



FOOTBALL FOR THE PEOPLE

STRATEGIC PLAN OF FOOTBALL
DEVELOPMENT IN SLOVAKIA 2018-2022



Dear friends,

The Slovak Football Association is not only the largest Slovak public organisation, but also the leader among national sports federations in our country. First aspect comes naturally with the worldwide popularity of football, the second one reflects my own experience. When I was elected as the president of the SFZ in 2010, I knew that two essential elements are key to its successful development: a good plan and a soulful people who will treat it and execute as if it was their own.

It brought us success and nowadays we are in a completely different position than we have been in 2011 when we had prepared our first strategic plan. After the restoration of the SFZ as an organisation, followed by a period of financial stabilisation, we are finally prepared for the most important and most beautiful period - development of football at all levels. Throughout these years, we could rely on significant support of UEFA and in line with UEFA GROW 2020 project we have also prepared new modern Strategic Plan for 2018-2022 that due to its measures ranks Slovak Football Association among successful associations within the Europe.

In next four years, we want to double the number of new football pitches and stadiums, so that we could regularly meet in pleasant football environment. We would like to stabilize the regional player base, focus on attracting new fans, bringing more children to play football and ensuring regular stimulation of necessary financial support to clubs at all levels.

We have set out exact measurable goals. We are launching methods that will evaluate effectiveness of key and supporting projects as well as monitor the goals set out in the Strategic Plan named "Football for the People" on a regular basis. I am convinced that all this will have a positive impact not only on the results of our national teams, but mainly on the fact that football (and therefore whole sport) will be attracting more and more people who can perform it in better conditions and environment.

I'm glad, we can experience this together.

Ján Kováčik - President of the Slovak Football Association

“

**“I WISH WE COULD WRITE ONE
POSITIVE FOOTBALL STORY IN
PEOPLE’S LIVES EVERY DAY. THEN
WE BECOME A GOOD INSPIRATION
FOR OUR COUNTRY.”**

”



WHY FOOTBALL FOR THE PEOPLE?

The Slovak Football Association joins football fans together. Every one of us, regardless of whether he/she is a player, football specialist or a fan, has his/her unique place in the structure of football. We are forming the football culture together and contribute to its development by our time and abilities. That is why everybody deserves mutual support and adequate respect. There is a life story behind everybody, who found football his/her hobby, relaxation or profession. We were playing football as chil-

dren on the playground or during physical education lessons at schools. We are playing it as non-professionals or recreational sportsmen, some of us at the level of professionals. We are cheering from stadium stands or organizing football from our offices. We have created relationships to it, but also friendships, we have obtained memories and life experience that had been forming us. Here in the Slovak FA, we want to offer the football story to as broad public spectrum as possible and to attract people to football.

○ Football brings life moments associated with positive emotions.

○ **Success**

We have been always trying to be as good players as possible and it is our desire to win. When we lose, we are motivated to work on. We are constantly improving to be a good example for the others.

○ **Team**

By means of football, we connect communities, create friendships, enhance confidence and build strong relationships.

○ **Experience**

Our efforts result in the experience that represents the extra value for the life of every football fan.

○ **Health and Lifestyle**

We are playing football to support our health and we are promoting the healthy lifestyle within the society.

○ **Fair-Play**

We are determined to be proud bearers and promoters of the fair-play value within the society.

1

Who are we?

We are a united, respected and prosperous sports community.

2

What do we believe in?

We believe that football can have greater and more positive influence on the development of our society.

3

What would we like to achieve?

Through its ability of entertaining people, joining communities together, bringing up and educating new generations and supporting healthy lifestyle, football is a symbol of the society development.

4

How would we like to achieve it?

Every day we are writing positive football stories in the lives of people.

OUR VALUES

In the recent years, the Slovak Football Association made a significant step towards fulfilling its potential. Thanks to our conscientious work, we succeeded in stabilizing the football community and modernizing stadiums, legal standards, management process and information technologies, this is a perfect background for our further development.

