



**CLUB SOCIAL DIMENSION  
AND  
COMMUNITY SHARED VALUES STRATEGY**

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# THE THREE DIMENSIONS

## OUR PHILOSOPHY

“True evolution for a football club comes from meeting the needs of all stakeholders in the three dimensions at the same time. However, this is a far from simple task, because, as you can see now, a club is far from a simple organization. The game of football may be simple. But running a football club couldn’t be more complicated” (Johan Cruyff)



There are three dimensions that a football club must take care of to be successful.

ON THE PITCH: Sports Dimension

OFF THE PITCH: Business Dimension  
Social Dimension

## ON THE PITCH - SPORTS DIMENSION

A football club is and will always be primarily a sport organization. As such, it exists to organize a team that will play and try to win competitions. Nothing should come before that. When you are running a club, your main concern is to be able to field the best possible team that has the highest probability of winning the trophy of whatever competition you are playing in.

You always aim to win, or, at least, hope to do so. If someone creates a club hoping to lose matches, it probably won’t exist for long. This applies to all football, at all levels. That’s the

football club's **SPORTS DIMENSION**. In this dimension, the club focuses on maximizing performance through whatever means necessary.

To secure the highest probability of winning, a club needs to have the best team. To do that, it has two options: (1) develop a unique ground-breaking training formula that will create a fantastic team with the players at your disposal—which is very difficult and rare, to say the least; or (2) sign the best possible players you can, hoping that they will improve the quality of the team—which is the alternative the vast majority of clubs usually choose.

However, as in any other competitive market, the more cash you have, the better the quality of the players you can sign. Therefore, to be able to field the best possible team, a club needs to have more cash at its disposal than other clubs, which then turns football clubs into financially-driven organizations. In a way, clubs are just like any other business: generating high income at low cost will provide you more profits. But, in the case of football, the profits are victories and trophies.

#### **OFF THE PITCH - BUSINESS DIMENSION**

Suddenly, the initial idea of a club being a simple organization that only needs to organize a team to play and try to win matches starts to fade away. Yes, clubs are primarily football institutions, but because of the nature of the competitive market they are involved in, they also need to constantly act in order to maximize financial returns and reduce costs, which creates an entirely new interpretation of how a football club needs to be managed. This is the club's **BUSINESS DIMENSION** through the creation of our Business Community.

In this dimension, the club focuses on establishing and maximizing commercial relationships with the largest possible number of stakeholders – individual or institutional – in order to constantly increase revenues at the same time it tries to keep costs as low as possible to sustain the operation. The profit resulting from the maximized income minus the minimized costs can then be redirected toward improving the quality of the squad.

But, for a football club, there are limitations to how much it can pursue profit maximization. Clubs tend to be historical community-based organizations, formed by people that share social connections, and represent the place where they are located.

The location and the community are the essence of a football organization. Usually, the closer a fan is to the stadium, the stronger is the relationship with the club. Clubs from a given neighbourhood tend to be followed mainly by the people who live in that neighbourhood. Clubs from a given city are likely to be supported the most by the individuals who live in that same city.

## **SOCIAL DIMENSION**

Clubs represent and are represented by members of these communities. The relationship with the community, then, cannot be managed solely through commercial transactions, but demands many types of other tangible and intangible interactions. That's the club's **SOCIAL DIMENSION**, which is based on non-commercial transactions with the members of the community.

In this dimension, clubs focus on maximizing benefits for fans, members and the overall community by generating positive impact and acting as a platform for social development. The club has a football team, but promotes different activities in favour of the local network of stakeholders.

## **MEDIA**

The more involved the organization gets with the community, the more it will mirror the vision and principles of its people. Accordingly, as the club's relevance for the community grows, so the club's importance increases as a platform to promote this vision and principles.

