Back to the roots with the oldest football clubs in the world
Dear Pioneer of Football,

On behalf of the Foundation of the World’s First Football Club, I want to share the honor with you to become an official member of the round table of “World’s First Clubs” with the aim to discover and remember the founding history of football and therewith unite the Oldest Clubs from every country in the world under one banner, to be globally recognised as the “Club of Pioneers”.

We want to encourage your club to join this unique opportunity, bringing a light to the true pioneers of the game, your founding fathers and forgotten heroes. Independently of success, money, culture and race, we all follow the same banner, jointly sharing the values of football that we want to preserve and promote: Integrity, Respect, Community.

This initiative is driven by our Club’s Foundation with the vision to support grass roots and amateur football in the future, based on the heritage of 1857 both our clubs are build upon. With your support, we can fight for a better world through the power of football and save the memory about the pioneers who helped to build today’s greatest sport in the world.

Yours Sincerely,

[Signature]

Richard Tims,
Chairman of The World’s First Football Club
Agenda

1. Heritage of Football

2. Sheffield Football Club Foundation

3. Club of Pioneers
RULES AND REGULATIONS
FOR THE GOVERNMENT OF
The Sheffield Football Club:
ESTABLISHED 1857.

1. That this Club be called the Sheffield Football Club.

2. That the Club be managed by a Committee of five Members, and the Officers of the Club (three to be a quorum) to be elected at the Annual General Meeting.

3. That the Annual Meeting of the Club shall be held on the second Monday in October in each year, for the purpose of electing officers for the ensuing year, and for other purposes connected with the Club.

4. That the Committee shall be empowered to call a Special General Meeting of the Members of the Club, on giving seven days notice by circular to each Member specifying the object for which
In 1857, the two friends Nathaniel Creswick and William Prest founded and established the World’s First and Oldest Football Club: Sheffield FC.

The First Rulebook
In the following years, the two gentlemen wrote the first official rules and laws for the new game of Foot-Ball and defined its principles and values: Integrity, Respect, Community.
Ever since Sheffield FC is by nature a pure amateur club playing non-professional football since 1857. In 1885, the club founded the first amateur football competition and declined to join the professional league started by the FA.

Together with Real Madrid, Sheffield FC was rewarded with the FIFA Centennial Order of Merit for their achievements in football and for society worldwide, officially recognised as The World’s First and Oldest Football Club.

To protect the club’s heritage and its founding amateur status, the Sheffield Football Club Foundation was founded in 2010. Beyond the preservation of the club’s identity, the foundation develops local and international projects for future pioneers of grass roots football.
Agenda

1. Heritage of Football

2. Sheffield Football Club Foundation

3. Club of Pioneers
back to the roots of football...
Sheffield Football Club Foundation

Introduction

A Gentlemen's Game
When Sheffield FC was officially founded in 1857 as the World's First Football Club, football was born as a true gentlemen's game. The club's founders and pioneers - Nathaniel Creswick and William Prest - developed the first set of rules and social values to play the game of football: Integrity, Respect, Community. Football was founded as a sport to be fit and active, a game for the people.

Non-Professional – since 1857
In 1885, when professional football was first established in England, Sheffield FC denied to pay money to their players and therefore founded the first official amateur football competition, the FA Amateur Cup. Ever since, Sheffield FC has been a pure amateur club playing football at non-professional level, since 1857.

Integrity, Respect, Community
The World's First Football Club has always promoted the game of football as a community sport, a game for the people. Therefore in 2010, the Sheffield Football Club Foundation was founded, to protect the club's heritage and history, its values and amateur status, from past to future.
Sheffield Football Club Foundation

Structure of Board Members

- When the Foundation of Sheffield FC was founded in 2010, the FIFA, the FA and Real Madrid have shared their credibility and loyalty to preserve a true heritage of global football: The World’s First Football Club.

- Following members and ambassadors are part of the Sheffield Football Club Foundation, abridged in 2010:
  - Joseph Sepp Blatter
    - FIFA President
    - Honorary President
  - Florentino Perez
    - Real Madrid President
    - Patron
  - Sheffield Football Club
    - Board Member
  - Sheffield City Council
    - Board Member

"Sepp Blatter 'signing his roles and responsibilities document for his position as Honorary President' – FIFA – Zurich – The House of Football – October 19th 2009"
Sheffield Football Club Foundation

Structure & Mission: Protect Football

- In 2012, the World’s First Football Club has started to revive its heritage and history through diverse campaigns, events, social projects and media partnerships around its Foundation, to sustainably establish its legacy in football.
- The Mission of the Foundation is to protect the heritage of football across three different areas, from past to future:

**Platform**

1. **THE STORY**
   - 1857 Football
   - 1. Create a home for football pioneers

2. **THE CLUB**
   - 2. Preserve Sheffield FC as a pure amateur club

3. **THE COMMITMENT**
   - 3. Build grass roots football projects
Sheffield Football Club Foundation

Structure & Mission: Protect Football

**THE WORLD’S FIRST FOOTBALL CLUB**

**SHEFFIELD FOOTBALL CLUB FOUNDATION**

Protect the Heritage of Football

**PAST**

1857 FOOTBALL

**THE STORY**

1. Create a home for football pioneers

**PRESENT**

**THE CLUB**

2. Preserve Sheffield FC as as pure amateur club

**FUTURE**

**THE COMMITMENT**

3. Build grass roots football projects

Global Foundation Project

Unite the founders and pioneers of football under one banner: The „Club of Pioneers“
Agenda

1. Heritage of Football

2. Sheffield Football Club Foundation

3. Club of Pioneers
Club of Pioneers

Introduction

The Vision
The Club of Pioneers aims to discover and connect the world's oldest existing football clubs, to build a global network of like-minded football clubs to promote the importance of football history and the grass roots and amateur game. The dream is to build the family tree of football.

