

2024

GLOBAL GAME

LOCAL FOCUS

THE SWAG





PROGRAM OVERVIEW

THE SWAG IS A PHILANTHROPICALLY FUNDED,
NO COST SOCCER TRAINING PROGRAM FOR
OVER 2,000 YOUNG ATHLETES AGES 4
THROUGH 8 IN SOME OF PHILADELPHIA'S
MOST VULNERABLE **AFRICAN-AMERICAN AND**
IMMIGRANT COMMUNITIES.





OUR FOCUS

THE SWAG PROVIDES YOUNG ATHLETES WITH **PROFESSIONAL SOCCER COACHING** IN A **FUN** SETTING AT **NO COST**, ACCELERATING **SKILLS DEVELOPMENT** AND CREATING AN **ALTERNATE PATH** VS. FOOTBALL OR BASKETBALL.

THE SWAG PROVIDES **ANOTHER AVENUE**, ONE WHICH CAN POTENTIALLY LEAD TO **SCHOLARSHIPS** OR **PROFESSIONAL SPORT**.

THE SWAG WILL CHANGE THE SPORTS LANDSCAPE.

CHANGING THE LANDSCAPE

THE SWAG IS BRINGING TOP-TIER
PROFESSIONAL SOCCER COACHING TO OVER
2,000 YOUNG ATHLETES IN PHILADELPHIA.

THE PROGRAM AIMS TO PROVIDE SOMETHING
WORTHWHILE AND **DIFFERENT** IN **HARD**
WORKING PHILADELPHIA COMMUNITIES, WITH
PROGRAMMING DESIGNED TO MAKE SOCCER
RELEVANT, ATTRACTIVE AND FUN IN PHILLY
NEIGHBORHOODS THAT MATTER.

GROWING A CULTURE.





HERE AND NOW

WITH WORLD CUP AND OLYMPIC SOCCER COMING TO THE UNITED STATES IN 2026 AND 2028, **ALL EYES ARE ON SOCCER**. WITH PHILADELPHIA SELECTED AS A WORLD CUP HOST, THE SWAG IS THE PERFECT VEHICLE TO SEED A **NEW GENERATION** OF FANS AND PLAYERS WITH A LIFELONG **LOVE AND APPRECIATION** FOR THE GAME.

A LIFETIME WITH THE GAME.



COMMITTED COACHING

THE SWAG'S COACHES ARE FORMER PROFESSIONAL AND COLLEGIATE SOCCER PLAYERS WHO WORK WITH THE **TOP YOUTH SOCCER PROGRAMS** IN THE REGION, INCLUDING THE **PHILADELPHIA UNION JUNIOR ACADEMY** AND OTHER LEADING PROGRAMS.

NEXT LEVEL COACHES.

MEANINGFUL MENTORS

IN ADDITION TO PROFESSIONAL LEVEL COACHING THE SWAG COACHES SERVE AS **MENTORS**, COUNSELING PLAYERS AND THEIR FAMILIES AS THEY EVALUATE FUTURE **ATHLETIC AND EDUCATIONAL OPPORTUNITIES**.

PARTNERS ON AN ALTERNATIVE PATH.





FUELING LEADERS

THE SWAG'S COACHES AND **PRO ATHLETES' COUNCIL MEMBERS** ARE OFFERED AN **INTERNSHIP PROGRAM** WITH PRIVATE EQUITY FIRM GRAHAM PARTNERS FOCUSED ON DEVELOPING THEIR BUSINESS SKILLS, PROVIDING EXPERIENCE IN LEVERAGED BUYOUT **FINANCIAL MODELING**, INVESTMENT SOURCING AND EVALUATION, AND INVESTMENT THEME DEVELOPMENT.

PROVIDING THE TOOLS TO BUILD.

A soccer ball with a white and yellow pattern and blue stars, featuring the word 'IBERCUP' on it, is balanced on the head of a person wearing a white jersey with a black logo. The background is a blurred green field.

