

NER  
s International of Enugu  
y Millionaira Only  
N 40,000,000



**NIGERIA PROFESSIONAL  
FOOTBALL LEAGUE**



**CHAMPIONS**  
NIGERIA PROFESSIONAL FOOTBALL  
LEAGUE 2015/16 SEASON



# **NIGERIA PROFESSIONAL FOOTBALL LEAGUE**

2015/2016 SEASON REVIEW

**INNOVATION ■ PARTNERSHIP ■ GROWTH**





**NIGERIA PROFESSIONAL  
FOOTBALL LEAGUE**



LEAGUE MANAGEMENT  
COMPANY





# Champions Rangers

## Top 10 Scorer



## Foreign Legion 12



## Fans Arise 14



A New Dawn - Commercials	24
Strategic Partnerships	26
Brother's Keeper	31
Financials	34
Awards & Recognition	36





# Beyond the Three ... Points

**T**he 2015/2016 Nigeria Professional Football League (NPFL) season ended in a blaze of glory. It was highly competitive, drawing excitement that reverberated across the country and indeed the globe in the race-up to who wins the title, got a continental ticket or got dropped, all of which were determined on the final minutes of the final match day.

We congratulate Rangers International of Enugu and their massive home crowd for returning as title holders after 32 years. Their victory was obviously the product of team work between the players, the coaches, the board, the supporters, fans, sponsors and partners.

We have been inspired by the passionate public acknowledgement of the rapid progress that the NPFL has recorded under our watch and we will continue to explore possibilities and opportunities to reinforce the structure that has been put in place to advance the league.

Our driving force remains innovations and strategic institutional relations for the expansion of corporate, technical and commercial capacities for steady and sustainable growth of the league on all fronts.

The season recorded huge spiral in public following, thanks to the ever-increasing commitment of the media, conventional and social, and our investment in the expansion of digital platforms for enhanced information and communication.

It is in this spirit that our television broadcast partners, Supersport, achieved the milestone deployment of high tech MK2 Drone cameras in the production of the live broadcast of matches to mark up quality, appeal and viewing experience for our fans as well as engaging in multicast of matches at the critical stage of the league to give fans more options and



**Shehu Dikko**  
LMC Chairman

## CHAIRMAN'S STATEMENT

strengthen fair play.

In this season also, Friday night games which debuted in Uyo in the 2014/15 season was continued in selected centers and has generated greater appeal for the game, dramatically increasing match day attendance and following by the home audience.

We have sought to further widen and deepen the reach of the NPFL with the issue of non-exclusive broadcast rights to selected radio networks including the largest radio network in Africa (FRCN) to commence live radio commentaries, analyses and cross venue reports. This will also provide additional leveraging windows for sponsors and partners while also activating mutually beneficial business opportunities for the league and the media. This would surely drive our core objective to buy into the hearts of the fans and pockets of businesses to support the NPFL.

On the marketing front, we are particularly happy to have announced Star Lager Beer as Official Beer Partner and IproSports as Official Isotonic Drink Partner. Indeed, this milestones were achieved as a result of the change in the NPFL marketing strategy in the 2016 season were the title sponsorship model was dropped in favour of multi-sponsors model based on industry exclusivity. This strategy would allow us to bring on board several new sponsors to add both brand and commercial values to the NPFL and we are currently locked in negotiations with several corporates bodies in this regard that would in due course be added to the NPFL corporate partners.

Our economic focus has been to shore up the commercial success of the NPFL and continually raise benefits to clubs by opening up investment windows for sectorial partners and sponsors with guaranteed returns on investment.

This also informed our partnership with NASD OTC, to bring the NPFL into the second tier of the Nigeria Stock Exchange and afford clubs the window to access funds by providing individuals, communities and organizations a platform to invest and hold stakes in the clubs in a defined and professional manner.

We have also entered into several strategic and commercial partnerships during the 2015/16 season aimed at using technology to further drive the appeal of the league and create more commercial opportunities. These include but not limited to agreement with Value Added Services companies working with the four major telecoms companies in Nigeria to distribute highlights of NPFL matches via mobile phones and agreement with a partner that has Microsoft as the anchor to create a fans engagement platform App called NPFL ARENA. Indeed, with 90 million Nigerians on data phones, this project has the huge potential to drive NPFL brand and open windows for new revenue streams.

An exciting highlight of the 2015/16 season was the consummation of a five-year technical and commercial partnership with the Spanish Football League, LaLiga. The relationship came into life with the visit of top LaLiga officials led by President Javier Tebas to Nigeria for the signing of the MOU and the opening of LaLiga

office in Abuja. This was followed by a playing tour of Spain by an NPFL All-Star team, with great funding support by LaLiga, to expose our players and club managers to higher standards in playing technique, organization and management of club business.

Additionally, on the commercial front, during the 2016 season, we took the bold step to sign up an agreement with partners in the United Kingdom to market and distribute NPFL matches across the globe via pay per view model as well as live streaming. This would assist greatly in making the NPFL a global brand as well as raise revenues for the league. The huge population of Nigerians across the globe who would love to watch their local teams implies that this ambitious project could be a veritable additional revenue stream for the NPFL.

In all this, the game goes on with strict adherence to the rules and respect for fair play and we will continue to cherish the spirit of sportsmanship and cooperation by the club owners and managers.

For the general good of the game, we have supported, in the different ways and measures, the other leagues and sports such other sports development causes that we consider key to the growth of the game. We will continue to do this even in the seasons ahead.

No doubt, there were challenges but we will continue to cherish our cordial relationship, support and encouragement by governments at all levels, the Sports Ministry, our

governing body, the Nigeria Football Federation (NFF) and the unflinching faithfulness of our board of directors, management and staff of the LMC, for all to come together to strengthen us. We must also give special thanks to the players who are key to the entire project and assure them that the LMC would at all times work to create value for the league with players as the ultimate beneficiaries. We would also ensure at all times that their interest are protected within the bounds of prevailing realities of the nation's economy.

Indeed, the 2015/2016 NPFL Season has been a huge success both on and off the pitch going forward, the major objective would be the strengthening of our new campaign tagged "Beyond The Three Points" . Through this, we envisage to take NPFL and indeed football in Nigeria beyond the 90 minutes by creating an economy around the NPFL that will add greatly towards the GDP of the country through the creation of service business around football. This will expectedly create massive job opportunities and further enhance professionalism in all facets of the NPFL. It is our believe that with the right support from all quarters, especially Government providing the enabling environment, the NPFL can easily create over 500,000 jobs directly and indirectly for the collective good of the economy.

Finally, we thank the NPFL fans and various club supporters for holding and pulling together with us. We commit to continue to give our best and with you, the future of the NPFL is big and bright

# CHAMPIONS RANGERS

It took all of 32 years, but Enugu Rangers finally reclaimed their place at the top of Nigerian football. The Flying Antelopes, whose record of 6 wins was equalled, then surpassed by Enyimba last season, wasted no time in joining the upstart People's

Elephants on 7 wins apiece. But they were made to work for it until the very last day, with Rivers United waiting in the wings to supplant them if they stumbled against El Kanemi. Fortunately, they didn't and a Enugu could celebrate again.



