



KICK FC

شركة ركلة القدم
KICK FOOTBALL CO.



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About Us



KICK FC

Kick FC is a professional football services company built to operate where football, community participation, and commercial value intersect.

The company delivers structured football operations, activation, monetisation and investment services designed to increase fan participation and engagement while supporting government entities, institutions, and private stakeholders in transforming football assets into active, visible, and revenue-generating platforms.

Vision ..

To contribute to the development of football by building an active, community-driven football environment that enhances participation, expands fan base and creates sustainable value.

Mission ..

To develop, operate, activate and invest in structured football programs and environments that promote participation, strengthen community engagement and transform sports/football facilities into active platforms that deliver sporting, social and economic value.



Kick FC operates through four integrated business Pillars, each addressing a key component of football development, activation and engagement. Together, these Pillars create a structured ecosystem that allows the company to deliver football experiences, operate facilities and build active football environments.



**BUSINESS
PILLAR 1**

Kick FC Complex



**BUSINESS
PILLAR 4**

**The Future of Football
in Saudi Arabia**



**BUSINESS
PILLAR 2**

Kick FC Services



**BUSINESS
PILLAR 3**

**International Football IP
& Event Platforms**



Sports development is a central Pillar of Saudi Arabia's national strategy.



Vision 2030 Goals:
Increase the percentage of individuals exercising weekly to 40%



Quality Of Life Program

Quality of Life Program:
Elevate sports participation within society



Sports for All Program:
Promote 60 minutes of daily physical activity



وزارة الرياضة
Ministry of Sport

Ministry of Sports Strategy:
Attract private sector investment to accelerate sports market growth

Saudi Sports Investment – Key Figures



Contribution to National Economy:
Increased from 5 billion SAR in 2016 to over 6.9 billion SAR by 2019



Market Value of Sports in Saudi Arabia:
Exceeded 32 billion SAR in 2024, up from 5 billion SAR in 2016



Sector Outlook to 2030:
Estimated market value of 90 billion SAR



International Sporting Events:
Hosting more than 100 international events across 40+ sports

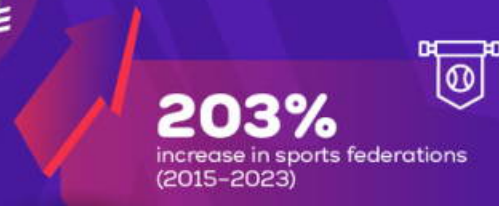


Private Sector & Privatization:
Investment opened across clubs and events through sports company structures



Sports Tourism:
Over 2.5 million visitors attracted through global sporting events