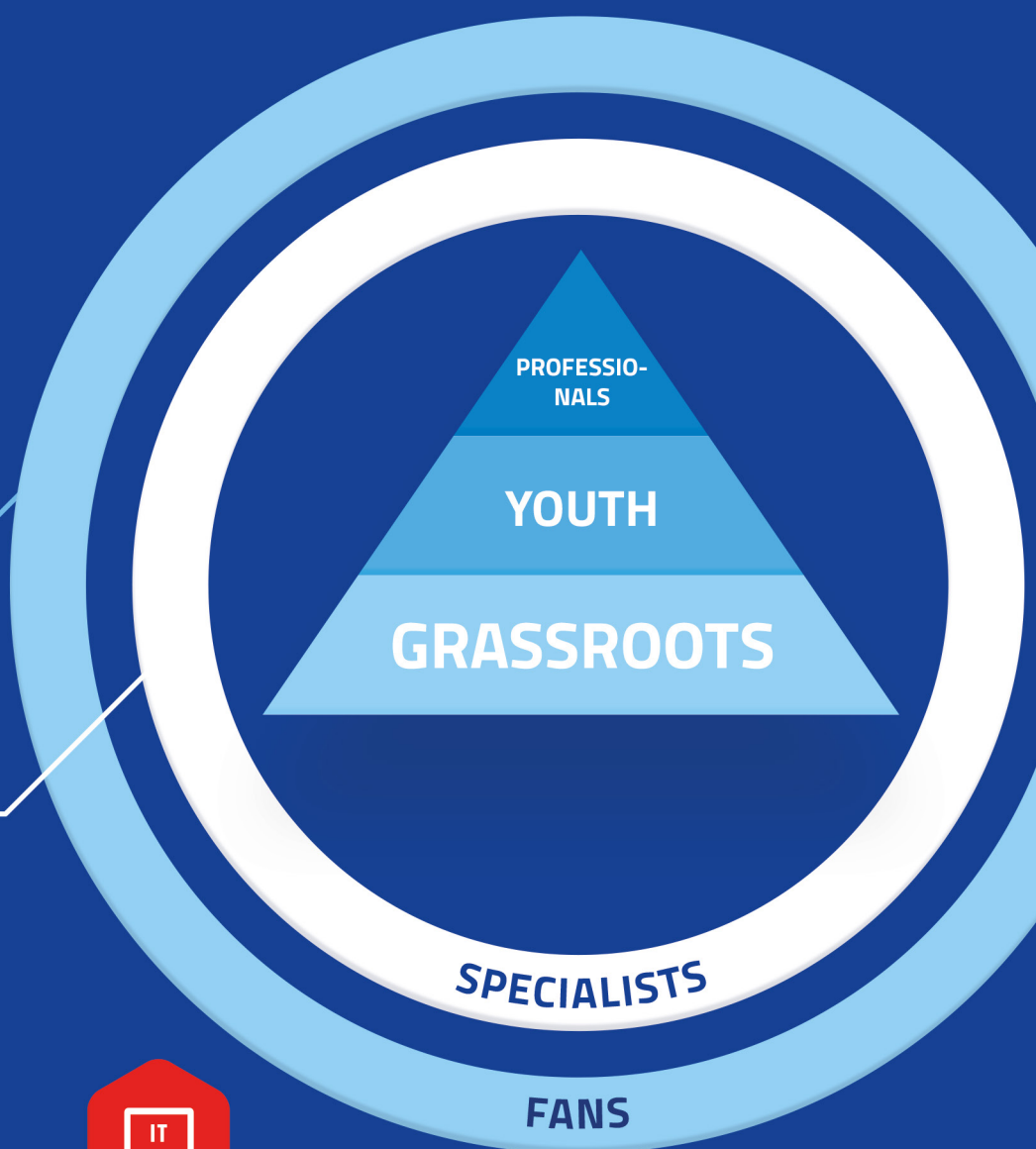
We have created the environment where people expressed **MUTUAL RESPECT**, Slovak football thus became respected within the society, too. We know that no success will come

unless all of us pull together. Here in the Slovak FA we believe that we can achieve our goals on a pitch or in our lives together only. **TEAM WORK** is always stronger than individual properties. Our courage to make important decisions, even if they are not always comfortable, is moving the Slovak FA towards its ideal. Therefore, the **FOOTBALL DEVELOPMENT** will still be our source of power and it will help us to develop Slovakia in the very best manner – football.

SLOVAK FA'S KEY PROJECTS

National Team,
League Football,
Non-professional Football

Coach
Referee
Organizer / Steward
Delegate
Employee
Official
Journalist
Volunteer



COMMERCIAL
STRATEGY



INFRASTRUCTURE
STRATEGY



IT
STRATEGY

GRASSROOTS

Every child has the chance of experiencing the pleasure of its first goal and if somebody is attracted by football, it will have the chance of finding it place there.



KINDERGARTENS

Children from kindergarten in the Kalinčiaková Street in Bratislava were the first ones who tested the prospective project of football experience called "Let's Score Together" for children at the age of less than 6.

The greatest challenge of the current times is to stop the declining interest of the public in football. A changed social system and the competition of other social sectors pushed football in a difficult position. However, football and its uniqueness are still attracting a part of active young people; but, in accordance with the demographic development and international analyses, there are less and less people interested in football every year. It is therefore necessary to offer attractive football to the children and young people. We cannot develop other key projects unless this task is completed. In 2018, there is the second year of the "Let's Score Together" project held in kindergartens. As of today, we are organizing activities in 46 kindergartens across Slovakia. We want to promote this substantial part of Grassroots further and to increase the number of children from kindergartens dealing with football by 100 every year. The dajmespolugol.sk information portal will provide us a precise and quick system of measuring efficiency.

Status in 2018	the second year of the Let's Score Together project
Numbers in 2018	1,440 children
Vision 2022	Football is played by more than 5,000 of children in kindergartens around Slovakia
Measurements	Analysis of the data from the dajmespolugol.sk portal



SCHOOLS

In 2017, 985 boys teams and 493 girls teams from entire Slovakia participated in the Slovak FA's School Cup; this competition thus becomes the most popular school competition in Slovakia. It is the tradition that the national finals are held in the National Training Centre in Poprad.

We have a well-established and stable project in school football competitions. The experience, contacts and technical equipment available to the project of school football competitions are very valuable and their use is not only efficient, but also economical. In the next period, the project of school football competitions will be more and more oriented on acquiring new players and football specialists. We believe that thanks to the quality of record-keeping systems, football activities at primary and secondary schools will become interesting projects from the economical point of view; this will help us to promote the healthy lifestyle, relationships in communities, but mostly to extend the base of football players in Slovakia.

