

A large, colorful graphic logo for FC Elva's 108th anniversary. It features the number '108' in a stylized font with a green and yellow gradient. The '0' contains a circular emblem with a green tree and the text 'AIND 1908 FC ELVA'. To the left is a soccer ball with a green and yellow gradient. To the right, the word 'GA' is written in large red letters, and 'EDASI!' is written below it in red. The background of the logo includes a red and white checkered flag, a blue and white flag, and several soccer players in white and green kits. The entire graphic is overlaid on a photograph of a crowd of people walking on a path, with a building in the background.

FC ELVA JALKAFEST 2018

THROWBACK TO HISTORY



- The Chronicle writes that in Elvas has been played football **since 1910-1920**
- **Tartu Olümpia ja Elva Raju** friendly sports meetings
- **1958-1964 building** Elva stadium
- Football a loved game among the young and the vacationers
- **In November 1994** Elva JK Football Club is established
- **The new beginning of FC Elva from August 2000**



Green – nature, forest, Elva

Red – fight, passion

White – purity, honesty

Light-blue – lakes in Elva,
timeless

MISSION



For a better and sportier Elva and region!



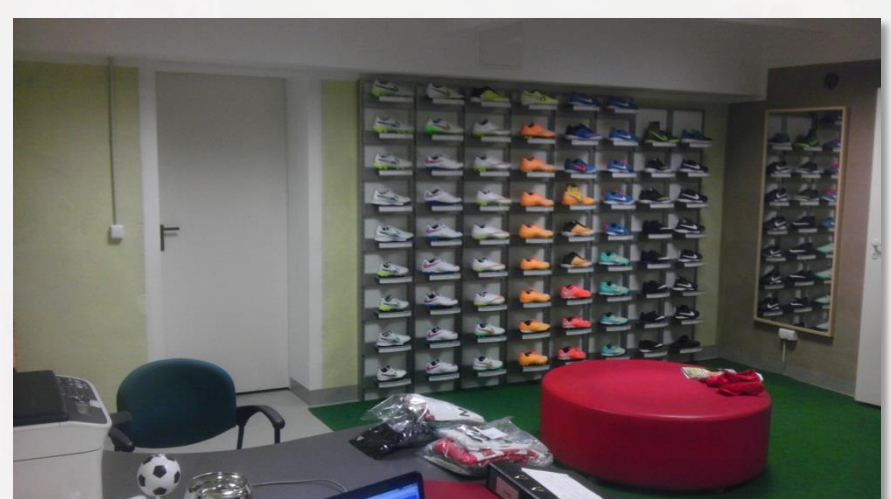
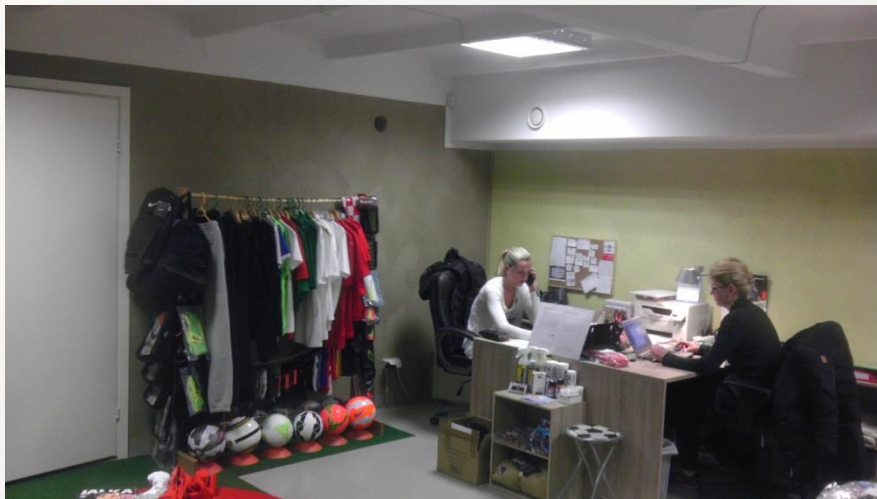
SOCIAL GOALS



