



FOOTBALL PLAYER

MANAGEMENT & PR ASSISTANCE





WHO WE ARE

Harcus Consultancy Group are a football consultancy company registered in Singapore. We have representatives across the South East Asian region and the wider Asian continent. As well as this, we also have representatives across Europe, North, Central and South America, Africa and Oceania. We work with Member Associations, Federations, Professional clubs, as well as development academies and soccer schools across the globe. We also work with players, coaches & coaching departments to assist in education, PR, sponsorships and pathways. In addition to this we work with football industry manufacturers, technology based firms, football analytics companies, scouts, agents, coach education institutions, CSR & sponsorships and a whole lot more. Our goal is to help players, coaches, clubs and federations across the globe to better their opportunities, education and increase revenue to them through our selection of products and services.



Richard Harcus MSc

CEO - Qualified Intermediary, Masters in Sports Management, UEFA Coach & Elite



Dr. Leigh Ann Jones Ph.D.

Director - Advanced Sports Nutrition Advisor & Evidence Based Practitioner.



Kevin Fox

Director - Sports Business Management & UEFA Football Coach.



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WE CAN HELP

WHY YOU NEED US

Are you a player looking to find Sponsorship through a potential boot deal? Sports & electrical and other Sponsorships? Maybe you need to better develop and make money from your social media accounts? Maybe you have started to look at education outside of football, or you want to develop more your coaching and scouting qualifications and experience. What about language skills?... Do you need to better your English, reading, listening, writing, or even on the pitch from your coach? Maybe you need some finance advice, investments or tax questions? Then this program is for you!

HOW WE HELP YOU

Our services are open to current professional & semi professional footballers.

**This service is not open to people wanting to be professional players.*

Our services are always put together with the best interests of the footballer at heart. These services are created to help develop and assist players through:

- Commercial opportunities
- Marketing opportunities
- Education opportunities

All of these services are intended to assist our player clients by driving more revenue to them. We provide better visibility, through our bespoke marketing program. We also assist player clients with education, covering language skills, football education, such as coaching, scouting, football analysis and more. We also assist players with academic education programs and can advise players on specific issues, such as contract negotiations, career advice and more.

Please read the following pages carefully to see the full list of our products & services open to you, *should you be taken on as a client*. Once you have read through this, we would ask you to fill in the application in this brochure, in as much detail as possible, answering all the questions. We will contact you within 14 days to confirm if your application for our representation has been successful or not.

PLEASE NOTE, this service is ONLY for current professional football players.

THE PROCESS



*Depending on our contract with the supplier

**Revenue generation to the client cannot be guaranteed but it is mutually advantageous that we do our utmost to drive revenue to you, the client.

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OUR SERVICES AVAILABLE TO YOU

Below is a full and extensive list open to you, as our client. Please note, these services are open to you, regardless of if you have an agent or not. This contract does not supersede your agreement with your agent, but we may need your agents approval (in some cases) before you sign with us as your PR and consultancy advice partner.

PR & MARKETING *(with Revenue)*

Media Appearances



We can help with getting paid TV work, interviews, adverts, billboards etc. as well as guest appearances at events and so on.

Sponsorship Services



We can help with sourcing paid sponsors, that may wish you to show their product on your social media. They may wish you to wear their clothes or talk about a topic.

Boot Deal Sourcing & Negotiation



We can help with sourcing sports apparel brands, that will request you wear their products in exchange for social media posts etc. This may also be electrical goods, toiletries, fashionwear etc.

EDUCATION

Education In & Outside of Football



We can assist you in academia, that may be centred around football, or in a completely different field. We can advise and source your best options.

Online Education



We can provide you with discounts on many football online courses and also, in some cases, provide them for free.

Learn English through Football



We can provide you with discounts on English language courses that will help with potential moves and in some cases, help you understand international coaches better with specific football jargon.

FINANCE & LEGAL

Contract Advice



We can provide you with contract advice. In some cases we can also refer you to a legal team, at a considerable discounted rate.

Financial Advice & Investments



We work with many former football players who now run financial services for football players, offering financial & investment advice at a highly discounted rate.

Monetising Your Social Media



We can help football players with a high volume of followers to monetise their social media numbers through paid partnerships, adverts, posts and more.

Player Contract Advice & Football Law



We can provide you with legal advice. In some more serious cases we can also refer you to a legal team, at a considerable discounted rate.

Additional services we may be able to assist with are centred around your family. This is a player liaison role where we can assist you with moving to a new country, removal services, your children's schools, identifying the correct home, food from your country, where to eat, shop and more. As a client of ours, we would be more than happy to help.

**Terms & conditions apply*



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WHAT WE EXPECT FROM YOU

Below is a full and extensive list of the duties that we expect from you as a client. These duties are in place to help concrete the relationship between ourselves and you, the client, in the eyes of the consumer and your potential future sponsors. The frequency of these duties and duration can be negotiated, but cannot be made exempt.

SOCIAL MEDIA

Harcus Consultancy Group require you as a client to **FOLLOW** all our social media channels and to post:

- **Facebook** (x2 posts per month as requested – Not including any additional advert/sponsor sourced)
- **Instagram** (x2 posts per month as requested – Not including any additional advert/sponsor sourced)
- **Twitter** (x2 posts per month as requested – Not including any additional advert/sponsor sourced)
- **YouTube & potential Podcast appearances** *may* be required maximum of 5 unpaid a year
- List us, where possible, on your social media descriptions as your “PR Consultants”.
- Direct all media/sponsorship enquiries to Harcus Consultancy Group.
- Allow Harcus Consultancy Group to list you as a “Player Client” on our social media & website.