Growth Indicators

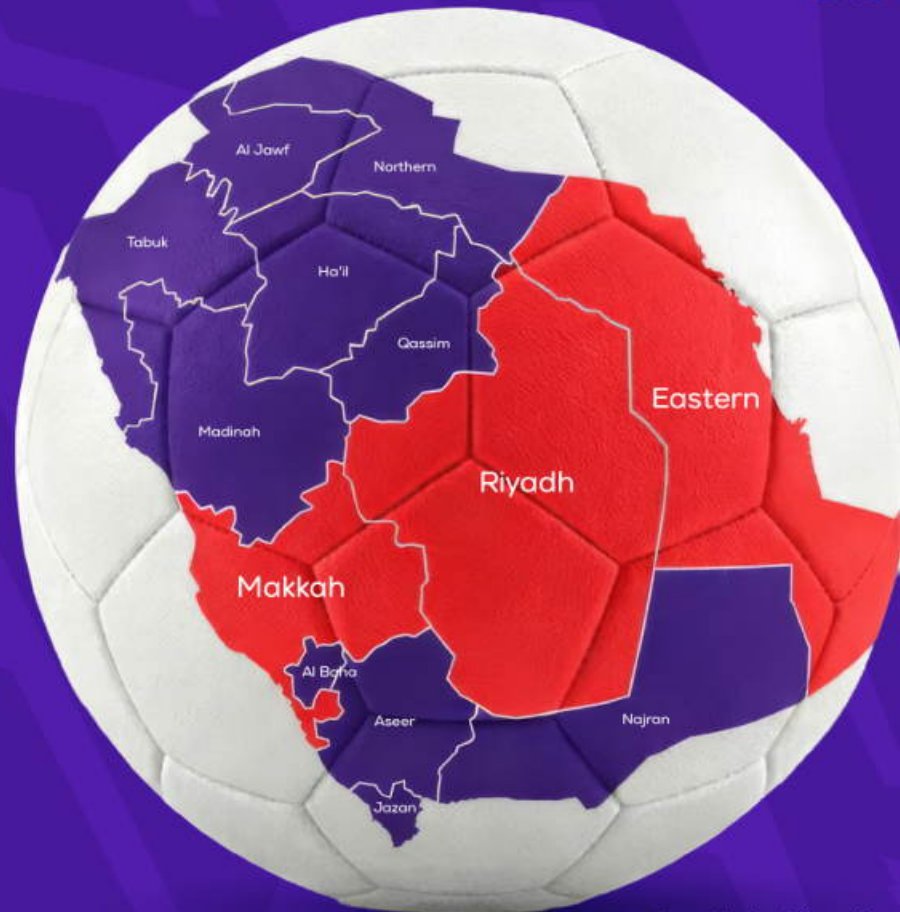


Football Industry Forecast (2030):
Estimated market value of
60 Billion SAR

BUSINESS PILLAR 1

Core Objective

The Kick FC Complex represents the company's flagship infrastructure platform designed to support structured football activity, community participation, and fan engagement. The complex provides a dedicated environment where organized football programs, competitions, and community initiatives can operate continuously, creating a sustainable foundation for football participation and commercial activation. By combining accessible football community-focused experiences, Kick FC Complex transforms football facilities into active hubs that attract fans, support player development, and generate long-term economic value for the football ecosystem.



World-Class Facilities Across the Kingdom



Phase One Focus:

The Western Region
Middle Region
Eastern Region

where premium sites have been secured under favorable leasing terms.



National Coverage:

Phase One locations will cover
55% of Saudi Arabia's population.



Speed to Market:

Each site can be delivered within
six months
 enabling rapid expansion

Execution is delivered in partnership with top-tier specialists and leading sports entities to ensure world-class quality.

BUSINESS PILLAR 2

Kick FC Services

Football Asset Activation, Revenue Generation, and Operations



Core Objective

Kick FC is a company specialized in the economics of football, focused on developing, operating, and expanding football-related assets and services. This business line is designed to help owners of sports facilities transform underutilized or underperforming football infrastructure into active, visible, and revenue-generating platforms by increasing fan participation, community engagement, and structured football activity through organized programs, events, and commercially driven operations.



Target Clients

- Government entities
 - Municipalities
 - Public sports authorities
 - Schools with football facilities
 - Universities and colleges
 - Semi-government organizations
 - Private owners of football facilities
- Football clubs become a primary client segment once the Kick FC academy is introduced within the Kick FC Complex.



Value Proposition

- We do not simply manage football facilities.
- We help transform them into active platforms that generate revenue, increase visibility, and strengthen their sporting and community impact.

**SERVICE
CLUSTER** **A Football Club Operations & Management**

Kick FC provides structured solutions for the operation and management of football clubs, supporting stakeholders in building, organizing and running clubs across both sporting and commercial dimensions.

**What
We Do**

Club
structuring &
governance

Operational
planning &
management
frameworks



Football
operations
coordination

Supplier &
equipment
partnerships

Performance
oversight &
optimization

Recruitment across
technical and
administrative roles

Target Clients

- Football club owners
- Investors and investment groups
- Public and semi-government entities
- Private stakeholders managing football assets

SERVICE
CLUSTER

B Football Facility Activation and Revenue Generation

What We Do

Design public and semi-public access models for football facilities



Develop weekly, monthly, and seasonal usage schedules

Introduce structured paid football programs

Activate off-peak hours and underutilized time slots

Develop subscription-based participation programs

Organize recurring football leagues and structured activities

Target Clients

- Football clubs
- Municipalities
- Government-owned sports facilities
- Schools and universities
- Semi-government organizations
- Private owners of football facilities



**SERVICE
CLUSTER**



C Football Tournaments and Event Organization

What We Do

Organize
grassroots
football
tournaments

Deliver
university
football
competitions

Run corporate
football
tournaments

Create
community
football
festivals



Organize football events in
partnership with
commercial brands

Target Clients

- Government entities
- Universities and colleges
- Corporate organizations
- Community organizations



