



COMMERCIAL SUMMARY

HARCUS
CONSULTANCY
GROUP



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Introduction



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This document outlines the services we provide and the workshops we deliver to clients in relation to Commercial activities. Here we can assist, as well as educate, football academies, football club's, leagues and Member Associations in how to develop commercial activities and drive revenue to themselves. With our expert knowledge and series of market specific services we can assist our clients in replicating these activities to improve and diversify our clients revenue streams.

We take great care in considering the specific cultural and economic differences, taking great care to not over burden clients with unrealistic targets or, indeed conversely, not underestimate the market that they operate in. We believe that with this understanding, appreciation and approach, we not only excel in our understanding better than other consultancy firms, we are also able to deliver bespoke services, clearly identifiable and relatable to the market that they are working in. This shows our clear understanding and commitment to our clients.

Our services are wide and varied and can be delivered in a variety of ways. These are:

- Physical Client Visits
- Online Consultancy
- Online Workshops



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Workshops



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We provide physical & online commercial workshops (and consultancy services) in a number of aspects in football. Typically, when asked to assist football clubs, we start with benchmarking the club in relation to its competitors. The breakdown of this is as follows:

League Club & Member Association Benchmarking

Here we study the league/regional opposition to look at what competitors maybe doing and “rank” where our clients sit in relation to their competitors. We scrutinise what their competitors are doing and compare this to how our clients are performing, where they could be potentially under performing, what are the potential and current challenges and what are the opportunities open to them to progress and ultimately take advantage of new revenue driving strategies and programs.

We are able to provide many other consultancy services & workshops regarding:

Sponsorship:

- Club shirt/Sleeves etc
- Digital Media
- Players & Coaching staff
- Stadium
- Events
- DBR

Football Club Commercial Activities:

- Differing Ticketing Schemes
- Fan Tourism
- Kids Clubs
- Stadium/Museum Tours
- Soccer School & Franchise Opportunities
- Hospitality & VIP
- Fan Engagement & Fan Experiences
- Merchandising
- Lotteries
- Club shop
- Events (Club, Community & Non Club related)
- Community activities & CSR
- Construction programs (Buy a Brick campaign etc.)

Additional Commercial Services:

- Player/Coach sponsorships
- Player/Coach PR representation
- Player Boot Deals
- Soccer School Sponsorships

Please do contact us if you would like more information on any of the above. We look forward to hearing from you.



CONTACT DETAILS

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📺 **HARCUS CGTV**



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