

1. How is amateur football

anchored in the Belgian population?

1744 clubs



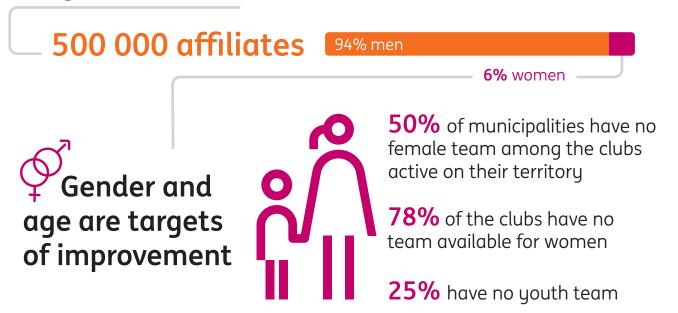
3 clubs per one belgian municipality (average)

Affiliates' distribution by region



2. Amateur football is social football

4 Belgians out of 100 are affiliated to an amateur club of the RBFA



3. Impact of the COVID on amateur football



No importance

Relative importance

High importance

4. How do amateur football clubs function?

4 most cited income sources

| Bar | |
|-----------------|--|
| Sponsoring | |
| Fundraising | |
| Affiliates'fees | |
| | |

5 most cited sponsoring sector

| Catering | 66.3% |
|----------------|-------|
| Shops | 60.9% |
| Construction | 45.3% |
| Self employed | 34.6% |
| Bank/insurance | 31.3% |

4 most cited recruitment/ retention issues

| Volunteers | 71.6% |
|---------------|-------|
| Referees | 36.6% |
| Young players | 30.5% |
| Coaches | 26.7% |

5 axes to cope with the challenges



Build bridges with public authorities



Organize relay between clubs and sponsors



Provide training and formation



Volunteers's recruitment and retention



Copewith the COVID crisisand its uncertainty

77%

68.7%

63.8% 60.9%