**SERVICE
CLUSTER****D Football Camps and Team Programs****What
We Do**

Organize
pre-season
training
camps

Host
mid-season
training
camps

Arrange
friendly
matches and
training
games

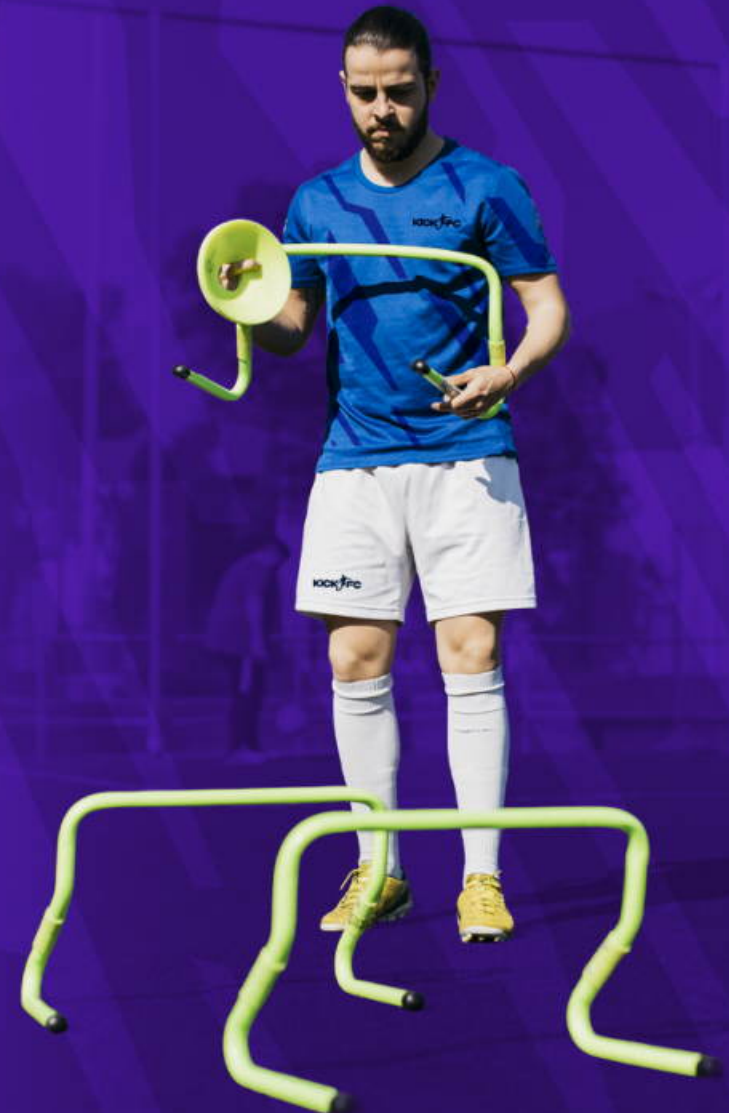


Organize
exhibition and
entertainment
matches

Manage logistics and
planning for football
camps

Target Clients

- Football clubs
- Regional clubs
- National teams
- University teams



SERVICE
CLUSTER 

E Corporate Football and CSR Programs

What We Do



Organize
corporate
football
leagues

Design youth
development
programs
funded
through CSR
initiatives

Deliver
community
football
engagement
initiatives

Create
corporate
sponsored
football
platforms

Organize football events
as part of corporate
social responsibility
programs

Target Clients

- Large corporations
- Private sector organizations
- Government institutions
- Non-profit organizations



SERVICE
CLUSTER

F Sponsorship Development and Commercial Partnerships

What We Do

Design and structure sponsorship packages for football assets and programs



Develop sponsorship opportunities for tournaments, leagues and football programs

Secure corporate partners and brand sponsors for football initiatives and competitions

Structure naming rights opportunities for competitions and initiatives

Manage and activate sponsorship agreements and commercial partnerships

Connect brands with football platforms in ways that create value for both parties

Target Clients

- Saudi Arabian Football Federation
- League organizations
- Football clubs
- Football competitions and programs
- Corporate sponsors and commercial brands



**SERVICE
CLUSTER****G Fan Engagement Programs****What
We Do**

Design fan
engagement
initiatives

Develop
membership
and loyalty
programs for
supporters

Organize
fan-focused
events and
activities "Fan
Zones"



Build digital
fan
communities
and supporter
platforms

Develop
initiatives that
increase
attendance and
participation

Target Clients

- Football clubs
- Competition organizers
- Sponsors and commercial partners
- Football communities

**SERVICE
CLUSTER****H Women's Football Programs****What
We Do**

Organize
women's
football
tournaments

Develop
football
programs for
girls and
female
athletes

Organize
women
focused
football
events and
competitions



Develop
sponsorship
opportunities
for women's
football
initiatives

Target Clients

- Women's football clubs
- Schools and universities
- Sports governing bodies
- Brands supporting women's sports initiatives



Electronic Games



Coming Soon

- Player and coach representation
- Digital fan engagement platforms and football applications
- Football-related esports initiatives in partnership with specialized providers



BUSINESS PATH 3

Kick FC believes that football grows through community, participation continuous engagement and focuses on delivering football experiences that bring people together, create interaction and build lasting connections with the game.