Once the club starts progressing through the echelons of football, it starts generating interest from a diverse range of media outlets, other football fans and the public in general. Eventually, this new audience will recognize the club as one of the main symbols of a community and, at this point, it begins to play the role of a key representative of the values of the community for external audiences. In this dimension, the club's popularity is used as a platform to maximize the promotion of the community's vision. As a matter of fact, Media becomes the vehicle which transports and binds together these **THREE DIMENSIONS** together. It goes on to explain our investment and energy in creating and developing an innovative media unit to give all the above the deserved and unprecedented relevance in the Maltese Football Scheme

**OUR SOCIAL DIMENSION  
COMMUNITY VALUES STRATEGY**

**SOCIAL THEMES**

- 1. Diversity and Inclusion**
- 2. Child Safeguarding**
- 3. Health and Well-Being**
- 4. Solidarity**
- 5. Human rights**
- 6. Environment**

**OFFICIAL MEDIA PARTNER**

**TIMES  MALTA**

**OFFICIAL SOCIAL PARTNER**

**PROPOSED OFFICIAL SPONSOR VALUE**

**€120,000**

## PROPOSED EVENTS & ACTIVITIES

### STRATEGY

“Hamrun Hanin” CSR is built on SIX THEMES reflecting the values and beliefs of the Club. All actions are underpinned with a strong commitment towards high-quality governance, which is an ecosystem supporting the rest of the strategy.

Each event will carry its own marketing efforts and thus provide space for sponsorship visibility. However, there will be scope for additional CSR marketing beyond the reach of specific events.

All sponsors participating in the CSR events can get visibility in every event, through various means, including digital presentations on social media, communications to the press or product-placement in imagery/videography produced during the relative events.

There will be a complete and distinct separation between the management of the Club and this Voluntary Organisation. To ensure this distinction, we are proposing that any person/s who is nominated or involved in the management of the ‘Hamrun Hanin’ cannot have any presence or role in the management of the Club. The “Hamrun Hanin” would be registered as a Voluntary Organisation and will be managed by a Chairman and three (3) Board Members. The Chairman will be nominated by the Club whilst the 3 Board Member would be nominated by the Social Partners

The funds generated by the Sponsorship will be utilised as follows:

- 25% - Technical Investment & Resources for our Youth Development Sector
- 75% - Administrative, Operational and Execution of all Six Social Themes

The Activity Year for our CSR Strategy spans between September and August 2022:

**ACTIVITY 1**  
**DIVERSITY & INCLUSION**

Proposed Month of Event  
**MARCH 2023**

**Event / Activity Narrative**

- a) In consideration of the significant migrant community in Hamrun, an event related to migration to support integration and facilitate exchange and promote integration with migrants and non-migrants. The initiative would involve inviting members of the migrant community for a number of football practice sessions/ matches at the Victor Tedesco Stadium, with the involvement of members of the Club, allowing migrants the possibility not only to integrate with the local community but also to provide an opportunity for the same migrants to potentially be scouted by the Club. The CSR team is in discussion with a migrant leader on this possibility.
- b) Organisation a football match involving persons currently residing at the Corradino Facility at the Victor Tedesco Stadium.

**Social Partner/s Exposure**

- Photography to accompany Press Release & Sponsor Logo
- Entrance Match Ticket with Sponsor Logo
- Social Media Posts, Photos & Video with Sponsors Logo

## ACTIVITY 2

### CHILD SAFEGUARDING

Proposed Month of Event  
**APRIL 2023**

#### Event / Activity Narrative

While a lot has been said written during the Covid-19 pandemic about healthier lifestyles, one of Malta's biggest challenges remain that of obesity. Recent Eurostat data confirms that Malta has the highest obesity figures around the EU, for both women and men. In this context, this initiative aims at highlighting the importance of replacing candy and salty snacks with healthy fruit.

The idea is to provide fruits to Academy children on one of the days of the Toni Bajada tournament to highlight the importance of ensuring healthy eating particularly during childhood. We can either provide a selection of fruit, or else, if Covid situation precludes children from taking from tables etc, we can hand out a small pack to each.

The choice of Toni Bajada Tournament ensure that the initiative reaches non-Hamrun participants.