Status in 2018	Traditional advancing football competitions
Numbers in 2018	24,120 boys and girls
Vision 2022	Football is played by more than 30,000 boys and girls at primary and secondary schools
Measurements	Analysis of the data from the skolskysport.sk and dajmespolugol.sk portals



NON- PROFESSIONAL FOOTBALL

More than 5,000 teams compete in regional football competitions of the Slovak FA; thanks to it football has the broadest base of sportsmen in Slovakia.

Non-professional football is our huge base of players and active people around entire Slovakia. Moreover, many non-professional football players become football specialists and fans. In 2017, we have started a project of supporting the infrastructure of regional football. Except for this support, we will also improve communication and implement activities for supporting management of our local football organizations and clubs.

Status in 2018 Introduction of membership fees, start of investments in the infrastructure

Numbers in 2018 5,169 teams / 1,724 clubs / 92,642 players

Vision for 2022 Football is played by more than 93,000 of registered players

Measurements Analysis of the ISSF portal



HOBBY FOOTBALL

In 2017, the Upper Nitra small football league celebrated its tenth year with the participation of 28 teams from Prievidza and Kanianka.

We will create conditions for the development of hobby football as a part of our care for football players of any level and age category. These players do not participate in the Slovak FA's football activities in any other way, but they want to play for the reasons of sociability, healthy lifestyle and fun and, prospectively, they will join the base of fans or non-professional football. By means of the "Let's Score Together" project, we will help the hobby football players to join together and to keep records of their football matches, cups and leagues around entire Slovakia.

Status in 2018 Beginnings of hobby football in Slovakia

Numbers in 2018 0 registered players

Vision for 2022 5,000 registered hobby football players

Measurements Analysis of the data from the dajmespolugol.sk portal

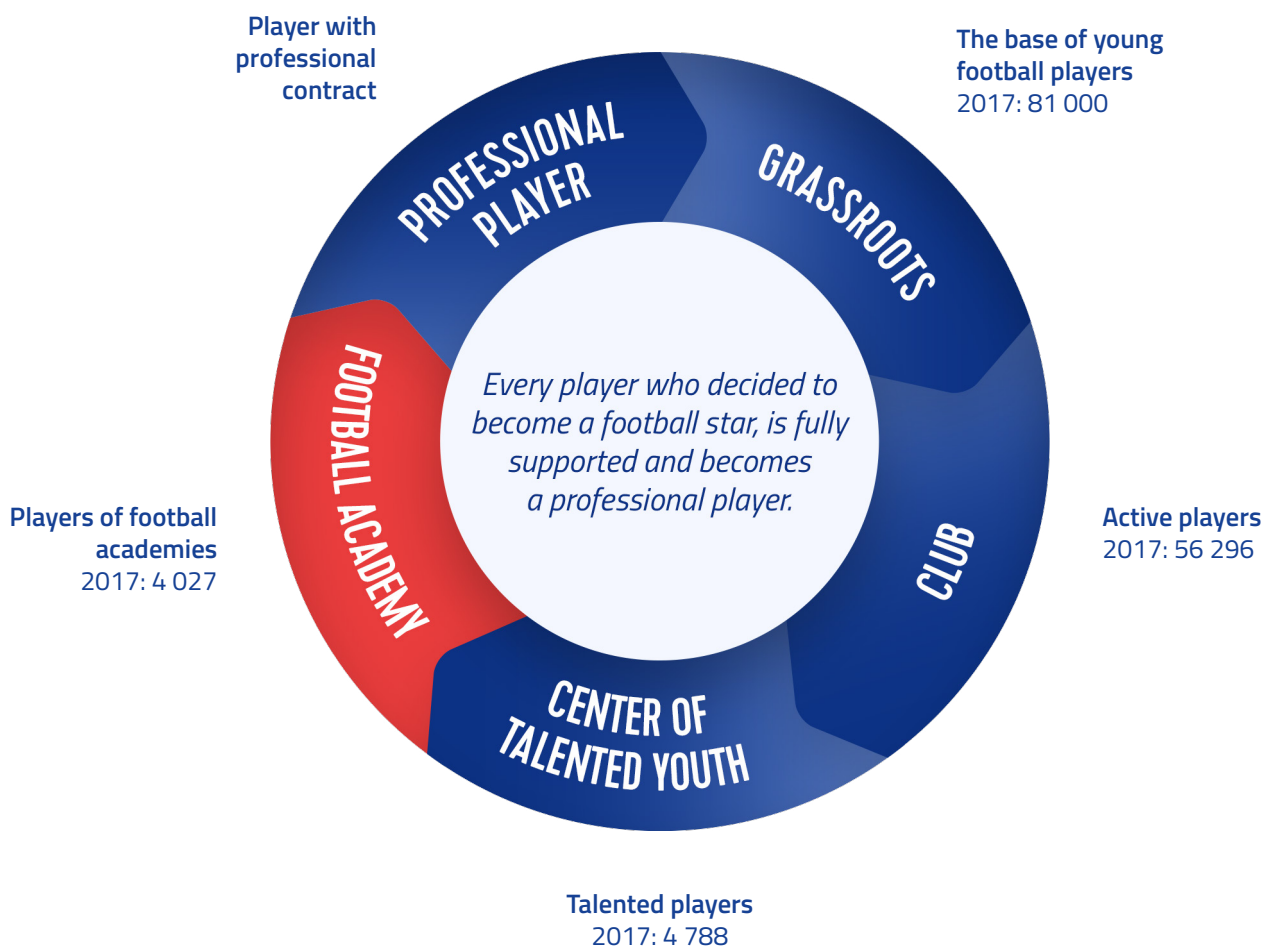
YOUTH

For making sports performance of professional teams attractive to the public, we need to work with the youth in a strategic manner. We are already dealing with this area to a large extent. We are supporting youth teams and create conditions for a broad base of football specialists working with the youth. This group of projects is aimed at bringing up as many professional football players as possible. They will stay active in the football industry successfully as professional players in our leagues, abroad and at the level of national teams. On this basis, we will continue in supporting the projects of centres of the talented youth and football academies and take care of their high efficiency.