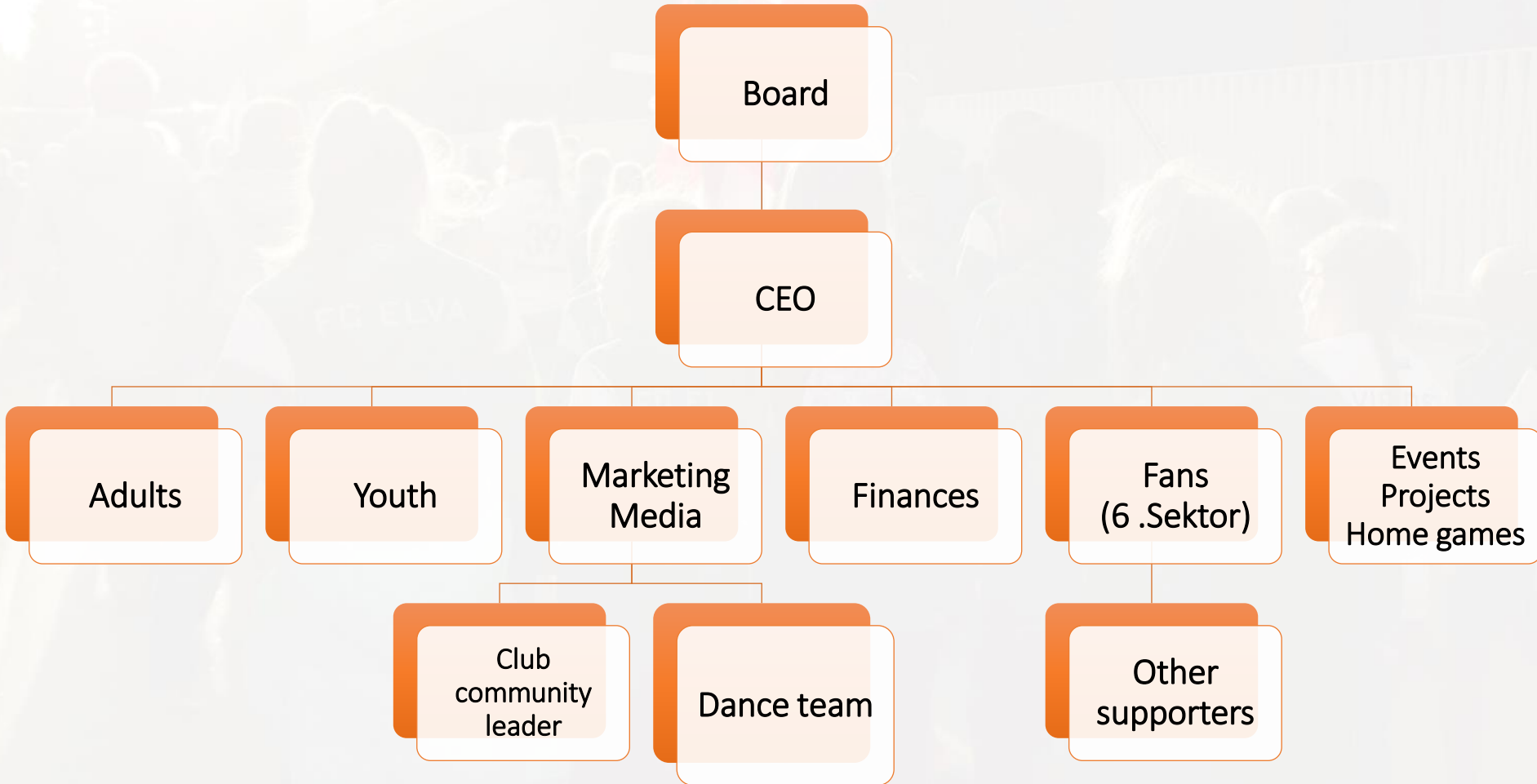
- To fill leisure time with sports and through that raise a worthy member of society
- Popularization of Elva as a sports town and creating a sporty reputation.
- To organize youth and adult events , alleviating employment problems in Elva and training specialists in this area.
- To cultivate and shape discipline and order
- Offering to regions youth a possibility to make a career in sports.
- Develop the necessary infrastructure for football (and all other sports) and maintaining it and introduce the develop the system.
- Continuously rising the level of the sports club and event organizing and taking it to the same level as Europe.
- Creating a sporty advertisement channel to the enterprises in the region.
- Popularization of the region to a vacation and sports area but as well as a worthy member of society

CLUB OFFICE

Kirde 2A, Elva



ORGANISATION STRUCTURE



CLUB WORKERS/VOLUNTEERS (25)



Structure	Job	Name	Work relationship / education
Juhatus	President	Margus Ivask	-
Juhatus	Chairman of Board	Are Altraja	-
Juhatus/Tegevjuht	CEO	Marek Naaris	Contract from 1.04.2005.a. / UT Sports /UEFA CFM 2016
Finants	Financial adviser	Kristo Sepp	Volunteer / EBS 2005-10 ja UTT magister 2015-
Finants	Accountant	Tiiu Vaher	Volunteer
Marketing	Community leader	Rain Suits	Contract 8.01.2018.a. / Keskhariidus
Youth	Youth U5-U11 methodology	Andrus Meinart	Contract 1.01.2016.a. / UT Sports / UEFA B
Youth	Coordinator of Youth U5-U19 coor	Laur Nurme	Contract 1.01.2016.a. / UT
Marketing	Designer	Kerlin Lehtla	Project based
Adults /Youth	Supplier KIT	Tarmo Kullas	Partnership with www.globalsoccerstore.com
Adults	Head of Security	Alik Säde	Volunteer
Marketing	Press	Merili Aasma	Volunteer

CLUB WORKERS/VOLUNTEERS (25)