*“The secret of any achievement is hard work, determination and a bit of luck here and there. And one can define luck as when preparation meets opportunity. So, we have been working hard and luck is also smiling on us. Ours is a story of adequate preparation and opportunity meeting luck. ”*

*- Imama Amapakabo  
Rangers coach*

# RANGERS

## SEASON IN NUMBERS

### 53

- Goals scored.  
League-leading tally, 6 more than second highest scorers Kano Pillars

### +16

- Highest goal difference in the league

### 16

- Number of goals scored by team top scorer Chisom Egbuchulam, 2 behind league leader Godwin Obaje

### 15

- Number of points

won away from home. Four more than next highest Wikki Tourists

### 7

- Number of titles. Record-equaling tally with Enyimba, who reached the mark last season after overtaking Rangers on 6

### 6

- Number of penalty kicks awarded for. Ninth overall in the league

### 3

- Number of games drawn at home for least number of dropped home points.



# SEASON IN NUMBERS

**N200 million**

- Merit Award pool from which clubs were paid season-ending prize money. Up 25% from last season

**13**

- Own goals scored during the season

**1.42 million**

- Total number of spectators for the season. Increase from the 1.39 million of last season

**40 million**

- Amount awarded as prize money to the champions. Highest ever in league history



Ghanaian title-winner Nana Bonsu is one of 24 foreign players on the NPFL

**735**

- Number of goals scored for an average of 2.15 goals per game. Slight reduction from last season's 2.16

**1319**

- Yellow cards issued during the season. Nasarawa United tallied the highest with 81.

**72**

- Number of drawn games. Abia Warriors played the most drawn games with 12, shared equally 6 home, 6 away

**123**

- Penalty kicks awarded. 98 kicks converted, 25 kicks missed

**63**

- Rangers' title-winning points total, 3 ahead of second-placed Rivers United

**66**

- Red cards issued during the season. Lobi Stars claimed the highest with 8

**23**

- Total away victories for the season

**24**

- Foreign players in the league, slight increase from last season

**8**

- Number of teams that led the league during the season. Rangers highest on 18 weeks

**46**

- Number of different goal scorers during the season, minus own goals

**6**

- Points difference between champions Rangers, and third-placed Wikki Tourists showing a very close and competitive race



# Levelling <sup>The</sup> Playing Field

Increased matchday security measures and improved refereeing has led to home grounds in the NPFL losing their once invincible status. Clubs now travel to away

grounds confident that they can secure at least one point if not all three. Here are some numbers showing how the NPFL playing field is levelling

Only 8 clubs (Rangers FC, Rivers United, Wikki Tourists, FC Ifeanyi Ubah, Lobi Stars, El Kanemi Warriors, Enyimba and Niger Tornadoes) failed to lose at home during the season

A total of 15 clubs all won at least once away from home this season. Only 4 clubs (El Kanemi Warriors, Nasarawa United, Niger Tornadoes and Heartland) failed to win away from home

during the season. Abia Warriors led the way in the highest number of drawn games for the season with a total of 12 (6 home and 6 away). They were followed by Sunshine Stars and Ikorodu United on 11 each and Heartland with 10 drawn games.

El Kanemi Warriors were the only team who did not draw a single game at home during the season, although they lost 2 home

games.

Sunshine Stars drew the most games away from home with 7. Four other clubs drew 6 games away from home, including champions Rangers. Others are Akwa United, Abia Warriors and Heartland FC.

The three relegated clubs (Warri Wolves,

Heartland and Ikorodu United) drew a total of 30 games, almost double the 21 drawn by the top three clubs (Rangers, Rivers United and Wikki Tourists)

- 12** - Highest number of drawn games during the season by club: Abia Warriors
- 11** - Clubs who lost at home at least once during the season.
- 4** - Clubs who failed to secure a single away win during the season
- 0** - Number of games drawn by El Kanemi at home

GODWIN OBAJE

# TOP SCORER

## GOAL SCORES CHART IN 2015/2016 NPFL SEASON

S/N	PLAYER	TEAM	GOAL(S)
1	Godwin Obaje	Wikki Tourist FC	18
2	Chisom Egbuchulam	Rangers Int'l FC	16
3	Ismaila G. Adesina	FC Ifeanyi Ubah	15
4	Afolabi Okiki	Sunshin Stars FC	13
5	Abdulrahman Bashir	Nasarawa Utd FC	13
6	Anthony Opkotu	Lobi Stars FC	12
7	Rabiu Ali	Kano Pillars FC	12
8	Dele Olorundare	Sunshine Stars FC	11
9	Esosa Igbinoba	Nasarawa Utd FC	11
10	Ibrahim Mustapha	El-kanemi Warriors FC	10
11	Sunday Adetunji	Shooting Stars FC	11



# REWARDING HARDWORK



Following exemplary work over the last few seasons by the

League Bloggers Association, the LMC partnered with the organisation on their monthly awards to deserving players and officials.

The monthly awards, formerly known as the LBA Monthly Awards, was now renamed NPFL-LBA Monthly Awards and have thus become even more popular and sought after



among players and coaches

Awards were given out between February and August. Rangers coach Imama Amapakabo had the singular distinction of winning the award twice during the season.

# NPFL-LBA WINNERS THIS SEASON

## February 2016

Player: Frederick Obomate (Rivers United)  
 Manager: Kennedy Boboye (Abia Warriors)

## March 2016

Player: Chisom Egbuchulam (Enugu Rangers)  
 Manager: Imama Amapakabo (Enugu Rangers)

## April 2016

Player: Okiki Afolabi (Sunshine Stars)  
 Manager: Imama Amapakabo (Enugu Rangers)

## May 2016

Player: Godwin Obaje (Wikki Tourists)  
 Manager: Paul Aigbogun (Enyimba)

## June 2016

Player: Emeka Nwabulu (Wikki Tourists)  
 Manager: Abdul Maikaba (Wikki Tourists)

## July 2016

Player: Abdulrahman Bashir (Nasarawa United)  
 Manager: Zachary Baraje (Plateau United)

## August 2016

Player: Godwin Obaje (Wikki Tourists)  
 Manager: Rafael Everton (FC Ifeanyi Ubah)



# FOREIGN LEGION: PLAYERS

2

- Number of players from Brazil

24

- Number of foreign players in the NPFL in the 2015/2016 season

10

- Total number of different nationalities represented in the NPFL during the 2015/2016 season

7

- FC Ifeanyi Ubah had the most number of foreign players in the league, spread over 6 different countries

4

- Cameroon, Ghana and Togo provided the most foreign players with 4 each

*Players from around the continent have always been attracted to the NPFL. The 2015/2016 season was no different.*

Name - Alberico da Silva  
Nationality - Brazil  
Club - FC Ifeanyi Ubah  
Position - Midfielder

For years, Maurice Cooreman has been the most prominent and consistent foreign face on the bench of Nigerian league clubs, although it is doubtful whether he should still be considered foreign.

