Honda and Coolbet.

Previously, Mark served as VP of Advertising Sales, North America for Anthem Sports & Entertainment, where he led multi-market sales teams and scaled advertising revenue from \$1.2 million to \$4.3 million. Earlier roles with TSN, Telemedia, and The Score saw him break new ground in Canadian sports broadcasting, including signing TSN's first \$1 million advertising deal.

Currently consulting on the growth of Women's Elite Rugby, Mark continues to shape the future of professional sports through innovative league development, fan-focused media platforms, and data-driven sponsorship strategies.

He holds a BA in English and Communications from the University of Guelph. He is widely respected for his contributions to rugby, including multiple coaching honors, national titles, and recognition as Rugby Canada's Volunteer of the Year 2014.

Citizens Sports has obtained an exclusive license to the Koach Hub team and player management platform (Koach Aktive).

The license requires Koach Hub, a Singapore-based business, to adapt its highly successful platform, currently used in soccer, for use in rugby. Tariq Cassim leads Koach Hub.

The Aktive platform enables a coach to set and manage teams, provide individual player evaluation and direction, and manage communications with parents for practices and matches. It enables coaches to plan match-day player assignments, track performance, and report player progress.

It is planned for Citizens Sports to also license Koach Hub's athletic scouting platform – Skout Hub – and its media management platform – Theatre with funding from the Renaissance League's Second Round funding later this year. Skout Hub enables the collection and compilation of individual player performance to help players elevate their game and advance to higher levels of play. Theatre enables the distribution of match data and video through different media channels.

A portion of the initial license fee was paid out of last week's initial investment into the Renaissance League, with the remainder to be paid within sixty days.

Citizens Sports engaged Knowledge Avatars to design and develop a preliminary plan for education related to the Renaissance League.

The statement of work includes framing a curriculum for orientation, engagement, and skills development for athletes, coaches, mentors, referees, families, sponsors, vendors, investors, and fans. Content will include text, video, and 3D simulations that may be delivered across multiple media and platforms. In addition, Knowledge Avatars will create the first artificial intelligence platform featuring an avatar interface, which will be embedded on the Renaissance League's website to answer questions about the League and its plans.

This engagement will start upon payment made out of the next investment into the Renaissance League.

Citizens Sports engaged Citizens Sports Foundation to design and develop a preliminary plan for a sports scholarship program, a sports team development program, and a program for acquiring or enhancing sports facilities and fields.

The statement of work provides for the use of revenue distributed by the Renaissance League to Citizens Sports Foundation to increase female youth participation in rugby sports by paying part or all of the Renaissance League's standard athlete fee.

Additionally, Citizens Sports Foundation will conduct a pilot charity raffle by the end of 2025, providing further funding for scholarships and team development.

This engagement will start upon payment made out of the next investment into the Renaissance League.

Karl Dakin has committed to being a Guest Lecturer at the [University of Denver's](#) new [Sports Finance](#) course, which will be taught in its Fall Quarter.

Citizens Sports has engaged [Andy Golding](#) and [Rob Wilson](#) to join its Board of Advisors.

This team published *Introducing a model of business sustainability in English professional rugby union* through the Sheffield Business School at Sheffield Hallam University and other articles on the need to restructure professional rugby in the UK.

[Andy Golding](#) brings over three decades of expertise at the intersection of sports business, education, and governance to his consulting role at Citizens Sports. As a distinguished lecturer in Sports Business, Sports Law, and Governance at UCFB—the UK's premier higher education provider situated at Wembley Stadium—Andy has shaped the next generation of sports leaders through undergraduate, postgraduate, and executive programs.

Throughout his career, Andy has combined academic rigor with real-world impact. For the past 18 years, he has owned and managed an education solutions firm offering face-to-face, online, and blended learning across UK and international universities. As a recognized quality expert, he has advised more than 30 UK further-education institutions and contributed to numerous Erasmus+ initiatives. His research focuses on professional rugby's growth and sustainability, and he is currently developing a PhD framework on the same topic.

Beyond the classroom, Andy demonstrates a deep commitment to sports at every level. He actively participates in rugby as director of rugby at Maidstone Rugby Club following a storied playing and coaching history. He also serves as a trustee of the Kent Cricket Youth Trust and as a non-executive director with FC Inter London, aiding the integration of displaced Ukrainian children through football.

As a consultant to Citizens Sports, Andy applies his strategic acumen in governance, media rights, and sponsorship, advising sports organizations on sustainable growth and brand development. His unique blend of educational leadership, sports administration, and legal insight enables him to craft nuanced sponsorship strategies and media partnerships grounded in both theory and practice.