Structure	Job	Name	Work relationship / education
Marketing	First team press	Karl Kruus, Sascya Assak, Marie Pau	Volunteers
Adults	Fysio 1	Mihkel Kuresoo	Volunteer/ Tartu Health Care College diplom
Adults / Home games	Fysio 2	Ardo Värä	Project based /Tartu Health Care College diplom
Youth	Head of Referees	Andris Altsaar	Volunteer/EJL C licence
Adults / Events	Dance team	Alina Samoilova	Volunteer/Harrastaja
Projects / Fans	Head of Home game events	Rain Suits	Contract
Events / Marketing	IT manager ja FCE TV	Marek Madisoo ja Karl Bussov	Partnership
Events / Marketing	FCE TV video montaaaz	Taavi Jakobson	Volunteer
Events /Home games	Euro team	Rena ja Karin	Volunteers
Events / Home games	Photo team	Cristel, Marleen ja Liina	Volunteers

CLUB COACHES (13)

18 teams in Championship of Estonia



First team head coach	Veiko Haan	Contract/UEFA A
First team assistant coach	Jürgen Kuresoo	Volunteer/UEFA B
Second team head coach	Marek Naaris	Volunteer/UEFA B
Second team assistant coach	Kris Vares	Volunteer/EFA Crassroots Football
Adults grassroots	Vaido Koddala	Volunteer/EFA Grassroots Football
Ladies first team head coach	Jürgen Kuresoo	Volunteer/UEFA B
U19 head coach	Laur Nurme	Volunteer/ UEFA A in process
U17 head coach	Marek Naaris	Contract/UEFA B
U15 girls head coach	Marie Pau	Contract/EFA C licence
U15 head coach	Jürgen Kuresoo	Contract/UEFA B
U13 head coach	Laur Nurme	Contract/ UEFA A in process
U13 girls head coach	Deniss Samoilov	Contract/UEFA B, Rain Suits assistant coach
U12 head coach	Veiko Haan	Contract/UEFA A
U11 head coach (3)	Karl Bussov	Contract/ First team player, assistants Kauri Käos, Laur Nurme
U10 head coach (2)	Andrus Meinart	Contract/UEFA B - assistant Kauri Käos
U9 head coach (2)	Kauri Käos	Contract/EFA C – assistant Andrus Meinart
Goalkeepers coach	Arvo Käk	Contract/EFA goalkeeper course First team goalkeeper

CLUB ASSISTANT COACHES (5)



Name	Job/Volunteer
Tarvo Timm	Volunteer/EFA Grassroots Football
Hannes Jennsen	Volunteer/EFA C licence
Margus Malkus	Volunteer/EFA Grassroots Football
Christopher Toom	Volunteer/EJL C licence
Karl Kruus	Volunteer/First team goalkeeper



Project/Event	Goals in 2017	Done/Not done/waiting
Artificial stadium	In june	Done
First team	Get experience in First Division, implementing youth	Done
New webpage	New level in Estonian club football websites	Done
Youth football	Greating strategies for coach development and motivation (document done with coaches)	Done
Womens football	First Division and get more girls involved in football	Done
Community team	Special marketing events in local community	Not done
Talent camp with West Ham United	Inviting talented 2006-2008 boys to camp	Done
Pärnu Summer Cup 2017	Competiotion/trip with 150-200 youth/parents	Done
Youth Camps for club teams	In july	Not done
Nike girls footballday	100 girls participating	Not done
Global Soccerstore footballday	100 boys participating	Not done
Sportland Clubleague (2003-2009)	Three age groups, 4 stages	Done
FC Elva Jalgpallifest 5.-6.08	Community/Family festival for Elva and region	Done
Elva Cup 21.-25.08	Youth summer tournament / Goal 100 teams	Done
Sportland Arbimäe minipitch	Sportland helped change the artificial surface coating	Done
FC Elva Indoor Cup 18.11.2017 – 20.01.2018	Youth winter tounament / Goal 150 teams	Done
FC Elva Gala 8.12	Clubfamiliy event for nominating best people in the process	Done
Partnership with Interactiga	FC Elva develope jump 2017-2019 project continuing/ KÜSK	Done
LHV Bank card	Card users up to 250	Not done

Project/Event	Goals in 2018	Done/Not done
Artificial stadium development	Service area, getting stands in place, pavilion	In process
Akademie	Opening a Sportclass in Elva together with EFA, Elva Gymnasium, UT	Not done
First team	First Division 4 place, implementing youth to first team	In process
Club website	New good details for users getting faster information	Done
Youth football	Development and motivational programm	Waiting
Womens football	First Division, U15 and U13 (first time in 4 years we don't have enough for U17)	In process
Community team	Marketing events with Rain Suits in small places in our district	In process
Elva Elite Cup 2018	International Youth Elite 2006 boys (1. FC Köln first winner)	Done
Talent Camp with West Ham Utd	For best players in Estonia 2007-2009	Done
Vantaa Cup ja Pärnu Summer Cup 2018	Club competition trip with 80-100 youth	Done
Youth camps for club kids	From 13 - 23 july camps in Piiri for 3 different age groups	Done
Nike girls footballday	In May for arround 50 girls	Done
Global Soccerstore footballday	footballday for boys – getting new players	Not done
Sportland Clubleague (2004-2010)	Three age groups, 4 stages	In process
FC Elva Jalgpallifest 28.-29. juuli	Community/Family festival for Elva and region – with concert/party	Done
Elva Cup 20.-25. august	Participation goal 110, reality 81 (we had to change the manager at the last minute)	Done
Klubisisesed koolitused ja motivatsioonireis	Yearplan meeting, first club media course and motivational events for the coaches	Done
FC Elva Indoor Cup	Participation 150, live broadcasts from some of the tournaments	In process
FC Elva Gala	Clubfamily event for nominating best people in the process	In process
LHV Bank card	Card users up to 200 (current 149 in september)	In proess