Therefore, this Pillar aims to deliver structured fan engagement through ready-to-execute football programs and concepts, designed to create immediate impact and consistent interaction



International Football IP & Event Platforms

Football plays a central role in achieving Saudi Arabia's Quality of Life objectives, with clear national targets to increase the number, scale, and diversity of sports events delivered annually through 2030. International football events and experiences are a proven way to meet these targets while creating strong commercial and brand opportunities for our partners.

We develop, own, and curate a portfolio of international football IPs and event formats designed to be delivered in the Saudi market. These platforms are built to create high-visibility football experiences that attract audiences, engage communities, and offer compelling sponsorship opportunities aligned with national sports and lifestyle

INTERNATIONAL FUTSAL TOURNAMENT (5 VS 5 INDOOR FOOTBALL)



LEGENDS FOOTBALL TOURNAMENT



AZZURRI LEGENDS



برنامج جودة الحياة QUALITY OF LIFE PROGRAM



رؤية
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

WHY FOOTBALL IPs WORK

Football remains one of the most powerful platforms for engagement and brand association. Well-structured football events consistently create strong visibility, emotional connection, and sustained audience attention, making them highly attractive to corporate partners and institutions. Kick FC's football IPs are designed to sit within this proven model, offering partners access to football platforms that are visible, scalable, and commercially attractive.

VALUE FOR PARTNERS

Kick FC's international football IPs offer partners:

- High-impact, event-based visibility
- Strong emotional engagement with mass and youth audiences
- Flexible sponsorship and naming opportunities
- Alignment with national sports and Quality of Life initiatives
- Platforms that are attractive, credible, and adaptable

WHO THESE EVENTS ARE FOR

- Government entities supporting national sports objectives
- Corporate sponsors seeking premium football exposure
- Brands looking to connect with large and engaged audiences
- Institutions investing in sports participation and community engagement

BUSINESS PILLAR 4

Kick FC is built with a long-term ambition to be part of the world's biggest football moments.

From football development and national operations to international IP ownership and delivery, the company is built to grow toward participation in major global platforms such as the FIFA World Cup, AFC competitions, and other landmark international sporting events. This is not a short-term objective, but a clear direction built over time through capability, credibility, and presence.

FIFA®

AFC



FIFA ARAB CUP
QATAR 2025



SAUDI ARABIA
2027



KICK FC PARTNERS

Advisory Partners Council



**H.H. Prince
Nawaf bin Abdulaziz Al
Saud**



Abdulwahab Al-Ajroush
Financial and Administrative
Expert & Consultant



Naif AlSubaie
Investor and businessman



Abdullah Fakeeh
Honorary member of Al
Ahli Club; investor in media
and public relations



Sufian Banaja
Honorary member of Al Ahli
Club; investor in sports
medicine



Mohammad Majdali
Former Supervisor of the
Sports Sector at King
Abdulaziz University (30
years)



Ahmad Diab
Former CEO of Sela; Head
of Governance and CSR at
Al Ittihad Club



Ahmed AlMutabagani
Former CEO of the Saudi
Automobile & Motorcycle
Federation; CEO of Speed
Sports



KICK Sports Company
A Pioneer in the Sports
Industry

Independent Advisory Board (Non-Partners)



Keith Wyness
Former Chairman and
CEO of multiple English
football clubs



Dr. Sahar Al-Hawari
Chair of FIFA Women's
Sports Committee



Tawfiq Zahrouni
Former CEO of Al Nasr
(UAE) and Vice Chairman of
Étoile du Sahel (Tunisia)



Carlo Galavotti
Sports law specialist



Executive Partners



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KICK FC FOUNDER



Majed M. Garoub
Attorney-at-Law

Contributor to a Number of
Newspapers and Magazines

REVIEWS **LEGALINDUSTRY**


THE LUXURY NETWORK
CREATING UNIQUE PARTNERSHIPS

الرياضية
الجزيرة
ALJAZIRA

Local Leadership Roles



Former Member of
Professionalism,
Discipline, and Appeals
Committees



Former Member,
Saudi
Paralympic
Committee
(PCSA)



Former Executive
Committee
Member, Saudi
Olympic Committee
(SOAC)



Former Legal Advisor
to the Saudi Football
Federation and Saudi
Pro League



Former Chairman of
the Legal
Committee (SOAC)

Regional & International Sports Leadership



Chairman of the Higher
Committee for the
National Auto Award



Chairman of the Supreme
Committee under the Arab
Federation for Sports Investment
and Marketing (ASMIA)



Board member of the
International Association
for the Rights of Athletes
(IARA)



Chairman of the
International
Association of Sports
Law (IASL)

International Memberships



Former member of the Legal Committee of
the Fédération Internationale de Football
Association (FIFA).



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