Professor Rob Wilson is a globally recognized expert in sports finance, media rights, and sponsorship strategy. As a consultant to Citizens Sports, Rob brings a rare blend of academic depth and real-world commercial experience, advising on how to maximize value at the intersection of broadcasting, sponsorship, and fan engagement. His expertise helps leagues and teams structure and monetize media and sponsorship assets in ways that are both financially sound and strategically aligned with brand and audience development.

Rob currently serves as Professor of Applied Sport Finance at UCFB, the UK's leading institution for sports-focused higher education, and also leads academic programs with VSI Executive Education, where he develops future leaders in global sport. His influence extends beyond the classroom as Editor-in-Chief of Managing Sport and Leisure, where he helps shape the academic discourse around sports management and commercial strategy. He is also the founder of InvestInSoccer.com, a platform that connects investors with opportunities in professional football, reflecting his deep commitment to innovation and access in the sports business sector.

At Citizens Sports, Rob's consulting work centers on optimizing media rights and sponsorship models for new and growing leagues. He supports teams and central offices in navigating the shifting media landscape—from traditional broadcast to OTT and digital platforms—while designing sponsor activation strategies that enhance fan experiences and brand value. His guidance also extends to executive training and leadership development for commercial teams, equipping them with the tools to succeed in an increasingly competitive global marketplace.

Widely respected as a speaker, mentor, and strategic thinker, Rob combines academic rigor with a practical understanding of how sport operates as both passion and business. His work helps sports organizations unlock new revenue, build sustainable commercial ecosystems, and elevate their presence in a rapidly evolving media and sponsorship environment.

Richard Hunt has committed to act as a mentor to Citizens Sports.

Richard Hunt brings over three decades of leadership and impact in community sport, higher education, and inclusive sports development to his role at Citizens Sports. With a career spanning national governing bodies, higher education institutions, and grassroots clubs, Richard stands as a widely respected figure in UK sport development.

Currently serving as a School Games Organiser for Tendring, Richard plays a key role in advancing school sport participation and inter-school competition across Essex. His academic career is equally distinguished—he spent over 20 years at the University of East London as a Head of Department and Principal Lecturer in Sport, where he shaped degree programs, mentored future practitioners, and championed inclusive sport education. He

also holds a Fellowship of the Higher Education Academy and an MSc in Recreation Management from Loughborough University.

Richard's leadership extends beyond the classroom and pitch. He has held trustee and committee roles with a range of organizations, including Essex Cricket in the Community, Colchester United Community Foundation, and the English Federation of Disability Sport. His governance expertise and hands-on delivery—ranging from cricket and football coaching to disability awareness training—demonstrate a rare blend of strategic oversight and grassroots engagement.

At Citizens Sports, Richard contributes his deep expertise in community partnership building, coach education, inclusive sport strategy, and youth programming design. His proven commitment to equity and participation ensures Citizens Sports' initiatives are both visionary and rooted in the real needs of communities.

Richard's lifetime of service exemplifies Citizens Sports' mission: to transform youth and community sport through sustainable models, inclusive leadership, and purpose-driven growth.

The crisis in youth sports and its connection with professional sports continues to show up in the news:

- [State Farm Stadium revenue fuels largest-ever youth sports grant cycle in Maricopa County](#)
- [Pro teams look to invest in Santa Clara school sports field](#)
- [Diontreya Claiborne 'Stop the Violence' Basketball & Cheer Camp](#)
- [Hudson Roth: Keeping Sports Fun](#)

RENAISSANCE LEAGUE

WEEK 3 (July 14th - July 20th) UPDATE

the Renaissance League's Offering Memorandum to keep all interested people aware of its progress.

Citizens Sports continues as the prime contractor for the Renaissance League and interim management team until the Renaissance League completes its Second Round funding and engages its leadership team.

THIS TUESDAY, JULY 22ND, Karl Dakin will host the **Successful Funding** show on the topic of Launching a Funding Campaign. His guest will be Matt Walsh with Splish Naturals. - 8 am Mountain Time / 10 am Eastern Time –

<https://www.linkedin.com/events/launchingafundingcampaign7351235901135519744/theater/>

Michael Fealey worked with the Koach Hub team in identifying functions within the Koach Aktive platform that will require relabeling and tracking. The converted platform, exclusively licensed for North America and Europe, will enable a coach to set and manage teams, provide individual player evaluation and direction, and manage communications with parents for practices and matches. It enables coaches to plan match-day player assignments, track performance, and report player progress.

Citizens Sports engaged Splish Naturals to commence planning of a wellness program. This program will be tailored to Renaissance League stakeholders—athletes, coaches, families, and fans—focused on improving quality of life, elevating athletic performance from ages 8 to 80, and strengthening engagement throughout the ecosystem.