MEDIA CHANNELS



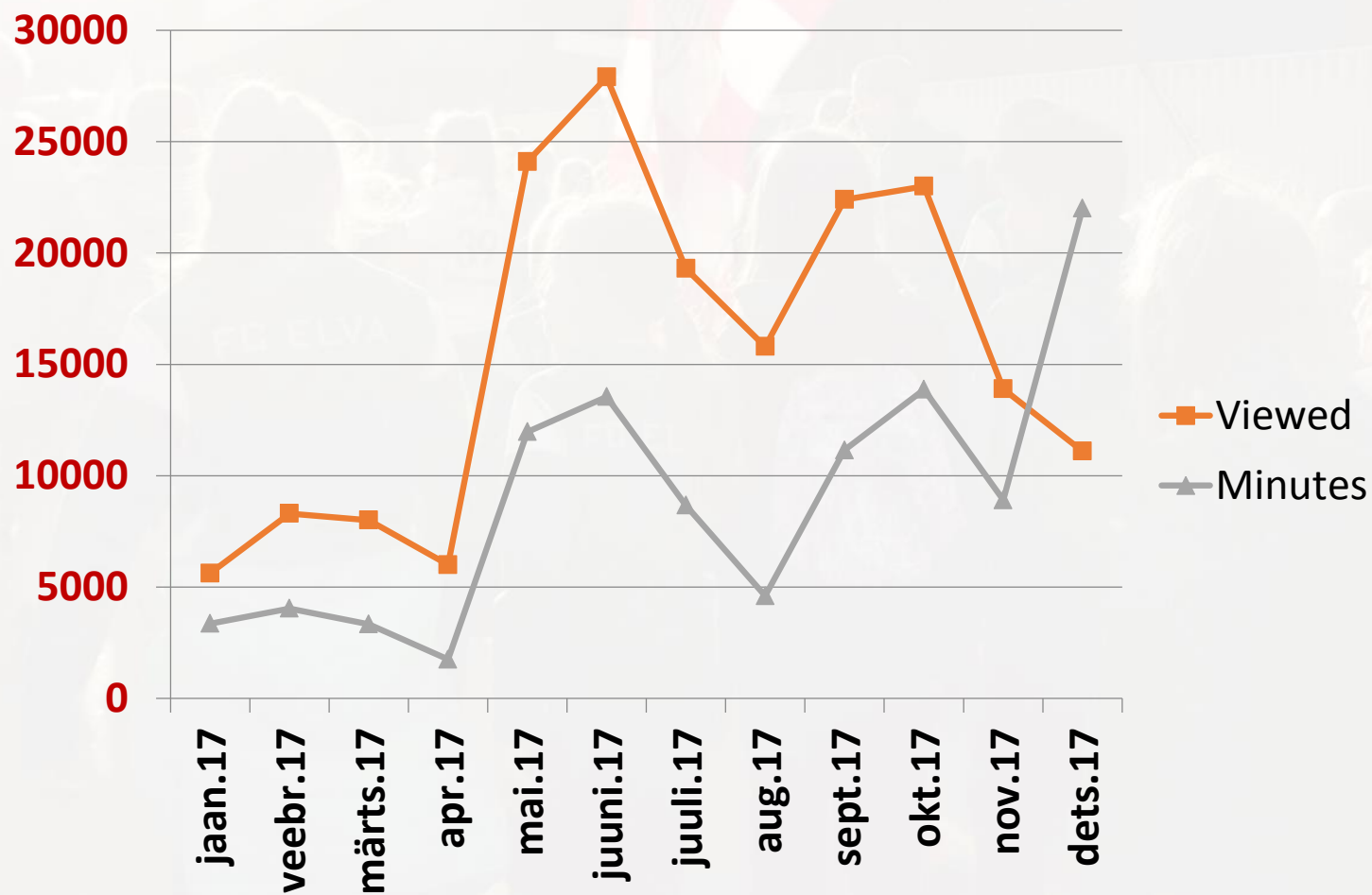
KANAL	1.01.16	01.01.17	20.01.18	1.01.17 vs 11.06.18
Homepage	116 k	21 420	21 323	-
Facebook	1697	2 273	2 714	+441
Instagram	0	580	1 080	+500
Twitter	0	0	45	+45
Youtube FCE TV	64	87	136 (212 videos)	+49
Emails	0	800	823	+23
SMS contacts	0	800	730	-70
Posters in district	44	37	50	+13
Led screens	2	2	3	+1
FCE TV	0	0	77 326 (vt)	-
Radio:	0	0	0	-
Flaiers:	0	1000	1500	-