Every player who decided to be a football star, is fully supported and becomes a professional player.



Football academies: The FC Nitra Football Academy represented Slovak academies in the UEFA Youth League.



STATUS AND VISION OF THE PROJECT

CENTRES of TALENTED YOUTH

ACADEMIES

YOUTH NATIONAL TEAMS

Status in 2018

Interest of the clubs in Centres of Talented Youth licenses, disputable efficiency of the activity

Stabilized support of Football Academies

Stabilized support of youth national teams

Numbers in 2018

Number of players 4,788

Total number of players 4,027

Sporadic international achievements

Vision for 2022

First quality selection and transfer of 50 % players in Football Academies

To bring up 50 % players having concluded professional contracts

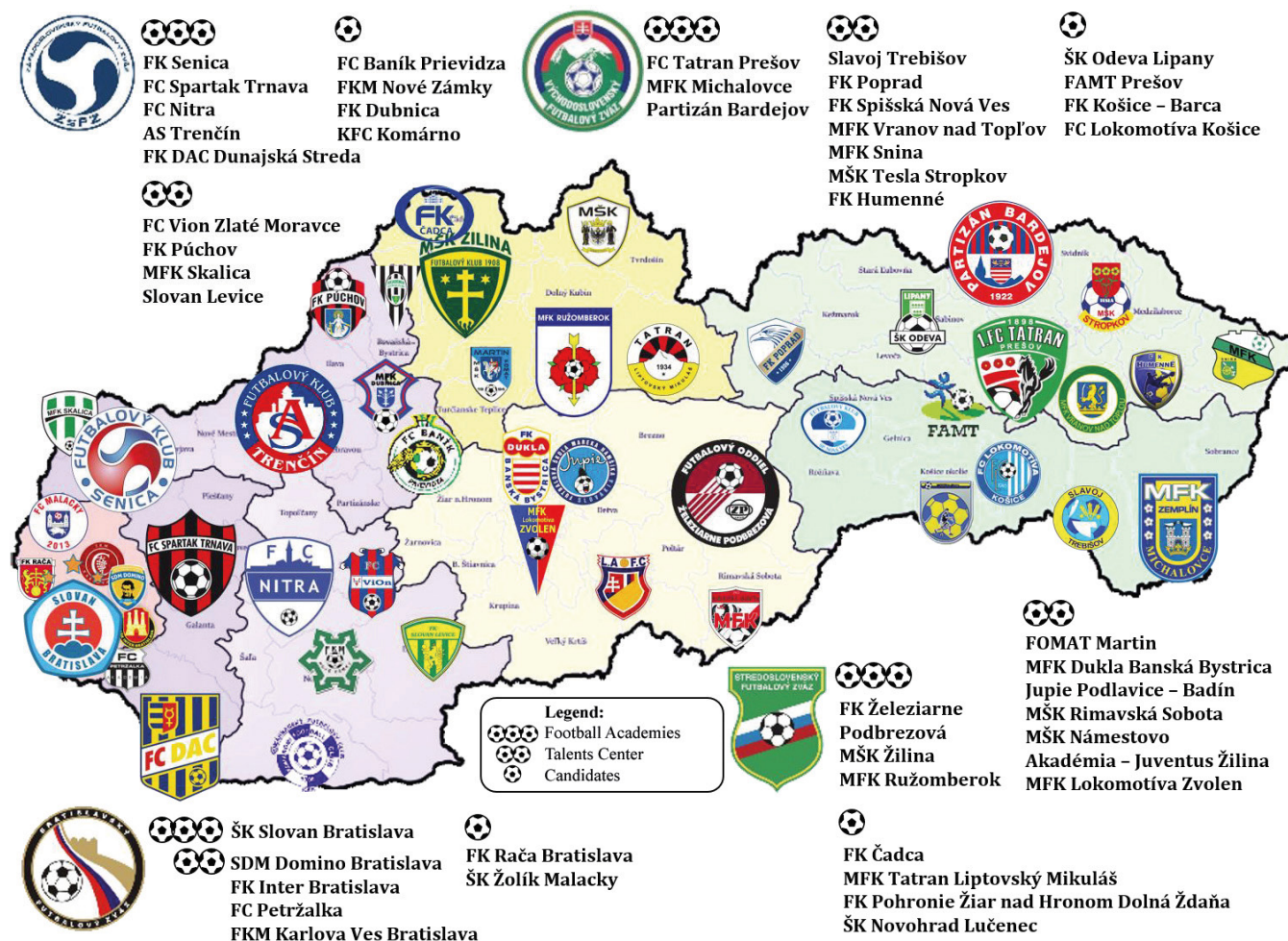
Advancing to final tournaments of European and World competitions

Measurements

Analysis of the data from the ISSF portal

Analysis of the data from the ISSF portal

Official rankings of UEFA and FIFA



PROFESSIONAL

Every professional football player entertains fans in full stadiums.