In 2015/2016, he was joined by three more. But there was little to celebrate for 3 out of the four, as they either got fired or demoted.

# Foreign Legion: COACHES

**RAFAEL EVERTON**  
**IFEANYI UBAH**

Age: 27  
Appointed: Jan 2016  
Final position: 4th

**DENOTED**  
**RESIGNED**

**Ard Sluis**  
**WARRI WOLVES**

Age: 51  
Tenure: March 2016-Aug 2016  
Final position:  
17th/RELEGATED

**FIRE**

**RETAINED**

**Theo De Jong**  
**KORODU UNITED**

Age: 68  
Tenure: June 2016-  
Final position:  
19th/RELEGATED

**FIRE**

**Maurice Cooreman**  
**AKWA UNITED**

Age: 72 / Tenure: Dec 2015-Oct 2016  
Season stats: Final position: 14th

# FANS ARISE: EVERYBODY WELCOME

Football is nothing without fans. During the 2015/2016 season, the efforts of the LMC and the clubs to draw more spectators to the grounds continued to yield fruit.

Young and old poured into stadia across the country in support of their local club-sides.

And Enugu Rangers' fine run to the title saw them overtake Kano Pillars in single Matchday attendance, although the Kano aristocrats kept the lead in their attendance totals.



**3 299 846** was the cumulative matchday attendance for the entire season. That is up 136 per cent from last season's total of 1 398 720

**109 597** was the highest matchday attendance. That is up 89.4 per cent from last season's highest of matchday total of 57 855

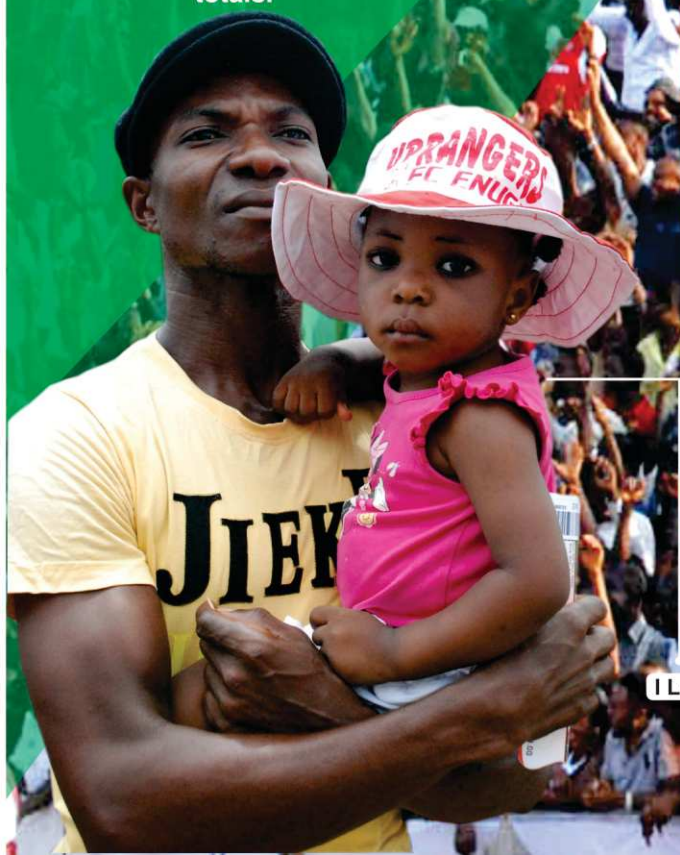
**40 000** Enugu Rangers' matchday 38 tally was the single highest attendance from one match venue. It beats last season's matchday 35 total of 18 000 from Kano Pillars' stadium

**258 578** was Kano Pillars cumulative season total over 38 weeks, followed by Rangers with a cumulative season total of **239 030**.

Both figures are also higher (by 32.2 percent and 78 percent respectively) than the previous season, where Pillars led with **195 575** and 3SC followed with **134 435**

More families came out, some with new born babies, showing the trust in the security of the grounds across the country

**6** - Was the number of matchdays during the season that the total attendance figure cracked **100 000** and above



I Love This Game



Royal Fan At Football League Match: Olubadan Of Ibadan Amaju Pinnic Commissioner Of Sport



# Playing By The Rules



All football leagues are routinely faced with disciplinary issues, both on and off the pitch, and the NPFL was no exception.

However, the number of serious disciplinary incidents have been reduced to the barest minimum and it is to the LMC's credit that there was no incidents of violence during the 2015/2016 season.

Here are some disciplinary numbers from the past season

**N60m** - Total amount of money fined clubs, players and officials for the season.

**N3 650 000** - Single highest fine levied on one club by the league. It was to Giwa FC for forfeiting consecutive games

**N940 000** - Abia Warriors paid out the highest fines for yellow cards and red cards received

**8** - Lobi Stars had the highest number of yellow cards for the season

**81** - Nasarawa United and Rivers United were united in tying for the highest number of yellow cards

**3** - Of 28 total cases adjudicated by the LMC under its Summary Jurisdiction Notice for infractions, only 3 were not upheld by the NFF Organising and Disciplinary Committee



# RISE OF THE CHEERLEADERS

As part of the all embracing spirit of the NPFL, the league recognized and partnered with the Cheerleaders, a group of young, intelligent and talented women who have lent their skills and support to clubs around the country.

Starting with one club (Akwa United) the Cheerleaders have established around the league grounds and continue to grow.

## KNOW THE CHEERLEADERS

Fully established in four clubs, Akwa United (30 members), Rivers United (25 members), Enugu Rangers (30 members) and FC Ifeanyi Ubah (15 members)



Plans apace for an additional three clubs before the start of the new season

Total of 100 registered members across the clubs

About 30 members are university graduates

60 members are undergraduates at different institutions

Another 30 members are high school graduates awaiting admission

# GETTING SOCIAL

Digital communications is an integral component of the overall communications strategy for the NPFL.

The last year has seen phenomenal growth in reach and engagement across all of the league's digital channels.



