

THE BIG GOAL.

Fuelled by



The Big Goal is simple:

To use the global #1 sport and fuse it with the largest industry sector in the UK to **tackle one of the largest social issues in the country: **youth homelessness**.**

The Big Goal is an exciting industry led initiative in partnership with The Street Soccer Foundation, which will fuse the dynamism of the ICT Channel with the immense power of football to make a big difference and drive positive change by aiming to take 1,600 young people off the street and into employment.

The Street Soccer Foundation are a nationally acclaimed charity who are tackling youth homelessness with the support of clubs across The Premier League and English Football League (EFL) by giving people the skills they need to prepare them for a brighter future.





Make a difference

The Big Goal is a unique opportunity, exclusive to the ICT Channel which will see sponsors pioneering the movement. Creating opportunities for local people to learn valuable skills, helping to educate, up-skill, inspire and change lives.

This initiative will give young people the ability to help develop their skills further through work experience, apprenticeships and

mentoring. Giving sponsors a chance to drive diversity and inclusion and gain new talent within the Channel.

As well as this, The Big Goal also offers a team building element as each sponsor will be able to create their own 5-a-side football team and compete in a tournament. This will become an annual event which will support driving ESG goals in so many important and influential ways.

Sponsorship opportunity

- An investment into The Big Goal will give sponsorship to a group of 10 local young people, putting them through the #1 footballing project in England - The Street Soccer Foundations National Academy Programme.
- It will also give the sponsor the opportunity to enter The Big Goal's 5-a-side national football tournament by creating an internal team of 10, made up of 5 players and additional supporting roles such as manager, coach or physio - sponsors are free to decide.
- These tournaments will take place at various Premier Club stadiums across the UK - with the final taking place at the prestigious St George's Park.
- A chance to uncover new talent within the ICT Channel.



#IndustryUnited



The Big Goal's mission is to:

- Support hundreds of young people in gaining valuable skills through the power of football, helping to change their lives for the better.
- Create opportunities for young people to assist with work experience, giving them a stepping stone into the world of work within the ICT Channel.
- Unleash new talent within our sector.
- Drive diversity and inclusion within our industry.
- Create a unique industry initiative that continues annually, uniting us as one team and making positive change, together.

The tournaments

- A chance for sponsors to create their own 5-a-side football team to compete in an ICT Channel exclusive national football tournament as part of The Big Goal.
- Opportunity to play at a Premier Stadium.
- A fun team building day with great networking opportunity.



By sponsoring and supporting The Big Goal we're leading the way in uniting the industry to resource and deliver this fantastic plan of action with The Street Soccer Foundation.

Find out more about The Street Soccer Foundation

[Here](#)

#IndustryUnited

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**THE BIG
GOAL.**



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