

2025

# THE SWAG

*GLOBAL GAME. LOCAL FOCUS.*



# 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.

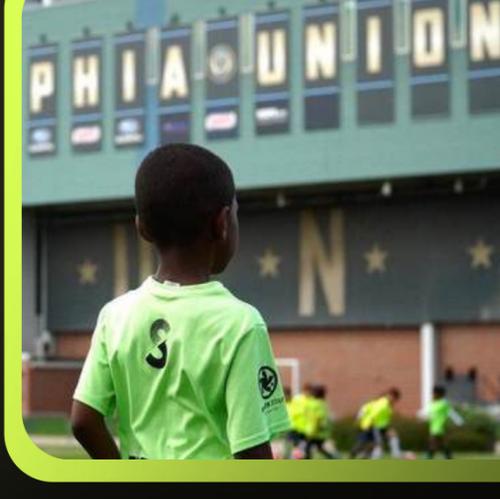
*THE SWAG WILL CHANGE THE SPORTS LANDSCAPE.*

# 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 HARDWORKING 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 FOR ROUGHLY 100 SWAG 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.*



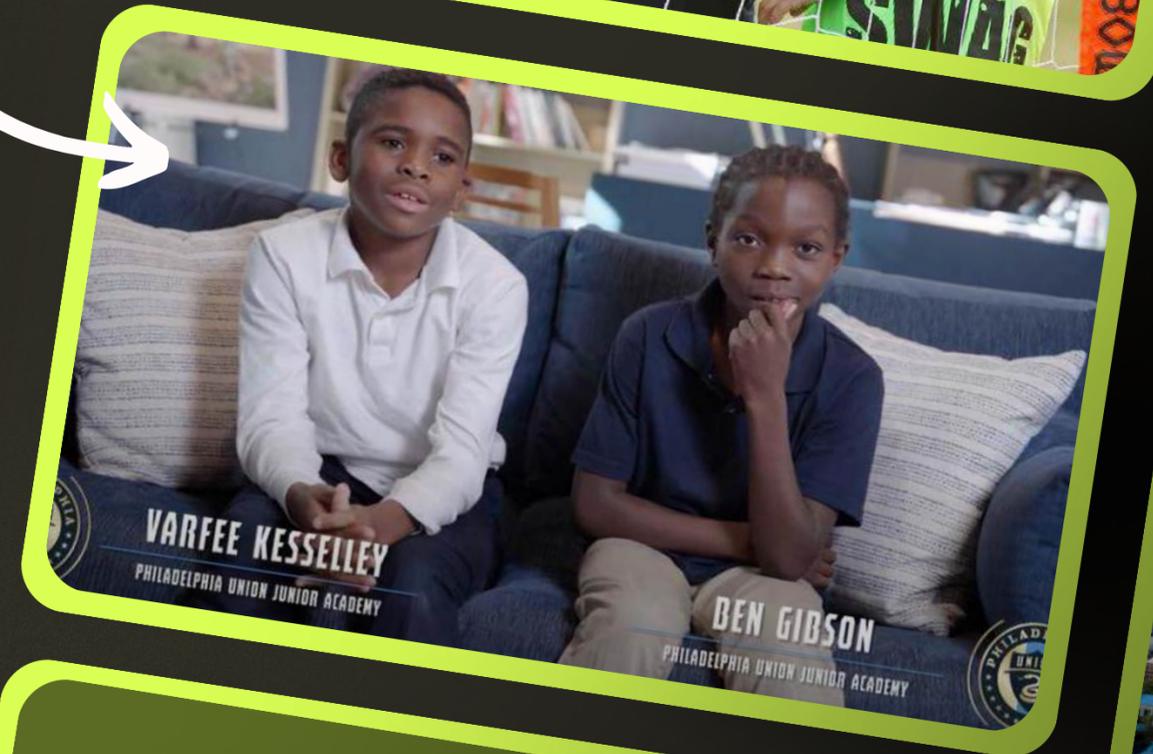
# EDUCATE & ELEVATE

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.**

CLICK TO WATCH



The SWAG Scholarship program is currently providing **8 students** with a specialized education along with world class soccer training at **Benchmark School.**



# **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.**



# FOLLOW THE SWAG

OR VISIT OUR WEBSITE:

[WWW.THE-SWAG.ORG](http://WWW.THE-SWAG.ORG)

FOLLOW THE SWAG ON:



# THANK YOU

## CONTACT FOR PLAYER OPPORTUNITIES:

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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).