- .Follower count grew from 25 700 last season to **49 200** by the end of the season
- .Matchday mentions across clubs grew from an average of 350 000 to **875 000** average
- .Tweet impressions grew to an average of **7.9 million** from 3.5 million last season



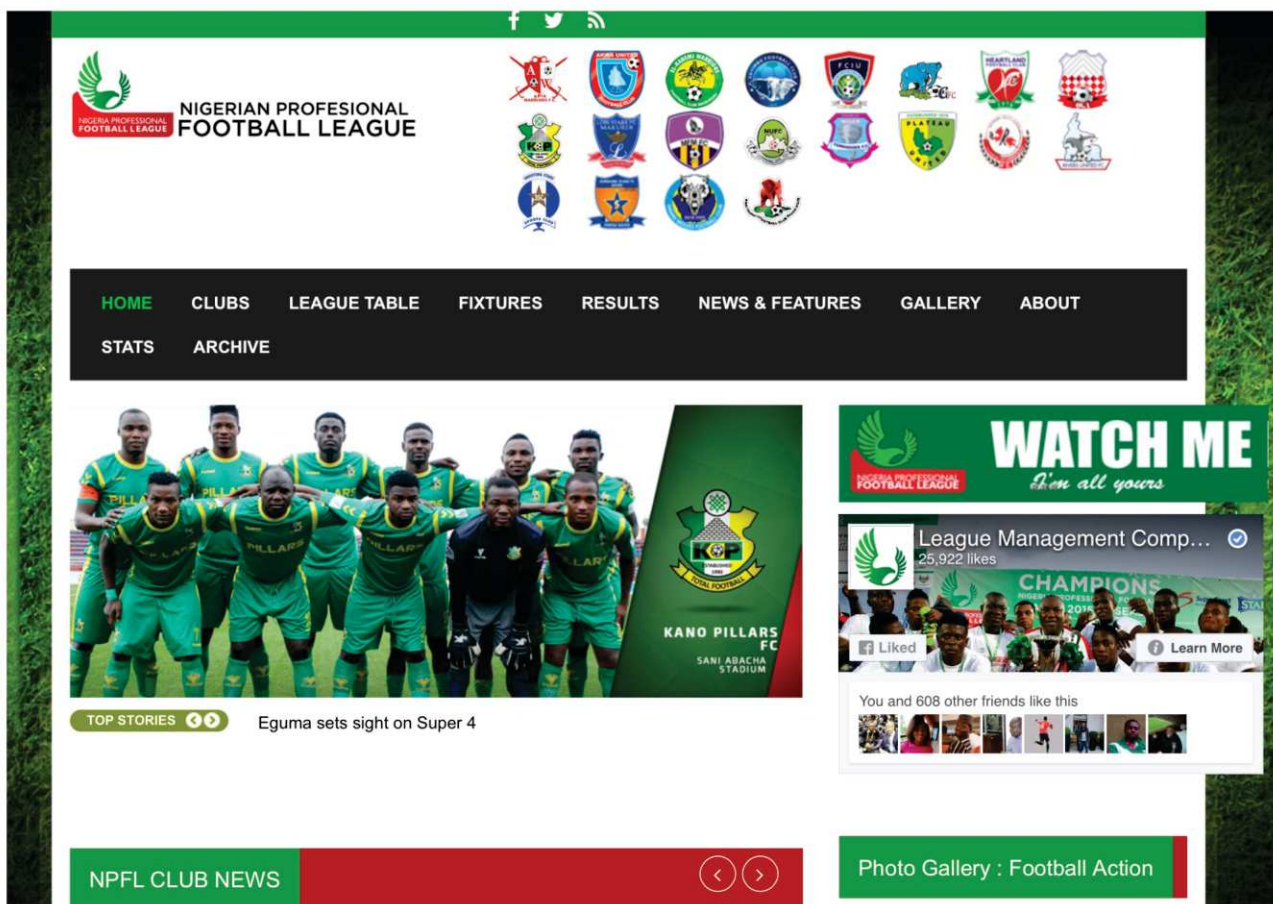
- .Followership grew from 6 533 likes last season, to **25 922** likes by the end of this season
- .Weekly average reach grew from 25 000 to **175 000**
- .Weekly engagement rate now stands at **30 000** per week



- .Over 900 videos posted throughout the season
- .Average of 139 000 views per month

**web**

83 270 251 hits between January and November  
186 894 Unique Users



The screenshot displays the NPFL website interface. At the top, there are social media icons for Facebook, Twitter, and RSS. Below this is the NPFL logo and a grid of 16 club crests. A navigation menu includes links for HOME, CLUBS, LEAGUE TABLE, FIXTURES, RESULTS, NEWS & FEATURES, GALLERY, ABOUT, STATS, and ARCHIVE. The main content area features a large photo of the Kano Pillars FC team in green kits, with the text 'KANO PILLARS FC SANI ABACHA STADIUM'. Below the photo is a 'TOP STORIES' section with a headline 'Eguma sets sight on Super 4'. To the right, there is a 'WATCH ME' section with a video player showing a 'League Management Comp...' with 25,922 likes. At the bottom, there is a 'NPFL CLUB NEWS' section with navigation arrows and a 'Photo Gallery : Football Action' link.



# NPFL Live on Radio

# ON AIR

"The expansion of the NPFL reach is part of our vision to grow the NPFL brand, offer greater and extensive experiences of the matches through the media and also deliver value to the fans and sponsors while also according the radio sector the platform to activate business activities on the league" - LMC

As a core social investment to grow the Nigeria Professional Football League by adding new target audience, the LMC in the 2015/16 season deliberately opened up live radio broadcast activity on the league with the issuance of non-exclusive broadcast rights to selected radio networks.

The NPFL matches now come live on match days with live commentaries,

match analyses, interviews with coaches, players, supporters and fans, and real time cross venue reports from multiple match centres.

Separate Memorandum of Understanding have been signed with the Official Radio Broadcast Partners, first in June 2016, with Sports Radio 88.9 Brila FM and Megalectrics Limited, and, in December, before the kick off of the new season, with the

media management firm, Westcoast Works and Projects manages the operations for the LMC as Official Radio Broadcast Management Partner.

The objective is to take the NPFL live matches to the people, where they are, especially the eclectic urban youth segment and those of the inner cities. The league is a strong unifying platform for Nigerians and with this strategy,

Federal Radio Corporation of Nigeria (FRCN) while Lagos based sports marketing and

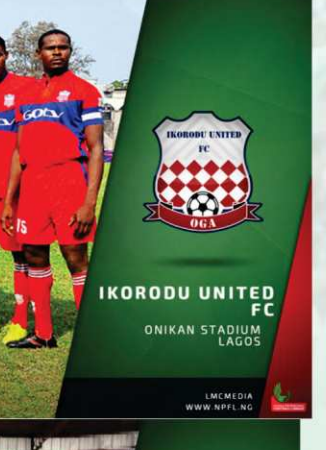
even those who cannot afford alternative sources of electricity power still have the chance to receive the broadcasts and follow their clubs and players.