Successful National Team at the World Cup in South Africa and at the EURO in France. Success of the Under 21 National Team at the EURO in Poland and other achievements of youth national teams and the women national teams are the results that mostly increase popularity of football both in Slovakia and abroad. In cooperation with the League Clubs Union, we are working on increasing the value of the clubs of our league since it is the assumption for the development of our league football. As we were shown by the success of the team from the town of Medzev from eastern Slovakia in the Slovnaft Cup in the year 2017-2018, football dreams can be fulfilled really in every corner of Slovakia. We want to follow the gained experience and create a development programme.

The League Clubs Union has been supporting the clubs of the top league competition associating them since 2009. Its activities for the next period are split into four basic projects. Cooperation with the Slovak FA, cooperation with partners, sport and technical field and marketing. It will perform activities aimed at increasing the value of league clubs in these projects. International achievements of our league teams and the number of fans of our league are the basic parameters to be monitored in this area.

SLOVAK FALCONS



OUR
SYMBOL
OF PRIDE

We will advance to final tournaments of EURO and World Cup.

OUR LEAGUES



FOOTBALL
HOLIDAY EVERY
WEEKEND

Development of clubs and participation in final phases of the European competitions.

SLOVAK CUP



COMPETITION
IN WHICH DREAMS
OF EVERY TEAM
CAN BE FULFILLED

We will increase the number of clubs participating in the Slovnaft Cup (today: 216 clubs)

LEAGUE CLUBS UNION'S STRATEGY

MEASURABLE INDICATORS:

- International achievements
- Number of fans



In the season 2017/2018, the following clubs of the Fortuna League are members of the LCU:

- MŠK Žilina
- ŠK Slovan Bratislava
- MFK Ružomberok
- AS Trenčín
- FK Železiarne Podbrezová
- FK DAC 1904 Dunajská Streda
- FC Spartak Trnava
- MFK Zemplín Michalovce
- FK Senica
- FC ViOn Zlaté Moravce-Vráble
- 1. FC Tatran Prešov
- FC Nitra

FAN

Spectators in Dunajská Streda create fantastic atmosphere at each domestic match. 10,226 fans found their way to the match of our league FK DAC 1904 Dunajská Streda – ŠK Slovan Bratislava played in the new DAC Aréna.

Football is played for our fans. Even though we are more and more successful in filling our stadiums, especially at the level of national teams, we consider further work with fans a key one. Every single fan in the stadium or every single member of a fan club or every single TV spectator is very important for us. That is why we are determined to provide our fans top quality sport and fun in Slovakia in compliance with our values. In the projects divided onto four pillars, we will strive for full stadiums, more fans wearing shirts, more active on-line space and increasing viewer ratings of TV broadcasting.



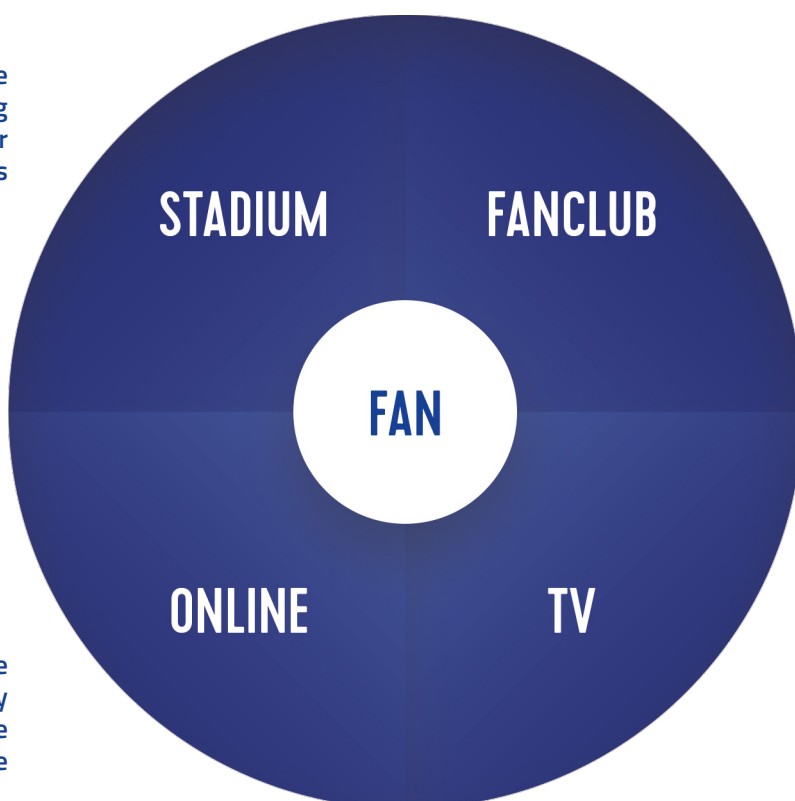
More and more football fans are actively participating in achievements of their teams.

We will fill the stadiums by increasing comfort and safety for spectators

We will join fans together by developing football trademarks

We will increase the interest in football by activities in the on-line space

We will increase viewer ratings of football matches by extending the TV broadcasting offer



FOOTBALL SPECIALIST

Every football specialist is writing positive football stories and promoting football values within the society.



The best example of a successful football specialist is Doc. Jozef Vengloš. Except for uncountable achievements as a player and coach, he also worked as an official, lecturer, President of the AEFCA association of coaches, chairman of UEFA football committee, and technical advisor of FIFA. He is a winner of the Crystal Wing Award and a member of the Slovak Football Hall of Fame.