Definition of Pioneers
According to today's historical knowledge and available sources of football history, the Sheffield Football Club Foundation awards the honorary membership within the “Club of Pioneers” to those football clubs, who:

1) ... still play football in amateur and/ or professional football competition today.
2) ... have constantly existed as a sports organisation since their date of foundation.
3) ... are by definition the oldest existing football club of their country, referring to the foundation date of a football team as part of a multi-sport club or as a proper football club, playing to association football rules
4) ... live and support the values of the game and amateur football: Integrity, Respect, Community.

1857-football.com
Club of Pioneers
Back to the Roots

Journey 2013
Starting in 2013, eight (8) football clubs have the followed
the invitation of Sheffield FC and joined the Club of Pioneers:

- **1857** Sheffield FC, England
- **1864** Wrexham FC, Wales
- **1867** Queens Park FC, Scotland
- **1879** Cliftonville FC, Northern Ireland
- **1879** Koninklijke Haarlem FC, Netherlands
- **1886** Hong Kong FC, Hong Kong
- **1888** BFC 1888 Germania Berlin, Germany
- **1889** R.C. Recreativo de Huelva, Spain
- **1890** St. George’s FC, Malta
- **1893** Genoa CFC, Italy

THE WORLD’S FIRST FOOTBALL CLUB
Welcome to the Pioneer of Spain

In June 2013, the Pioneer Club of Spain officially joined the Club of Pioneers as part of a great ceremony: R.C. Recreativo de Huelva! Today, both clubs stand together to protect the heritage of football, the amateur sport and the social power of the game.

> Press Conference & Media Event
> International and National Media
> Visit of Local Schools
> Donated Boots for Charity

> Signed Carta by the Club’s Chairmen
> Official Pioneer Logo
> Visit to the Stadium & Meet the Fans
> Visit to the Fan Clubs
> Official Pioneer Certificate

THE WORLD’S FIRST FOOTBALL CLUB
Club of Pioneers
Review: The first official “Pioneers Cup”

Pioneers Cup
On 16 November 2013, the first “Pioneers Cup” was played amongst the oldest clubs from Italy, Spain and England as a friendly tournament for fans, club legends and veterans to come and kick.

> The Cup was a great media success with live coverage and highlights by a.o. Sky Sports News, Sky Italia, BBC, ITV, BT Sport and Rai Sports

> Through a campaign ahead of the event called „Road to Sheffield“ more than 1,000 players and fans applied to take part in the Pioneers Cup for one of the three teams

> Before the event and tournament on Friday, 15 November, the club’s staged a press conference to introduce the concept of the „Club of Pioneers“ to national and international media and signed a carta of values all to protect and promote

> Highlight video by Sky Italia: Copa die Pioneri

> Article on BBC World: Pioneers Cup
Club of Pioneers
A tribute to the Oldest Football Clubs in the World

Rights & Benefits for members
As the official pioneer and oldest football club of a specific country, every chosen club will receive several services, benefits and opportunities to officially join and support the “Club of Pioneers“ as honorary member:

- Every club receives a spot on the timeline and golden world map and gets its own club history section featuring history facts and an image gallery (1857-football.com)
- Individual artwork including a pioneer-logo and editorial content about the club’s history to drive a 4-week social media campaign about the club’s pioneering history
- Official ceremony to join the Club of Pioneers, e.g. in the club’s stadium and facilities attended by the Chairman Richard Tims and representatives of Sheffield FC
- Right to host and market the „Pioneers Cup“ as a friendly tournament with other member clubs and right to market a national sponsorship program under the banner of “Club of Pioneers“
- International and national cross-media campaign and PR support around joint events
- Individual projects and campaigns to show social responsibility within the organisation (e.g. School of Football, Boots for the Roots; visit sheffieldfc.com/social-projects)
Club of Pioneers
A Digital Museum for the Oldest Clubs in the World

1857-football.com
A digital museum and global journey to build the family tree of football.
“No matter which team you support, where you come from or what language you speak, we all follow the same banner, the joy of football. It is our honor and duty to preserve the heritage of 1857, the year today’s football has been founded and we want to pass on the pioneering spirit of our founders to grow future leadership for the grass roots of the game, fighting for the true values of football: Integrity, Respect and Community.”

Richard Tims,
Chairman of the Sheffield Football Club Foundation & The World’s First Football Club, Sheffield FC
Protect Football.
Build the Roots.

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