

2025

GLOBAL GAME

THE SWAG

LOCAL FOCUS



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PROGRAM OVERVIEW

THE SWAG IS A PHILANTHROPICALLY FUNDED,
NO COST SOCCER TRAINING PROGRAM FOR
OVER 2,000 YOUNG ATHLETES AGES 4
THROUGH 11 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 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
OFFERED TO ELEMENTARY SCHOOL STUDENTS
WITHIN UNDERSERVED COMMUNITIES IN THE
PHILADELPHIA REGION.

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

CONTACT FOR PLAYER OPPORTUNITIES:
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Relationship Ambassador

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SWAG INFORMATION



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

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

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](#).

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