Our football specialists are developing the football culture, promoting football values, and building our image. They are providing processes, organizing competitions, bringing up the youth and many other activities. This target group includes referees, coaches, football personalities, sponsors, managers, volunteers as well as professional football

employees. If we want to be an exemplary organization, we need the best football specialists. For achieving this, we will work on the football career projects and regularly discuss about opinions, needs, and results of our football specialists.

FOOTBALL CAREER



**REFeree
AND DELEGATE**

Education of referees and the Talent and Mentor programmes



COACH

Education programme for coaches



**CLUB
OFFICIAL**

The "Ambassador" Programme



MANAGER

Slovak FA's HR programme



VOLUNTEER

Slovak FA's volunteering programme



**MATCH
ORGANIZER AND
STEWARDS**

Fan-dialogue and education of stewards

SLOVAK FA'S COMMERCIAL STRATEGY

*Slovak FA as
a factory for
generating football
stories*

The Commercial Strategy is generating the Slovak FA's income and respond to the requirements of members, the market as well as partners. Its task is to provide services and products required by the public, fans and partner organizations, so as to be able to meet their needs and requirements to the full extent. If our services and products

are more desired, we will provide not only the Slovak FA's income for the football development and satisfaction of all target groups. Based on our values and our mission, we will thus create football stories interesting from the commercial point of view and increase thus the income from private sources.

SLOVAK FA'S PRODUCT PORTFOLIO

GRASSROOTS	YOUTH	PROFESSIONAL	FOOTBALL SPECIALIST	FAN	SUPPORT
Membership fees	Ticket sales	UEFA results	UEFA results	Ticket sales	Stadium
Sponsorship	TV rights	TV rights	TV rights	Tickets	IT
Merchandising	Sponsorship	Sponsorship	Sponsorship	Merchandising	E-shop

EXAMPLE OF A PROJECT IMPLEMENTATION

Project priorities, objectives and tasks

Beginning	End	Project	Responsible	Task	Level	KPI	Done
06.03.2018	31.04.2018	Professional	Marketing Director	Selection of the project team	Project task	Communication strategy	
06.03.2018	31.05.2018	Professional	Sales Manager	Define added values of the clients	Project task	Communication strategy	
06.03.2018	31.06.2018	Professional	Marketing Director	Elaborate the Commercial Strategy...	Priority task	Communication strategy	
06.03.2018	31.07.2018	Professional	Sales Manager	Create sales presentations	Project task	Presentations	
06.03.2018	15.12.2018	Professional	Sales Manager	Meetings with partners	Project task	Database	
06.03.2018	31.12.2018	Professional	Marketing Director	Find one partner in every sector...	Key objective	Contract	
06.03.2018	31.12.2019	Professional	Sales Manager	Find the second partner in every...	Key objective	Contract	
06.03.2018	06.03.2018	Professional	Sales Manager	Increase the value of product...	Key objective	Contract	

SLOVAK FA DIGITAL STRATEGY

*Slovak FA as
the leader in
technological
services*

The Slovak Football Association has been developing the state-of-the-art information technologies for Slovak football. Information technologies are used by all target groups in football for communication, administrative and organizational purposes. They help us to quickly inform our fans and the wide public and to offer them football events. Regardless of whether we are players, football specialists or fans, all of us like to watch football from stands, on TV as well

as on the internet. In cooperation with our partners, the IT department has been developing information systems used by players, football specialists as well as fans around entire Slovakia. We want to extend functionalities of information systems and digital technologies further, so that the systems could also be used by other fans and new people interested in football activities.



SAP

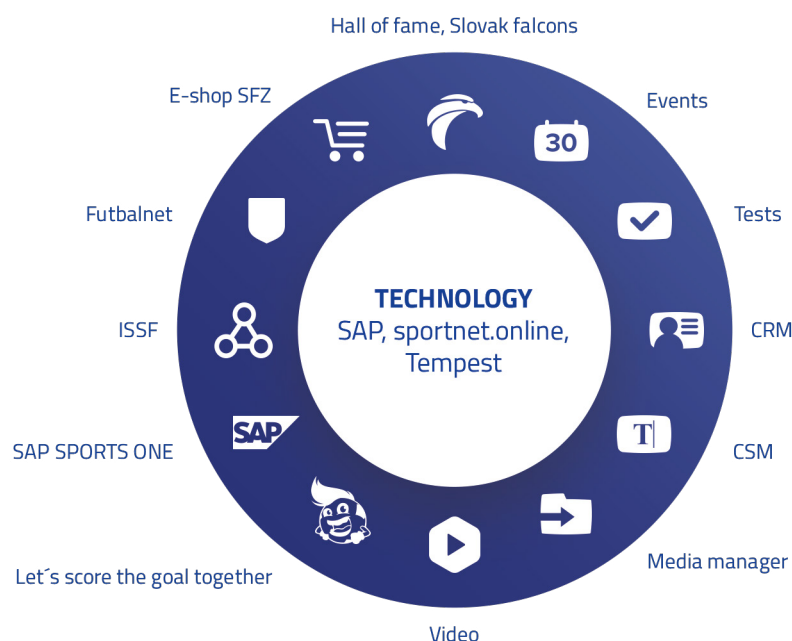
For a long time, the Slovak FA has been looking for a solution of consolidating executive, but also sports and technical data for its further efficient operation and development. Out of several platforms, we have finally settled on the SAP platform.

sportnet.online

sportnet.online, a technological "cloud" platform, is a modern platform for the efficient development of modern websites and mobile applications representing a single compact ecosystem of services for end consumers. All the applications of Slovak FA's strategic plan are based on the sportnet.online platform. The sportnet.online services ecosystem as well as the application solution of the futbalnet.sk portal and its other services are rated very positively even by representatives of UEFA within the UEFA GROW 2020 and UEFA Grassroots programmes.