### The Platforms:

1. Sports Radio Brila FM on the 88.9 frequency with networked stations in Lagos, Abuja, Onitsha and Kaduna
2. Megalectrics Limited operators of Classic FM, Beat FM and Naija FM
3. FRCN operators of Radio Nigeria with over 30 FM stations spread across the country.
4. Westcoast Works and Projects - Official Radio Broadcast Marketing/Management Partner

# How They Finished

Rank	Team	P	W	D	L	Pts	GF	GA	+/-
1	(1)  Rangers International FC	36	18	9	9	63	53	37	16
2	(2)  Rivers United FC	36	19	3	14	60	38	29	9
3	(4)  Wikki Tourists	36	16	9	11	57	45	28	17
4	(3)  FC IfeanyiUbah	36	16	8	12	56	37	33	4
5	(6)  Lobi Stars FC	36	16	7	13	55	41	35	6
6	(5)  Sunshine Stars	36	14	11	11	53	44	37	7
7	(7)  Kano Pillars	36	15	7	14	52	47	40	7
8	(12)  Plateau United	36	14	9	13	51	36	36	0
9	(8)  El-Kanemi Warriors FC	36	16	3	17	51	37	42	-5
10	(10)  Enyimba International FC	36	14	8	14	50	34	35	-1
11	(9)  Nasarawa United FC	36	16	2	18	50	41	43	-2
12	(11)  Niger Tornadoes	36	15	4	17	49	40	42	-2
13	(15)  Abia Warriors	36	12	12	12	48	35	39	-4
14	(13)  Akwa United FC	36	13	8	15	47	45	46	-1
15	(14)  Shooting Stars	36	14	5	17	47	41	48	-7
16	(17)  MFM FC	36	12	9	15	45	36	40	-4
17	(18)  Warri Wolves FC	36	12	9	15	45	29	38	-9
18	(16)  Heartland FC	36	11	10	15	43	24	32	-8
19	(19)  Ikorodu United FC	36	7	11	18	32	32	55	-23
20	(20)  Giwa FC	0	0	0	0	0	0	0	0



# Club Line-up



# Club Line-up



# A NEW DAWN

At the end of the 2014/2015 season, and after careful consideration, the LMC decided to jettison the naming rights model under which the league has previously operated with one title sponsor.

In its place, a six-partner model was introduced, which opened multiple windows for Category Partners for the LMC and the NPFL.

The objective was to create better valuation for the competition, and increase revenues for the benefit of the participating clubs

Under the new arrangement, the LMC acquired new partners in 2016

1. Star - Nigeria's premium lager beer signed on as Beverage partner
2. iProSport - UK's leading global isotonic sports drinks makers signed 5-year MOU, the biggest such deal in Africa



- NEW CATEGORIES**
1. Telecoms Partner
  2. Automobile Partner
  3. Banking Partner
  4. Beverage Partner
  5. Media/Broadcast Partner
  6. Equipment Partners

## iProSport partnership

- . 5-year deal to become the Official Supplier of isotonic sport drinks to the NPFL and the 20 NPFL Clubs
- . Fee of £1.5 pounds paid to NPFL for every pack (consisting of 12 bottles) of iProSport drink supplied to the Nigerian Market
- . Initial shipment of minimum of 213 333 packs will guarantee NPFL a fee of £320 000 when fully activated
- . NPFL to receive an additional fee of £0.5 pounds for every pack supplied to the Nigerian market above the guaranteed 213 333 packs projected in annual sales
- . iProSport to supply products to all NPFL Clubs and to the LMC for use throughout the NPFL season
- . Company to support NPFL capacity development programs.
- . Biggest natural ingredients sports drink football sponsorship in the African continent
- . NPFL is the first league on the continent to be associated with iProSport all natural ingredients Sports drink
- . MoU is subject to sign off of national distributors agreements and other regulatory approvals
- . Deal considered a major breakthrough and an international recognition and endorsement of the steady growth recorded by the LMC in the revival of the NPFL
- . Objective is to open production factory in Nigeria to serve as regional hub for iProSport



# NPFL-LaLiga Partnership

A major highlight of the 2015/2016 season was the consummation of a partnership relationship between the Nigeria Professional Football League and the Spanish Football League, LaLiga, a deal which roundly hailed locally and internationally as a major strategic advancement for the growth and promotion of the game and the business in Nigeria.

This culminated in the signing of a historic Memorandum of Understanding between the League Management Company (LMC) and LaLiga on Tuesday, April 26, 2016 at the Nicon Luxury Hotel, Abuja.

The high profile LaLiga delegation led by President Javier Tebas included Melchior International Adviser, Melchior Solar, Head of LaLiga South Africa, Antonio Barradas and Head of LaLiga Middle East and Africa Affairs, Fernando Sanz.

The League Management Company was led by Chairman Shehu Dikko accompanied by Chief Executive Officer Nduka Irabor and Chief Operating Officer, Salihu Abubakar and with the full attendance of the body of NPFL club owners and managers.

The five year agreement, for

the first instance, entails technical and commercial exchanges for the development of both leagues.

The epoch event was witnessed by His Excellency, the Spanish Ambassador to Nigeria, Alfonso Barnuevo Sebastian de Erice, the

Honourable Minister of Youth and Sports of the Federal Republic of Nigeria, Barrister Solomon Dalung and President of the Nigeria Football Federation (NFF) Amaju Melvin Pinnick alongside top officials of the Ministry of Youth and Sports and the NFF.



LMC CEO Nduka Irabor exchanging pleasantries with the Spanish Ambassador to Nigeria when NPFL and LaLiga went calling.

## Star partnership

- 5-year partnership to become Official Beer Partner
- Additional amplification for NPFL brand via traditional media
- Put NPFL logos on Star bottles
- Sponsor live broadcast of NPFL matches
- Deepen fan/consumer interaction via digital media
- Increase media spend via investment in Matchday publications and statistics
- Sponsor Football Feature game between NPFL All Star Team and foreign club



## FBT Partnership:

The LMC has entered a relationship with FBT UK as supplier of the NPFL Official Match Ball. The relationship will also see FBT kit referees, provide bibs for matches. Ball boys and clubs

# N6 billion

- Projected annual revenue from new model

# N40 billion

Estimated value of funds funneled out by Nigerian corporate organizations to sponsor foreign clubs and foreign league broadcasts in 2015



# STRATEGIC PARTNERSHIPS

## 1. NASD

"Good governance, innovations and strategic partnerships are key to the commercial success and financial stability of the NPFL.

In line with this objective, the LMC signed an MOU with NASD OTC as Official Supporter to drive the listing of NPFL clubs in the second tier capital market. By this, NASD will assist

clubs in setting up corporate governance structures to enable them qualify for quotation on the Stock Exchange and subsequently attract private investments from home and abroad as a step towards reducing their reliance on financing governments and eliciting community involvement.

Good Governance  
Innovations  
Partnership  
Growth  
Commercial Success



## 2. GOVERNMENTAL COOPERATION

Government remains a key supporter of football in Nigeria, especially the NPFL. As part of the its bridge-building efforts, the LMC met with Nigeria's Sports Minister Solomon Dalung to explore areas of mutual cooperation and partnership

The LMC called on government to support the LMC by putting in place enabling policies, legislation and critical infrastructure that will enhance football business in Nigeria.

"The NPFL is a veritable catalyst for job creation and economic growth through cross-sector interconnections.

"By supporting and collaborating with the LMC, governments at all levels can utilize these opportunities to drive the economic diversification policy, grow the Gross Domestic Product (GDP) and create jobs for our teeming youth across the country." Shehu Dikko, LMC Chairman

## 3. NPFL to berth on UK TV

As part of plans to globalize the NPFL talks are on with a number of

UK based television channels to show the NPFL on pay-per-view.