A CITY BEHIND US

THE SWAG'S COACHES RUN PLAYER CLINICS YEAR-ROUND FOR **THOUSANDS** OF PHILADELPHIA KIDS AND INVITE ROUGHLY 100 PLAYERS INTO THE **SWAG SELECT** POOL FOR **ADDITIONAL TOP LEVEL TRAINING** AT MULTIPLE LOCATIONS IN THE PHILADELPHIA AREA. THE SWAG HAS BEEN ENDORSED BY THE NATIONALLY-ACCLAIMED [PHILADELPHIA UNION ACADEMY](#) PROGRAM.

DESIGNING A ROADMAP FORWARD.

IMPACT EVERYWHERE

THE SWAG IMPACT IS AN INNOVATIVE SUPPLEMENTAL EDUCATIONAL PROGRAM FOR ROUGHLY 100 SWAG SELECT PLAYERS ANNUALLY.

DESIGNED TO ENHANCE LITERACY, COMMUNICATION SKILLS AND FUNDAMENTALS IN HISTORY AND SOCIAL STUDIES, BLENDED TOGETHER WITH SOCCER, COLLABORATION AND TEAMWORK.

PROVIDING TOOLS FOR SUCCESS.



EDUCATE & ELEVATE

THE SWAG ALSO OFFERS A PRIVATE SCHOOL **SCHOLARSHIP** PROGRAM FOR PROSPECTS FROM THE SWAG SELECT POOL. THE SCHOLARSHIP INCLUDES PRIVATE EDUCATION AT A **TOP SCHOOL** IN THE PHILADELPHIA AREA, **TRANSPORTATION** TO SCHOOL AND PRACTICE, **GUIDED STUDY**, AND ADDITIONAL **TRAINING** AT THE SCHOOL WITH SWAG AND PHILADELPHIA UNION ACADEMY COACHES.



ENRICHING ON AND OFF THE FIELD.





COST EFFECTIVE

THE SWAG PROVIDES OPPORTUNITIES FOR CHARITIES AND CORPORATE SPONSORS TO MAKE AN **IMPACT** WHERE IT **MATTERS**.

OPPORTUNITIES FOR CHARITIES

- EDUCATION & SCHOLARSHIP FUNDING
- EQUIPMENT & UNIFORMS

OPPORTUNITIES FOR CORPORATE SPONSORS

- BRANDING OPPORTUNITIES
- INTERN PROGRAM SPONSORSHIP
- SWAG IMPACT SPONSORSHIP

POWER IN PARTNERSHIP.

BUILD A NEW FUTURE

THE SWAG IS LASER-FOCUSED ON
BUILDING **SOCCER CULTURE** IN
THE **HEART** OF PHILADELPHIA'S
BLACK AND IMMIGRANT
COMMUNITIES THROUGH
HANDS-ON PARTNERSHIP.

GIVING SOCCER SWAG.



THANK YOU

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SWAG INFORMATION

CHASE →

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THE SWAG IS SUPPORTED PHILANTHROPICALLY BY THE **CHARITY FOR THE ARTS, SPORTS & ATHLETICS (CHASE)**. LEARN MORE ABOUT THE CHARITY'S ACTIVITIES [HERE](#).

ADDITIONAL PHILANTHROPIC SUPPORT IN PARTNERSHIP WITH CHASE BY THE **SILVERBACK EDUCATIONAL FOUNDATION FOR THE ARTS, DANCE, AND ATHLETICS**. LEARN MORE ABOUT THE FOUNDATION'S ACTIVITIES [HERE](#).

CHASE IS A PUBLIC CHARITY EXEMPT FROM TAX UNDER SECTION 501(C)(3) OF THE INTERNAL REVENUE CODE (EIN: 87-315333).

SILVERBACK IS A PRIVATE FOUNDATION EXEMPT FROM TAX UNDER SECTION 501(C)(3) OF THE INTERNAL REVENUE CODE (EIN: 46-4902114).

SEE THE PLAYERS IN ACTION:

WWW.THE-SWAG.ORG