Tempest

Since 2011, the Tempest company has been developing a unique system for administration and management of the sports agenda of the Slovak Football Association, the biggest sports organization in Slovakia. The system has been completely developed, operated and monitored by services based on the infrastructure from the TEMPEST company without any operating issues.



SERVICES FOR THE FOOTBALL FAMILY

We have been developing a central database of all Slovak football fans. Using various technologies and applications, we will make the information, services, goods and benefits available to all of our members, football specialists, players, as well as fans and offer football experience to a broad spectrum of our community. If we are able to join together and to spread and share information efficiently, we will have a chance of providing football services of better quality.



Slovak FA's applications

futbalsfz.sk, ISSF, futbalnet.sk, futbalnet.shop, dajmespolugol.sk, Hall of Fame, Let's Cheer Together, events.sportnet.online, Video archive, Testing, Voting, CSM

Applications of third parties

Facebook, Twitter, Instagram, MailChimp

Slovak football fan

Football fan not registered at Slovak FA, Player, Coach, Referee, Delegate, Referee observer, Agent, Club official, Hobby football player



SLOVAK FA'S STRATEGY OF DEVELOPMENT OF STADIUMS AND INFRASTRUCTURE

*Places where
football connects
people*

Stadiums, the football infrastructure and top-quality pitches are necessary for the development of football in Slovakia. International events, matches of the top competitions, regional competitions as well as hobby football need places where people feel good and where we can organize many high-quality matches and events. It is our dream to have a reconstructed football stadium in every Slovak football club and to make football a part of the life of people in every corner of Slovakia.

We succeeded in reconstructing 14 league stadiums so as to meet conditions of UEFA 2 category, commencing investments in 150 pitches in the regions of entire Slovakia and constructing 10 new pitches with artificial turf. Our national training centres in Senec and Poprad had been reconstructed and now they also include new pitches. The National Football Stadium in Tehelné pole should be completed not later than in 2018.

We have clear objectives for the coming period. To continue with investments in youth football in the regions and to construct solid-quality football stadiums in at least 330 municipalities. To build other 11 pitches with artificial turf with the proper size in other regions of Slovakia, too. Stadiums of the top league will meet requirements of UEFA 3 category and all the stadiums of the second league requirements of UEFA 2 category. Another training pitch will be built in the NTC Senec and another new training hall and pitch with artificial turf in the NTC Poprad for enabling the training centres to provide full-range services for youth national teams, other events of Slovak FA as well as for commercial utilization.



**LEAGUE
STADIUMS
PROJECT**



**ARTIFICIAL
TURF PITCHES
PROJECT**



**INFRASTRUCTURE
PROJECT**



**NATIONAL
TRAINING
CENTRES**



**NATIONAL
STADIUM
PROJECT**

MEASURABLE INDICATORS OF SLOVAK FA'S KEY PROJECTS

GRASSROOTS

	KINDERGARTENS	SCHOOLS	NON-PROFESSIONALS	HOBBY
Status in 2018	The second year of the Let's Score Together project	Advancing competition of schools with participation of active children	Decreasing participation, introduction of membership fees, investment in the infrastructure	Beginnings of planning hobby football in Slovakia
Numbers in 2018	1,440 children	24,120 boys and girls	5,169 teams / 1,724 clubs / 92,642 players	0 registered players
Vision for 2022	Football is played by more than 5,000 of children in kindergartens around entire Slovakia	Football is played by more than 30,000 boys and girls at Slovak schools	Football is played by more than 93,000 active players in the Slovak clubs	To register 5,000 new players
Measurements	Analysis of the data from the dajmespolugol.sk portal	Analysis of the data from the dajmespolugol.sk and skolskysport.sk portals	Analysis of the data from ISSF portal	Analysis of the data from the dajmespolugol.sk portal

YOUTH

	CENTERS of TALENTED YOUTH	ACADEMIES	YOUTH NATIONAL TEAMS
Status in 2018	Interest of the clubs with centres of talented youth licenses, disputable efficiency of the activity	Stabilized support of football academies	Stabilized support of youth national teams
Numbers in 2018	Number of players 4,788	Total number of players 4,027	Sporadic international achievements
Vision for 2022	First quality selection and transfer of 50% players in Football Academies	To bring up 50% players having concluded professional contracts	Advancing to final tournaments of European and World Championships
Measurements	Analysis of the data from the ISSF portal	Analysis of the data from the ISSF portal	Official ranking of FIFA and UEFA

PROFESSIONAL

	LEAGUE	SLOVNAFT CUP	NATIONAL TEAM
Status in 2018	Participation in the UEFA club competitions, stabilization of league clubs	The winner may participate in the European cups, the system is involving teams from entire Slovakia	Participation in the FIFA World Cup 2010 in South Africa, EURO 2016 in France, elimination in qualification to FIFA World Cup 2018 in Russia
Numbers in 2018	Increasing the value of clubs, the second round of UCL, the second round of UEL	216 involved clubs	The 22nd position in the FIFA ranking
Vision for 2022	Start of the clubs and their more successful participation in the UEFA club competitions	Every year to increase the number of clubs participating in the Slovak Cup	To keep the 22nd position in the FIFA ranking + advancing to every final tournament
Measurements	Official results of UEFA	ISSF Management Report	Official rankings of UEFA and FIFA