The objective is to widen the reach of the league to



international audience and earn foreign exchange for the NPFL.

The channels include Ben TV, Sky TV and AIT. The next stop would be to look for partners in the United States and the Far East.

“We have been lamenting that foreign leagues have taken over Nigerian television. Obviously, we can't drive them out of

our territory again because the world is now a global village but we might as well take our product into their territory” - LMC Chairman, Shehu Dikko

#### 4. IT PARTNERS

In October, the LMC signed two separate commercial partnerships with two service providers geared towards deploying technology to drive

engagement, monetize content and expand the fan base of the Nigeria Professional Football League (NPFL)

#### Kari Xchange

The software development company in

partnership with Microsoft will design, develop, and operate an NPFL fan engagement APP. The APP will include Fantasy Football, Merchandising, Ticket Sales/Exchange, Betting and Loyalty

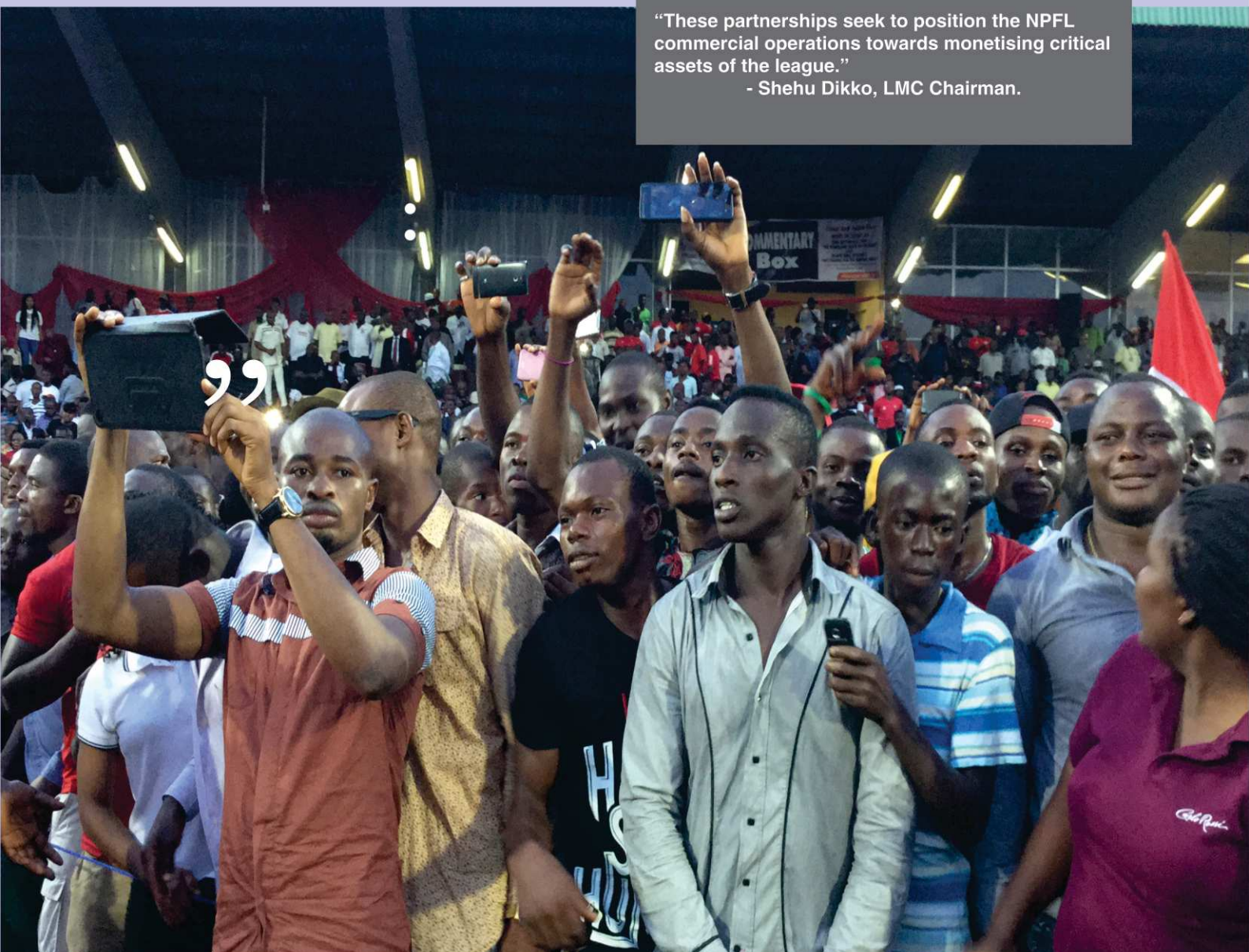
*“This platform will enable football fans meet and engage other fans, access NPFL football news, play NPFL fantasy football and other games. It will also allow the NPFL players and aspiring footballers on the platform to showcase their talents to the world.”*  
- Eucharria Amanambu, CEO, Kari Xchange

#### VAS Digital Mobility (VDL)

- Key player in the telecommunications Value Added Services (VAS) domain
- Specialize in made-for-mobile content for consumers
- Partnering with LMC to achieve content penetration and increase in engagement for the NPFL on mobile

*The growing number of smartphone users in Nigeria and the launch of 4G LTE by telecom operators has provided the unique opportunity for Nigerians to enjoy the league on their mobile phones across the country.”*  
- Oluwarotimi Fasuyi, COO, VDL

*“These partnerships seek to position the NPFL commercial operations towards monetising critical assets of the league.”*  
- Shehu Dikko, LMC Chairman.



# NPFL LaLiga Tour

The NPFL LaLiga partnership came to full life with a playing tour of Spain by a selected side of NPFL players who participated in several friendly matches, first with Valencia CF and subsequently against Malaga CF and Atletico Madrid in the 62nd edition of the LaLiga World Trofeo Ramon de Carranza in Cadiz.

The games were televised live to the home audience in Nigeria.

Though the NPFL - All Stars lost all three games, it was a fulfilling experience as it met the objective of both the LMC and LaLiga to afford NPFL players the exposure to higher standards of the game.

This was aptly expressed by the chairman of the LMC, "to expose the Nigerian league players and club officials to higher standard of football and organisation in one of the world's best leagues in order to challenge them to aspire towards higher level of performance."

Accordingly, the LaLiga tour especially provided administrators, managers and club owners, including supporting media of the NPFL, first hand learning of organisational, managerial, technical, commercial and promotional skills for successful and sustainable club business.

The delegation was taken through three major workshops and seminars on football and club business.

The NPFL club managers on the trip interfaced with the Commercial and Marketing Director of Valencia CF, Peter Draper, on the real business of club football.

Draper set up the first marketing department of Manchester United and has worked in similar capacity with Chelsea, Paris St. Germain, Formula 1 and at UMBRO where they grew marketing income from USD 35M in 1986 to USD 400M in 13 years.