FINANCIAL

Harcus Consultancy Group will take 20% of any financial contribution, paid for the client, for any activity arranged by Harcus Consultancy Group. 80% will be paid to you, the client, minus any tax contributions and expenses. These activities could be, but not exclusive to:

- TV/written/recorded media interviews
- Sponsorship
- Adverts
- Appearance fees
- VIK (Value In Kind)
- PIK (Payment In Kind)

WHAT WE AGREE WITH YOUR AGENT/INTERMEDIARY *(if relevant)*

Harcus Consultancy Group agree to work with your agent to ensure that we do not jeopardise or negatively impact any current existing agreements with any third party, in relation to sponsorships and brand rights.

OUR AGREEMENT FOR ANY FINANCIAL EXCHANGE WITH THE AGENTS CLIENT STANDS TRUE & ANY FINANCIAL RECOMPENSE MUST BE DEDUCTED FROM THE PLAYERS/COACHES SHARE TO HIS OR HER AGENT. THE AGREED SHARE IN THIS CASE IS 80% TO PLAYER/COACH CLIENT & 20% TO HARCUS CONSULTANCY GROUP. THE AGENTS SHARE MUST BE DEDUCTED FROM THE PLAYER/COACH CLIENTS 80% SHARE. THIS AGREED AMOUNT IS THE SOLE DISCUSSION & AGREEMENT BETWEEN THE PLAYER/COACH & THE PLAYERS/COACHES AGENT. HARCUS CONSULTANCY GROUP ARE IN NO WAY RESPONSBLE OR LEGALLY OBLIGED TO INTERVENE OR INDEED INTERFERE IN ANY WAY.



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WHAT DOES THIS COST?

These services are provided as a partnership between ourselves and you, the player client. If there are services that are outsourced, we will provide discounts for our player clients. It is our aim to drive revenue to our player clients and assist them where we can.

COMMERCIAL	MARKETING	EDUCATION	ADDITIONAL SERVICES
80/20% TO PLAYER CLIENT	CASE BY CASE BASIS	DISCOUNTS VARY PER COURSE	PLAYER CLIENTS RECEIVE 3 FREE CONSULTANCY SESSIONS THEN \$50USD (FOR 30 MINUTES) AFTER THIS TIME. YOU ARE NOT OBLIGATED TO TAKE ANY CONSULTANCY SERVICES, WE ARE HERE TO HELP.

AS A PLAYER CLIENT, THERE IS NO COST TO PAY, THIS IS A PARTNERSHIP BETWEEN HARCUS CONSULTANCY GROUP AND THE PLAYER CLIENT.



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APPLICATION FORM

Below is the application form. Please fill this in **COMPLETELY** and return it to PR@harcuscg.com

TO BE FILLED IN BY PLAYER/COACH	TODAYS DATE	DD/MM/YYYY	PLEASE SAVE THIS DOCUMENT AS FPM.your full name
NAME	FULL NAME	AGE	AGE
DATE OF BIRTH	DD/MM/YY	NATIONALITY	NATIONALITY
EMAIL ADDRESS	EMAIL ADDRESS	CELL / PHONE NUMBER	TELEPHONE/CELL/MOBILE NUMBER
CURRENT CLUB	EXAMPLE FC	LEAGUE NAME	LEAGUE X
LEAGUE COUNTRY	COUNTRY	POSITION (IF COACH ADD COACH)	STRIKER
TIME AT CLUB	1 YEAR	GAMES PLAYED AT CURRENT CLUB	100
WHEN DOES YOUR CURRENT CONTRACT END?		DATE	
DO YOU HAVE AN AGENT?	YES/NO	DO YOU WANT AN AGENT?	YES/NO
YOUR TRANSFERMARKT LINK	LINK		
SOCIAL MEDIA ACCOUNT NAMES:			PLEASE STATE NUMBER OF FOLLOWERS
FACEBOOK	LINK	00	
INSTAGRAM	LINK	00	
TWITTER	LINK	00	
YOUTUBE	LINK	00	
LINKEDIN	LINK	00	
DO YOU AGREE WTH THE REQUIREMENTS OF THIS PARTNERSHIP?			YES/NO
TO BE FILLED IN BY AGENT (IF REQUIRED/NEEDED)			
NAME	FULL NAME	CELL / PHONE NUMBER	NUMBER
WEBSITE	HARCUSCG.COM	FIFA AGENT REG No.	00000000
EMAIL ADDRESS	EMAIL ADDRESS	BUSINESS REG. No. or UEN Tax Code	00000000
COMPANY NAME	HARCUSCG.COM	NATIONALITY	COUNTRY
DO YOU AGREE WTH THE REQUIREMENTS OF THIS PARTNERSHIP?			YES/NO



On completion of this application, if approved, we will send an email to both parties (if needed) to arrange a **FREE** consultancy call, where we can answer any additional questions, outline our strategy & plans, provide a specific timeline to you and then send you a contract to be signed by all relevant parties. Once signed and received, we will begin our process. We look forward to hearing from you.



CONTACT DETAILS

✉ richard@HarcusCG.com

🌐 HarcusCG.com

📘 **HARCUSCG**

🐦 [@GroupHarcus](https://twitter.com/GroupHarcus)

📄 r.harcus.football.coach

🏢 company/Harcus-consultancy-group

📷 harcusconsultancygroup

📺 **HARCUS CGTV**



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This brochure is available in Urdu
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