#### Social Partner Exposure

- Brochure to be handed to parents/children with Sponsors Logo
- Social Media Posts, Photos & Video with Sponsors Logo
- Photography during event with Sponsors Logo  
(Take photos of a number of kids, add logos, and encouraging parents to share/upload)



**ACTIVITY 3**  
**HEALTH and WELL BEING**

Proposed Month of Event  
(Jum il-Hamrun)  
**JUNE 2023**

**Event / Activity Narrative**

This activity will build on the previous event, while expanding the focus to the wider community and not solely children. We propose the organisation of a 'traditional' sports day on the roads of Hamrun, bringing back traditional games that characterised our childhood. Possibly, consider a race for adults.

**Social Partner Exposure**

- Banners along the street where the event will take place with Sponsors Logo
- Design of leaflet about health and well-being to be distributed to parents / kids which includes logos of sponsors
- All Participants to wear T-Shirts with Sponsors Logo
- Social Media Posts, Photos & Video with Sponsors Logo

**Activity 4**  
**SOLIDARITY**

Proposed Month of Event  
**SEPTEMBER 2023**

**Event / Activity Narrative**

Blood donation drive. Encouraging all Club Supporters to donate blood, while at the same time raising awareness among the community on the importance of giving blood. Club Merchandise will be distributed to all those who participate in this Blood Donation Campaign

**Social Partner Exposure**

- Hamrun Hanin / Club Merchandise will be donated to the Blood Bank Management to present as souvenirs to all Hamrun Blood Donors who will be triggered by this activity to become Regular Blood Donors
- Social Media Posts, Photos & Video with Sponsors Logo

## Activity 5 HUMAN RIGHTS

Proposed Month of Eventt  
**OCTOBER 2023**

### Event / Activity Narrative

The right to a basic meal or be provided access to food is an International Human Right. Reality shows that unfortunately, over the past years, there has been an increase in the number of people under the poverty line who lack the basic need and access to healthy food in the locality of Hamrun and surrounding areas.

The CSR team is suggesting purchasing a number of bags of food to deliver to the persons who are most in need. While this one-off event will evidently not eliminate the problem, it will serve to shed light on a 'hidden' issue and hopefully raising more awareness about this reality.

### Social Partner Exposure

- Press Release with Photos and Sponsors Logo
- Social Media Posts, Photos & Video with Sponsors Logo

## Activity 6 ENVIRONMENT

Proposed Month of Event  
**NOVEMBER 2023**

### Event / Activity Narrative

Organise public transport (Coach / Minibus) for supporters to take them to the Stadium to watch Hamrun matches instead of using personal transport. This Public Transport will be offered free of charge both way to the Stadium before the Match and back to Hamrun after the Match. The benefits of this initiative are obvious. We will reduce car emissions, will reduce cars from our road and will also contribute indirectly to reduce traffic accidents.

### Social Partner Exposure

- Press Release with Photos and Sponsors Logo
- Logo of the Social Partner on the windscreen of the Coach / Mini-Bus
- Socialise together before the start of each match with the Social Partner Logo serving as a backdrop
- Social Media Posts, Photos & Video with Sponsors Logo

## **OTHER COMMERCIAL BENEFITS & EXPOSURE FOR OUR SOCIAL PARTNERS**

Sponsors can eventually benefit through other initiatives which are not related to the events, such as:

- Rental of billboard/digital space to advertise CSR campaign + sponsors
- Purchase of Sponsored articles on major news portals (Times of Malta / Lovin Malta to ensure coverage of events with mention / imagery of sponsors)
- Specific mention on all Hamrun Spartans Social Platforms (Tik-Tok, Instagram, FB, Website and Twitter)

## **OTHER AWARENESS THEMES**

In addition, Hamrun Spartans Social Media Platforms may also be exploited to raise awareness about other Social Themes, giving further media exposure and media coverage to our Social Partners. We are proposing the following Social Themes which would be promoted on all Hamrun Spartans Social Platforms:

- Mental Awareness Day
- Diversity Month
- World Sign Language Day
- International Literacy Day
- Pink October
- Movember