It was just as well learning from Vicente Casado, the Managing Director of LaLiga's International Development, and Nacho M. Trujillo, LaLiga's Managing Director of Innovation and Global Development who comes with a degree in Economics and Management, MBA from the IE Business School in Madrid and Masters in Societal Information and Knowledge.

So much insight has been brought to bear

on transforming the NPFL clubs from merely playing for "three points" to now driving their clubs into real business with the need to develop organisational structures capable of directing activities to deliver on their vision and mission, creating profitable revenue streams to sustain and grow the business, recruiting, training and retaining the most professional individuals and specialists in selected fields, and equipping them with necessary facilities and access to achieve business success.

The point was made and taken repeatedly, that just as important as it is to invest to get a good coach, physical trainer, goalkeeper trainer or best groundsman, so also is it crucial to get the best marketing hands, business developers, media managers, promoters and best finance directors to run the organisation.



# LaL



"It was a great experience playing against Valencia. Notwithstanding the outcome, we have learnt some lessons in the game and it is a stepping stone," said Chima Akas, the All Stars captain.

**Chima Akas**  
(Team Captain)



Virtually all members of the delegation were inspired by the trip and have commenced, in their own different ways, to apply the insight gained for the advancement of their clubs.

The NPFL LaLiga partnership and tour were greatly supported by the Spanish Ambassador to Nigeria, his excellency, Alfonso Barnuevo Sebastian de Erice.



Three months after the signing of the Memorandum of Understanding, LaLiga moved quickly to position for the implementation of the agreement by opening an office in Nigeria.



The importance of this was underscored by the return of LaLiga President, Javier Tebas, also joined by the Spanish Ambassador to Nigeria, to personally supervise the commissioning of the office situated within the complex of the League Management Company at Euphrates Avenue, Maitama District Abuja.

Interestingly, LaLiga has gone on to engage a number of Nigerians for the operation of the office thereby providing employment.

Former Nigeria international Mutiu Adepoku is the country manager. Ayodeji Adegbenro is Media and Communications Coordinator Ikenna Okey, Marketing and Events Coordinator

€54 000 - Donated to El Kanemi Warriors FC as part of efforts to help with recovering from the effects of insurgency in that part of the country.



Nduka Irabor



All-Stars kits were supplied by OWU, a Nigerian Sports Wear company.

*“The N15 million is part of solidarity payment from LMC to other Leagues in line with international best practices, to ensure the stability and development of lower Leagues.*

*“The Nigeria National League (NNL) and the Nationwide League One (NLO), and indeed the Players Union, have severally benefitted from the solidarity payment from the LMC to boost their activities and ensure stability within the football structure.”*

# BROTHER'S KEEPER

*Football development is a key part of the LMC's strategic vision for Nigerian football. In line with that objective, the LMC is committed to supporting other national leagues in the country via solidarity payments*

**N49  
Million**

in total to in solidarity payments to other leagues

**N15  
Million**

provided to the Nigerian Women's Professional League to assist with the administration and running of the women's game

**N22  
Million**

"To the Nigeria National League (NNL)

**N4  
Million**

to the Nationwide League One as administrative support

**N8  
Million**

to the Nigeria Players Union to boost activities and ensure stability

# Healing with football...

## ...NPFL returns to Maiduguri

In the 2015/16, the NPFL demonstrated the power of football to heal society with the return of El Kanemi Warriors FC to Maiduguri in April 2016.

The fans had been deprived of the fun of the league with the incidence of insecurity but what a joy it was for them to receive their darling team back as the warriors returned, indicating that much grounds had been covered by the government in securing the North East of Nigeria.

In reference to "how the people of

the region are finally getting a chance to rebuild their lives, President Muhammadu Buhari enthused as follows in a statement released by his Senior Special Assistant on Media, Garba Shehu on April 13, 2016:

"The suggestion (Telegraph of London) that Boko Haram is going "from strength to strength" is an eminently laughable one...thousands of Internally Displaced Persons have started returning home. On Sunday, El Kanemi Warriors Football Club played its first game in its home

base of Maiduguri in more than two seasons. Until now, the club had been forced to play home games outside the region on account of security concerns."

Through the NPFL-LaLiga Partnership, El Kanemi Warriors also attracted support for the Internally Displaced Persons, especially women and children, with the provision of about €50,000 by LaLiga Foundation to provide succor in areas of health, education and food. The foundation also provided sports equipment for children in the camps in protection of their right to play and find fulfillment for talented youngsters.



# DTMS: Reforming the NPFL Transfer System



The Domestic Transfer Matching System (DTMS) is an extension of the FIFA Transfer Matching System (TMS) which the world football governing body introduced for facilitating and monitoring international transfers.

The idea of an automated and centralised players' transfer was aimed at cleaning up the transfer system to make it easier, technology-based and fully transparent and well documented.

Arising from the success recorded with the FIFA TMS, the DTMS was introduced with an aim to get domestic transfers to also achieve the same objectives of efficiency, openness, transparency and clear documentation.

Nigeria is the first football jurisdiction in Africa to adopt this system and the Nigeria Football Federation (NFF) and the League Management Company (LMC) worked with FIFA to create a specific system that will suit the operations of players' transfer in Nigeria..

What it has brought to the league in Nigeria is that all player registrations and transfers in Nigeria for the Nigeria Professional Football League (NPFL) and the Nigeria National League (NNL) would be made through this system.

Clubs have been made to appoint a Managers who were recently trained on the operations of DTMS.

FIFA TMS

DTMS

## THE DOMESTIC TRANSFER MATCHING SYSTEM

The Domestic Transfer Matching System (DTMS) is the national version of the International Transfer Matching System, which is used by over 211 MAs and 6,500 clubs for cross-border player transfers. DTMS is built into the TMS platform and works with one single sign-on.

The Dutch Football Association (KNVB) began using DTMS in 2014. Since then, the KNVB and its clubs have the ability to manage and monitor their domestic transfer activity, generate statistics and reports, speed up the transfer process and store required documents online, safely. As an extension of ITMS, the system allows the KNVB to access international and domestic transfers in one place.

### WHO USES DTMS?

- For Member Associations across the globe and their professional clubs

DTMS is a platform designed exclusively for Member Associations and their affiliated professional football clubs. Like ITMS, each Member Association and club assigns specific employees that are granted access to ITMS in order to manage their domestic transfers.



# HOW DTMS WORKS

- Club A wants to buy a player from Club B
- Both clubs agree terms
- Club A uploads all the documentation required for the transfer of said player
- Club B issues an okay from their side
- LMC cross-checks all documentation online
- If all documentation are confirmed to be in order, LMC approves
- NFF finally cross-checks
- and after confirmation, issues approval for the transfer to finalized
- A DTC (domestic transfer certificate) is issued and player transfer is completed

## ADVANTAGE OF DTMS

- Eliminates ownership tussles
- Eliminates contract disputes as all player contracts are automatically lodged electronically
- Ensures financial transparency



# MONEY BALL: CLUBS FIRST

The goal of the LMC is to ensure that clubs enjoy fair and equitable benefits from participating in the competition.

