

# UEFA STUDY GROUP SCHEME

FC TPS  
Grassroots  
Heart in the  
game and SWU



SYDÄN PELISSÄ

# VISION

- TPS is a football club which creates experiences for fans, who are committed to the club for lifetime
- Successful grover club, which is economically well balanced and cooperates fluently with other clubs and public



# TPS and Heart in the



TPS league

TPS juniors

Heart in the  
game



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# Heart in the game vision

- We want children to play and move
- Smile, Success and Learning
- Playing together - I accept you
- Football versus social exclusion
- Opportunity to everyone



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# School tournaments

- Organized by TPS and local club
- Both have good connections to schools
- 8-10 small fields at one football pitch
- 5vs5 football – everyone plays
  - Boys vs boys and girls vs girls
- Teachers education
- 20-50 classes in one tournament



# Events and contacts 2009

• School tournaments	17 events	13 000 contacts
• School days	7 events	2500 contacts
• Preschool days	15 events	2300 contacts
• Handicapped groups	35 weeks	1250 exercises
• Handicapped teams	40 weeks	800 exercises
• Skill school	30 weeks	2450 exercises



# Events and contacts 20



- Women's Euro 2009 cooperation
- Tixu -fan club for children
- TPS league matches
- Partner: Turun Sanomat (newspaper)
- Altogether about 30 000 contacts or exercises
- Since 2003 over 100 000 smiles



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# What is SWU (Southwest United)

- 17 southwest Finland football club cooperation
- Coordinator and investor FC TPS
- Clubs:
  - KaaPo (Kaarina), KSF (Kemiö), LiePa (Lieto), MaPS (Masku), MynPa (Mynämäki), PaiHa (Paimio), PIF (Parainen), PiPS (Piikkiö), SalPa (Salo), SCR (Raisio), FC Ruskon Pallo, AC Sauvo, FC Halikko, VG-62 (Naantali), RaiFu (Raisio), ÅIFK (Turku) ja TPS (Turku)
  - Altogether 6000 players



# SWU in action

- SWU trainings around the area
- SWU teams in Auracup
- Talentcamps
- Goalkeeper coaching
- Ballboys in TPS leaguematches
- SWU coach in TPS
- Partners: TOK, Mehiläinen, Lindorff, Intersport



# Why to belong to SWU

- SWU is an opportunity, not a threat
- The player can stay longer in a local club
- Co-operation is our power
- Visibility for the club in TPS games and in other ways



# Heart in the game and SWU together

- Everything TPS does outside the club
- New contacts, fans, players, investors...
- Mainly for age group 6-11 years old boys and girls
- Very good reception for both
- Our mutual history since 2003 continues