FAN

	Spectators in stadiums	On-line	Merchandising	TV
Status in 2018	Number of spectators, modern infrastructure, Football mania, Fan-dialogue	UEFA GROW monitors numbers of visitors on Slovak FA's social networks and websites	Extending portfolio of products, start of the Slovak FA's e-shop for members and fans	Both the football matches of the Slovak national teams and league matches are broadcast in Slovak TV stations as well as internet portals
Numbers in 2018	In the EQ cycle of 2016-18, 105,000 spectators visited matches of National Team, U21 National Team and National Women's Team	Facebook – 62,759 fans Futbalsfz.sk – 93,554 (users quarterly)	We do not measure the number of products delivered to our members through the e-shop. The Slovak FA's e-shop offers 15,000 product items	Broadcasted football matches of the Slovak national team were viewed by 4,820,016 spectators and broadcast 76 matches of our league were viewed by 84.8 thousand of spectators per match in average
Vision for 2022	Every year to increase the number of visitors to the Slovak cup and our league, the second league and national teams by 15%	Slovak FA's CRM – 600,000 users, FB – 150,000 fans, Futbalsfz.sk – 200,000 visitors, The League Clubs Union's CRM – 80,000 users	We can provide our members more than 100,000 products. The Slovak FA's e-shop will offer more than 75,000 product items	In average, 76 matches of our league were viewed by 84.8 thousand of TV spectators. Broadcasted matches of our national team is viewed by more than 600,000 TV spectators in average
Measurements	Analysis of the data from ISSF and FL	EUFA reports and analysis of the data from Slovak FA's CRM analysis of the data	Analysis of the data from the e-shop and fan-shop	Data from UEFA and Slovak FA, League Clubs Union

FOOTBALL SPECIALIST

	Referee	Coach	Employee	Official	Organizer and Steward	Journalist	Volunteer	Delegate
Status in 2018	Slovak FA management audit, insufficient numbers of some specialists and perceiving opinions of regional specialists, missing values and their application							
Numbers in 2018	1 797	5 074	62	6 880	1 039	80	200	939
Vision for 2022	To increase the number of high-quality, satisfied and successful football specialists							
Measurements	Reports of particular programmes: Talent and Mentor, Ambassador, Slovak FA's HR, Education of Coaches, Fan-dialogue, Volunteering Programme, etc.							

SUPPORT

	Stadiums and Infrastructure	Commerce and Marketing	IT and Digital
Status in 2018	Investments in the regional infrastructure, league stadiums and pitches with artificial turf, reconstruction of both NTCs	Centralized sale of TV rights for national teams through UEFA + stable Platinum Partnerships	We have been developing systems such as ISSF, Futbalnet, Slovak FA's e-shop, Let's Score Together platform, start of the services at sportnet.online
Numbers in 2018	Start of the investments in 150 pitches across the entire Slovakia, 14 reconstructed league stadiums of the 1 st and 2 nd leagues, 10 completed pitches with artificial turf, reconstruction of both NTCs	---	Slovak FA's information systems are used by 150,000 of registered users. And more than 1 million visitors. The League Clubs Union's CRM has 40,000 registered users
Vision for 2022	Investments in the infrastructure in 330 municipalities, 21 pitches with artificial turf with the proper size in each regional association, all stadiums of the 1 st league will meet UEFA 3 cat. and of the 2 nd league UEFA 2 cat., reconstruction of the NTC Senec and NTC Poprad + positive economic results of the NTCs	To have sponsorship contracts at our disposal as following: - at least one contract with a partner from every industry for National Team and U21 National Team - at least one contract for every commercial strategy product - to increase the number of sold media and marketing rights by 30%	Slovak FA's CRM includes 600,000 registered users. Slovak FA will participate in the development of other information technologies to be used by at least 2 million users. The League Clubs Union's CRM includes 80,000 registered users
Measurements	Project report	Annual Report of SFZ Marketing	Google analytics, CRM databases

CONCLUSION

Football is struggling with many strongly competitive activities offered to Slovak people. It is still able to attract players, fans and football specialist thanks to its uniqueness, tradition and significant positive aspects. The unity and stability of the football community, achievements of our national teams, results of modernization of stadiums or Slovak FA management, development of information sys-

tems and projects for children and young people make us happy. However, we are aware of the fact that if we want to enhance our position of the most successful sports organization, we must step up a gear. Respect, team work and football development will help us to become a Slovak symbol of the society development.

OUR GOALS



GRASSROOTS

Every child has the chance of experiencing the pleasure of its first goal and if somebody is attracted by football, it will have the chance of finding its place there.



YOUTH

Every player who decided to become a football star is fully supported and becomes a professional player.



PROFESSIONAL

Every professional football player is using his mastery for entertaining full stadiums.



FAN

More and more football fans are actively participating on achievements of their teams.



SPECIALIST

Every football specialist is writing positive football stories and promoting football values within the society.



SUPPORT

We use the supporting projects for creating stable environment for the development of football in Slovakia.



**STRATEGIC PLAN OF FOOTBALL
DEVELOPMENT IN SLOVAKIA 2018-2022**



**STRATEGIC PLAN OF FOOTBALL
DEVELOPMENT IN SLOVAKIA 2018-2022**