Splish Naturals will also **lead the planning of a sports complex for each of the Tribes**, which complex will host a wellness center that serves Renaissance League stakeholders and the community in which the sports complex is sited.

Splish Naturals is a leader in the wellness market. They offer a range of natural wellness and preventive care products that are **currently used by professional athletes and everyday people that offer pain and inflammation relief in sports play, recovery and rehabilitation.** Splish has sponsored events from the US Open Pickleball Championship to the Leadville 100.

Matt Walsh leads Splish Naturals. CIO Times Magazine recently recognized Matt as one of the **Top Five Visionary Leaders shaping the future of the global wellness industry.**

Citizens Sports met with [Harry Roberts](#), founder of [Unstoppable Rugby](#). Michael Fealey discussed the future of rugby with Harry Roberts, who is dedicated to connecting community clubs to businesses to support funding projects dedicated to growth or participation in underserved communities.

Citizens Sports continued negotiations with [USA Youth and High School](#). A proposal has been submitted to demonstrate a repeatable, scalable community development program that would increase rugby participation in elementary, middle, and high schools.

Renaissance Sports was featured in an article by Karl Dakin in his [Instant Funding](#) newsletter published on LinkedIn.

The crisis in youth sports and its connection with professional sports continues to show up in the news:

- [Youth sports families share tariff concerns](#)
- [Free Youth Sports Fun With 'Y on the Fly' This Summer](#)
- [Youth sports: Olympic investment expands access in Los Angeles](#)
- [SPORTS SCOPE: are kids being pushed too hard in youth sports?](#)

RENAISSANCE LEAGUE

WEEK 4 (July 21st – July 27th) UPDATE

The Renaissance League is growing its team. This weekly update supplements the Offering Memorandum to keep interested stakeholders informed of our progress. Citizens Sports remains the interim management team for the Renaissance League until Second Round funding is completed and a full leadership team is engaged.

Key Developments This Week:

International Supply Chain Discussions

Citizens Sports has been invited to meet with trade delegates at the *Consulate General of Pakistan in Toronto* to explore supply chain management and manufacturing opportunities for Renaissance League kit and equipment. The potential collaboration would support scalable and cost-effective production across multiple categories.

Broadcast Platform Negotiations Underway

Citizens Sports has entered discussions with *MC Immersive*, a music events and digital streaming company, to adapt its platform for live match streaming and Renaissance League content distribution. This partnership aims to deliver an immersive, next-generation viewing experience for fans worldwide.

Travel & Hospitality Partnership Development

Citizens Sports is in the process of onboarding a veteran female rugby player and travel logistics expert to lead the League's travel planning. Her responsibilities will include player, parent, and fan travel for 2026 events. This position will evolve into a formal relationship management role with our soon-to-be-announced *Travel & Hospitality Partner*.

Triple Threat Champions Engagement Update

Triple Threat Champions has formally retained *19th Cigar*, led by Shawn Hermanson, to promote membership and execute recruitment strategies. Their next major activation event will take place at the *NFLPA Annual Golf Tournament*.

Ongoing USA Rugby Youth & High School Negotiations

Citizens Sports continues discussions with *USA Rugby Youth & High School* focused on implementing a scalable, nationwide *Community Rugby Development Program*. The program will drive increased youth participation and connect community-level activity with elite pathway opportunities.

City of Aurora Collaboration Expands

Citizens Sports secured a meeting with the *City of Aurora Parks & Recreation Committee*, chaired by Councilman *Medina*, to discuss multiple initiatives: stadium feasibility studies, youth violence prevention through sport, and expanded recreational access across the city.

Investor & Sponsor Engagement

Discussions remain active with multiple investor and sponsor candidates for the Renaissance League. More updates will follow as agreements are finalized.

Revised Slide Deck

The pitch slide deck for Renaissance League has been updated and revised to capture the vision, scope, and achievements so far.

You may download a copy from Box.com at:

<https://app.box.com/s/mgt6fjoxkl8b4d2hnn8vp850ko152kw>

In the News

The Associated Press published an [article](#) regarding the US Olympic and Paralympic Committee's request to the US Congress to require higher education institutions to allocate the same amount of money to Olympic sports programs in the future as they currently do.

FINN Partners reported that the [2025 Destinations International Convention](#) took away “Events Matter, and Sports Tourism is Here to Stay. According to the Sports Tourism Association, spectator sports generated \$47.1 billion in direct spending this year, which did not include amateur and youth sports that generated an additional \$52.2 billion in direct spending. The American Express Global Travel Trends Report stated 60% of the respondents plan to travel for events or sporting events this year.