MEDIA NUMBERS 2016 VS 2017



KANAL	2016	2017 watches	Growth +/-
Website unique guests	21420	21323*	
Facebook videos	20	131	+111
Facebook watching minutes	-	107 186	-
Facebook watching videos	32 800	185 421	+152 621
FCE TV (Youtube) videos	-	212	-
FCE TV (Youtube) watching	73 194	77 612	+4 418
Indoor Cup FB (jaan 18) videos	-	11	
Indoor Cup FB (jaan 18) minutes	-	78 981	
Indoor Cup FB (jaan 18) watch	-	78 600	
Indoor Cup FB (jaan 18) reach	-	1 130 057	

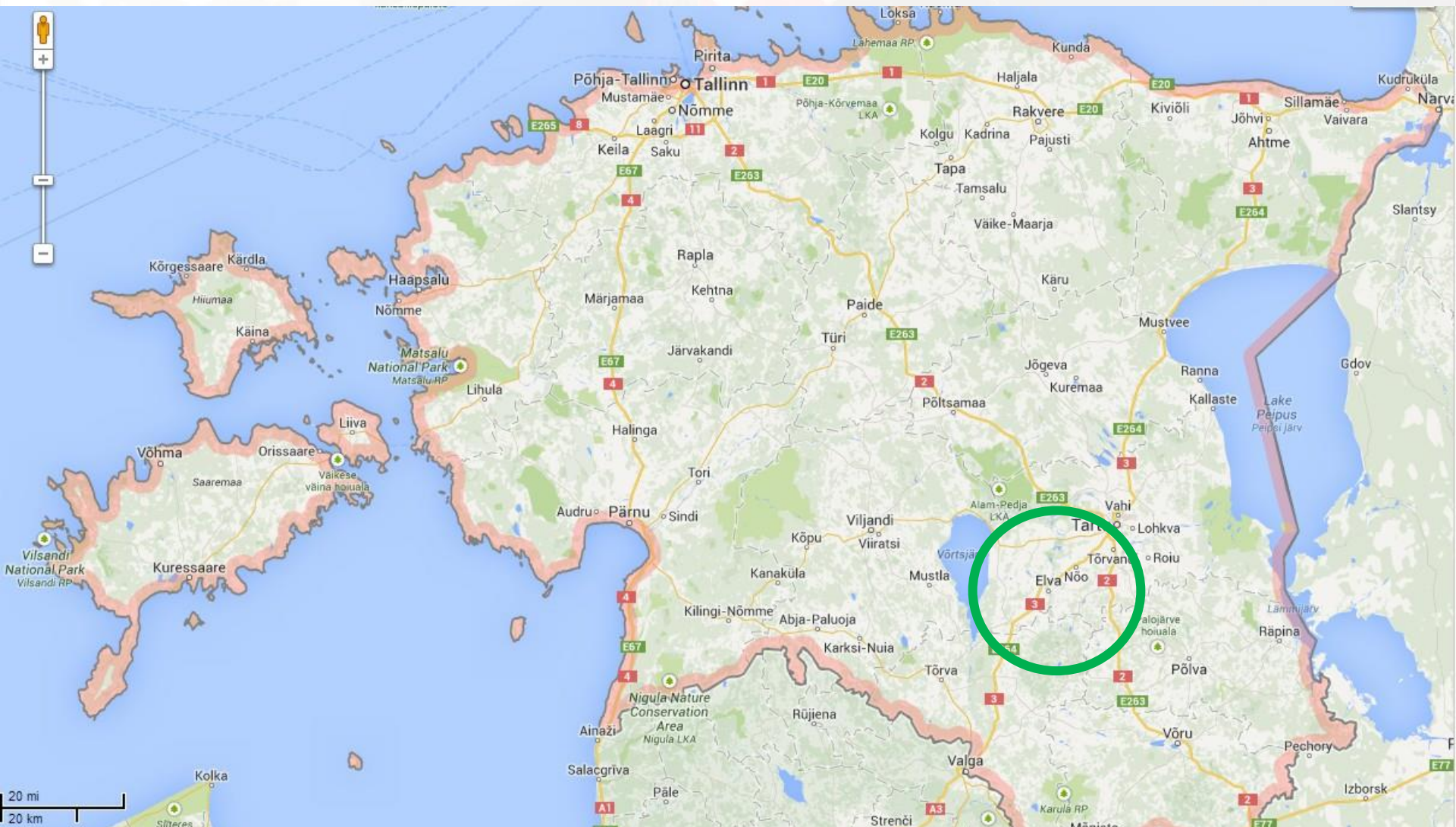
FB MEDIA MONTHLY 2017



COMMUNITY



PHYSICAL COMMUNITY

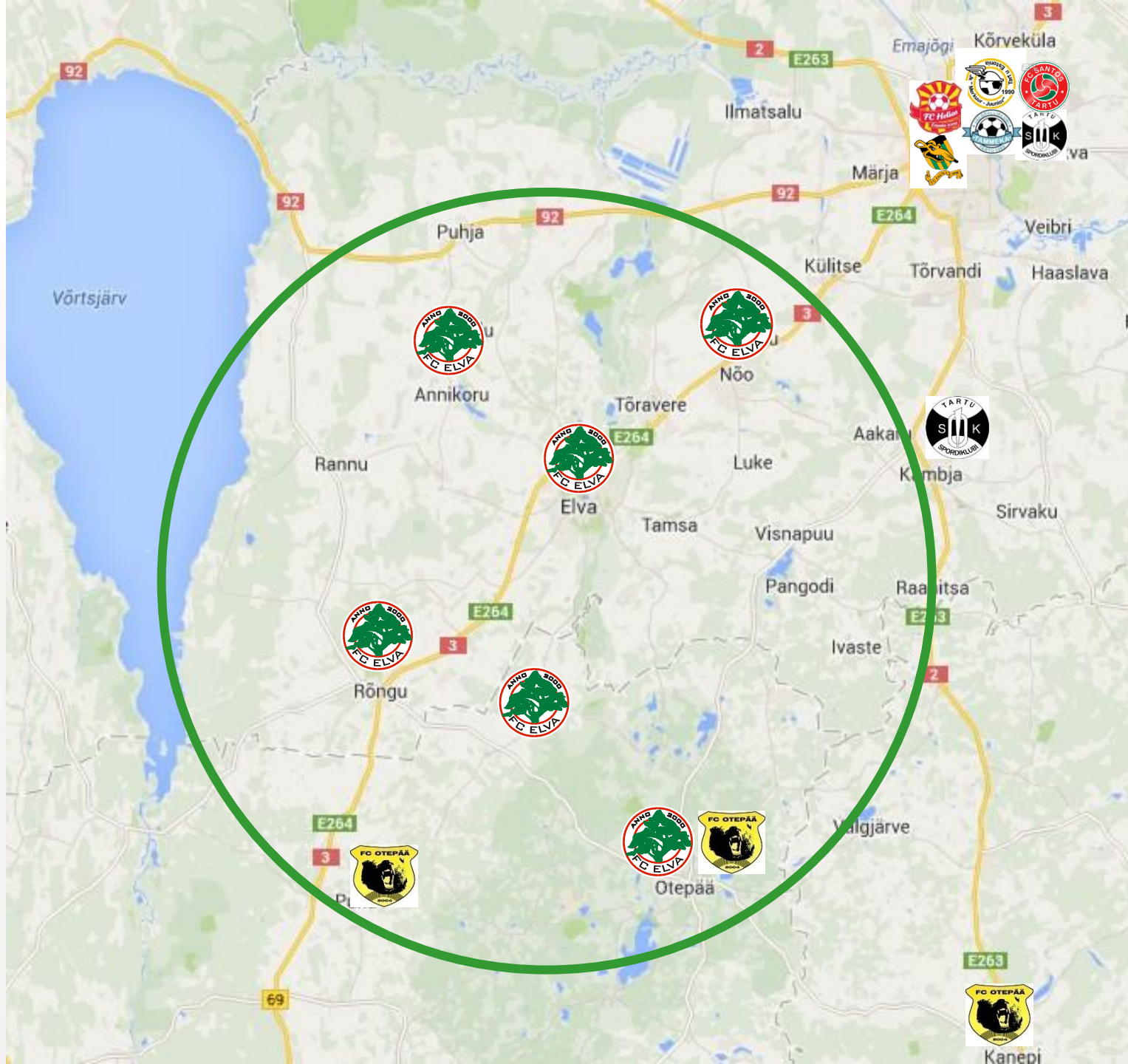


6 Parishes

18 773 Elva + Nõo

6 632 Otepää

557 persons
in the club



INSIDE COMMUNITY



Number	People
3	Board members
25	Workers/volunteers
13	Coaches
5	Assistant coaches
520	Players
1040	Parents
ca 400	Fans
ca 20	Other Volunteers
20	Dance team
ca 77	Sponsors/Partners
ca 20	Local City community
ca 2200	Summary



PLAYERS IN PARISHES



Area	Residents 2017	Residents 2018	Tren nis 2017	Treenis 2018	Protsent 2018
Elva parish	5750	14612	391	443	3,0 %
Nõo parish	3979	4161	51	55	1,32 %
Konguta	1419		36		
Rõngu parish	2732		43		
Palupera	1016		28		
Otepää parish	3936	6632*	20	17	0,25 %
FC Otepää					
KOKKU	20 510	25 405	520*	520	2,01%



ELVA CUP

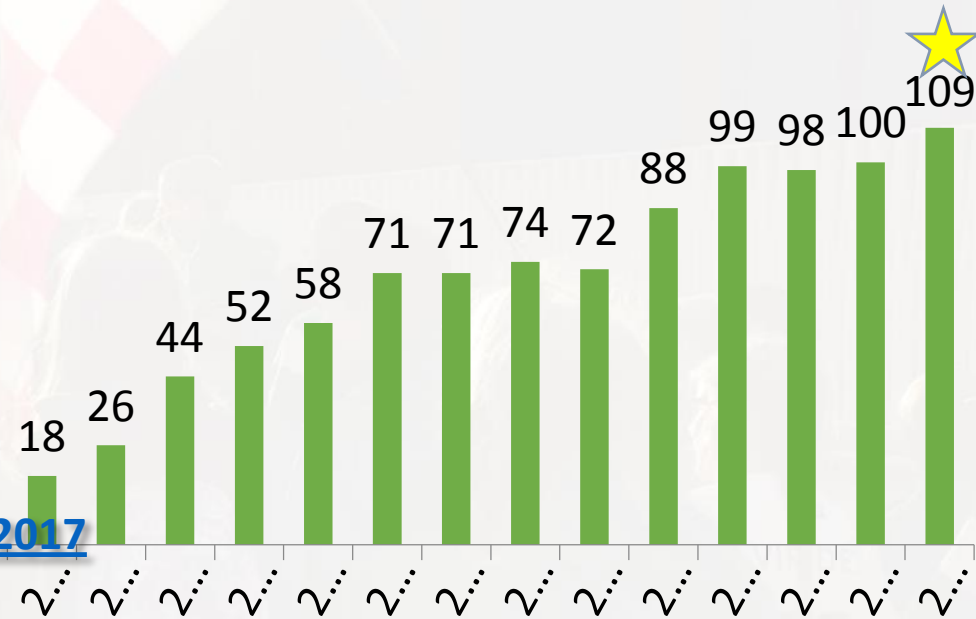


109 teams

1139 players

10 volunteers

Ca 3000 guests visiting website



More information: <http://turniir.ee/elvacup2017>



FC ELVA INDOOR CUP 2017-2018



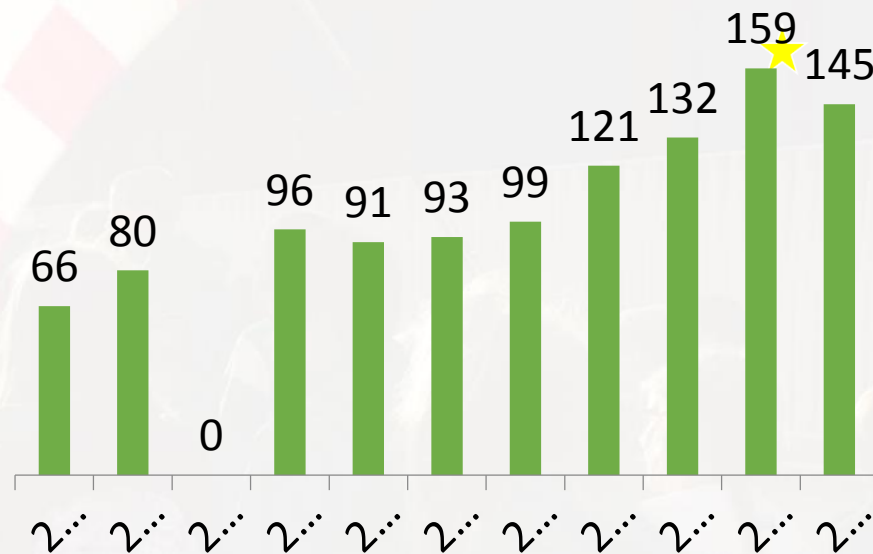
3 in three months

145 teams

1424 players

15 volunteers

1 130 057 FB reach january



<http://turniir.ee/fcelva-indoor-cup-2017-2018>



ELVA OPEN CHAMPIONSHIP

12 teams (men) ja 9 teams (ladies): <http://turniir.ee/elvalahtisedmv>



SPORTLAND CLUBLEAGUE



26 teams

210 players

6 parishes

3 agegroups

More information: <http://turniir.ee/fcelvaklubiliiga/info>



NIKE ARENA ELVA 2017

Opened 22.06.2017 (Club artificial stadium cost ca 502 455 €)



SPORTLAND ARBIMÄE MINIPITCH 2017

Opened in 1.09.2017 (changing surface coating/new grass ca 18 000 €)



LHV BANK CARD



LHV **Jalgpallikaardiga**
toetad oma jalgpalliklubi

Kaartide arv: **149**

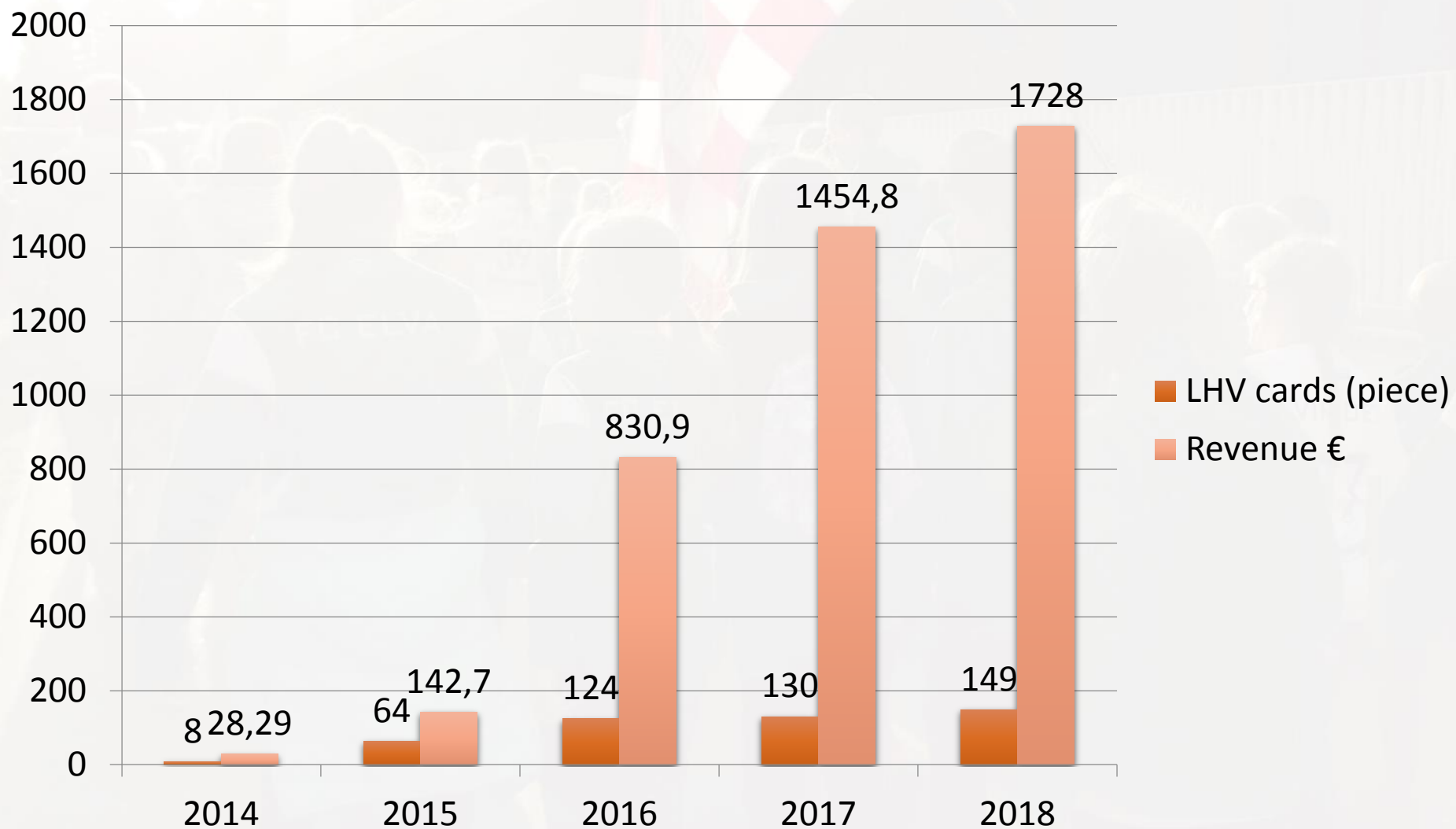
Kogutud toetussumma: **1927,90 €**



LHV

FINANTSTEENUSE PAKKUJA ON AS LHV PANK. TUTVU TINGIMUSTEGA LHV.EE JA KÜSI NÕU MEIE ASJATUNDJALT.

LHV BANK CARD



BUDGET 2017-2018

renewed 27.06.18



Revenue-expenses	2017 Budget	2017 Actual	2017 prog vs 2017 actual %	2018 Budget	2018 prog vs 2017 actual %
Operating income	89 911	83 982		103 177	
Donations and benefits	180 797	213 124		131 689	
Business income	66 324	9 199		109 013	
Sponsorships and advertising income	47 380	50 982		66 479	
All incomes together:	384 412	357 288	93%	410 478	115%
ic youth revenue total:	-	-		-	
Operating expenses	35 511	41 821		33 579	
Expenses related to business	65 830	115 781		103 337	
Competition expenses	53 474	76 917		133 294	
Labour costs	128450	104 208		143 481	
All expenses:	383 265	338 727	89%	414 691	122%
ic youth revenue total:	-	-		-	

SPONSOR STRATEGY 2017-2019



Team	2017	2018	2019
First team	3000	3300	3630
Second team	300	330	360
U14-U17	300	330	360
U10-U13	200	220	250
U9 and younger	200	220	250

- **For class/team in month (EUR)**
- **The aim is to increase fees 10-20 % for next years**

SPONSOR PACKAGE



**150-200 €
month**

FC Elva offers

- Marketing solution with a partner
- Logo on the FC Elva ladies team KIT front
- Logo-banner next to the competition field 3400*900 cm
- Logo on the sponsors billboard (intervjuude ja fotode taustal)
- Logo ja link to our homepage www.fcelva.ee
- Logo on the publications (game advertisements, home game information handouts etc.)
- The clubs involvement in the sponsors marketing

Project of the contract (advertising services)

- 2018 **1800** + VAT
- 2019 **2000** + VAT
- 2020 **2200** + VAT