To do so, the LMC is committed to raising the revenue profile of the league to ensure that clubs receive the lions share of generated

revenue. In 2015/2016, not only did the league grow its revenue by 42%, it also made sure that clubs received a greater share

of that revenue. So 76% of the expenditures went to clubs, up 5% from 2014/2015. By the same token, league/administrative expenses also dropped 5% from 2014/2015.

## N90 million -

Basic payout to Enugu Rangers for winning the title. A jump of 28.5% over Enyimba's take-home of N70 million in 2014/2015

## OVERVIEW OF INCOME AND EXPENDITURE

S/No	Line Items	2014/2015 (N'bn)	2015/2016 (N' bn)	% Change
1	Projected Revenue	3.443	4.818	+38%
2	Actual Revenue	1.994m	2,831	+42%
3	Approved Budget by AGM	3.080	3.260	+5.8%
4	Actual Expenditure	1.909	2,347	+23.2%
5	Source of Revenue	*Broadcast * Savings from 2014	*Broadcast * Partners * Savings from 2015	
6	Sponsorship Sale Structure	Collective	Collective	
7	Club Related Expenditure	71%	76%	+5%
8	Expenditure on NPFL Administration/Other Leagues	29%	24%	-5%



- All LMC accounts are audited by Henry Young & Co - the independent auditing firm appointed by the AGM - and filed with the relevant regulatory authorities.

-Surplus fund is rolled over to form revenue for the next season.

## SELECTED OVERVIEW OF MAJOR EXPENDITURE

S/No	Line Items	2014/2015	2015/2016	% Change
1	<b>Basic Award:</b> Funds shared equally to all the 20 Clubs in the League	N800m Each club received N40m	N800m Each club received N40m	0
2	<b>Merit Award:</b> Funds shared to the 20 clubs based on Final League position	N150m Winner received N30m	N200m Winner received N40m	+33%
3	<b>Facility/Football Development Award:</b> Funds paid in a season to clubs to enhance technical development & competitiveness of the league	N183.5m	N248m	+35%
4	Match officials/Delegates Indemnities	N327m	N294m	-10.1%
5	<b>Parachute Payment:</b> Support payment to Clubs relegated at the end of the season	N20m	N20m	0
6	Reserve fund	N150m	N150m	0

## SELECTED CLUB INCENTIVE STRUCTURE

S/No	Line Items	2014/2015	2015/2016	% Change
1	Crowd Attendance Incentives	N250k/Club for 5000 Fans/home Match	N250k/Club for 5000 Fans/home Match	0
2	Live TV Coverage Bonus	N250k/ home Club covered	N250k/ home Club covered	0
3	Stadium Maintenance Support	N200K/club/month	N200K/club/month	0
4	Away Win Incentive	N250K/away win	N500k/Away Win	100%
5	Away Draw Incentive	N100K/away draw	N200K/away draw	100%
6	Wonder goal	N100K/matchday	N100K/matchday	0
7	Referee of the week	N200K/matchday	N200K/matchday	0
8	Youth Player +45		N200K	
9	Youth Player +15		N100k	

# Awards & Endorsements

Through the season and off-season, the League Management Company (LMC) has continued to receive several awards and endorsements in public acknowledgment of its purpose driven management of the Nigeria Professional Football League.

## FIFA Endorsement

FIFA and CAF officials were particularly impressed with the governance structure and the advancement achieved in the administration of the NPFL and have conveyed this in different messages.

Speaking on the NPFL model, Head of FIFA Professional Football, James Johnson applauded the LMC and the NPFL, recommending the model for other leagues in and outside Africa.

"The governance model is very interesting and leagues within Africa and outside can learn from it. The overall structure, relationship between NFF and the league is clear - who owns right, who does club licensing, discipline etc.

"Then the league is well structured internally with balance of independent board members and members of the clubs who the league represents. Then the relationship between the leagues vis-a-vis the clubs and players is also clear and structured to suit modern day football".

Johnson, on May 27, 2016, also sent a special appreciation to the Chief

Operating Officer of the LMC, Salihu Abubakar following his presentation at a regional FIFA/CAF Club Licensing Seminar held in Addis Ababa, Ethiopia between May 18-20.

Part of the letter dated May 27, 2016 read: "On behalf of FIFA, FIFA'S Professional Football Department and all the Football stakeholders who attended the recent Club Licensing Seminar in Addis Ababa, we would like to express our sincere appreciation for your inspiring contribution during the seminar. Your comments and feedback will greatly assist in the continued growth of Football throughout the confederation of CAF".

## Special Recognition at Nigerian Sports Awards

On December 2, the League Management Company won a Special Recognition at the 2016

edition of the prestigious Nigerian Sports Awards.

Interestingly, the award was presented to the

Chairman of the LMC, Shehu Dikko, by the trio of the President's of the Nigeria Football Federation, Amaju Pinnick, Ghana Football Federation, Kwesi Nyantakyi, and Liberia Football Federation, Musa Bility.

## A night for Chisom and Rangers

Rangers danger man wins Nigeria Footballer of the Year Award

Remarkably, on the night of the Nigerian Sports Awards, Enugu Rangers forward, Chisom Egbuchulam carted home the prestigious award of Footballer of the Year, beating Manchester City's Kelechi Iheanacho and Wikki Tourists Godwin Obaje, highest goalscorer

in the 2015/16 season to the honours.

The Nigerian Sports Awards also voted Rangers International FC of Enugu the Tram of the Year not only for winning the season title but mostly for its massive revival in club following and engagement with fans.

Shehu Dikko named Sun Sports Personality of the Year

For exemplary leadership and outstanding performance, Chairman of the LMC, Shehu Dikko, was named Sports Personality of the Year 2016 by the top range Sun Newspapers.

He was mentioned among few other high profile achievers in other fields of endeavour who have made outstanding contributions to nation building. The award ceremony is to be held on February 18, 2017.

Interestingly, Dikko will be succeeding the President of the Nigeria Football Federation, Amaju Pinnick who was the last recipient



"LMC Chairman flanked by NFF President Amaju Pinnick, Ghana FA President Nyantakyi and Liberia FA President Bility at the Nigerian Sports Awards.

of the award.

Pinnick and various other top stakeholders in Nigerian football have described the award as well deserved, testifying to Dikko's energy and visionary contributions to the development of the game.

"I am very excited about this. SD (Shehu Dikko) thoroughly deserves it because as we have always noted, even at Board meetings, he has done very, very well with the league and the entire NFF Board and the Nigerian Football fraternity are happy with him.

"Shehu Dikko has worked very hard to take the Nigeria Professional Football League to a new level and we will not stop commending him for his efforts, innovation at every turn, energy, passion, diligence and painstaking virtue.

"We believe this is the beginning of greater things to come, including more awards, even at continental and global levels."

*SportsSponsorshipInsider*  
**DEALS TRACKER**

Your monthly snapshot of key sponsorship deals, stories and trends

**September 2016 Round-up**

**255**

**DEALS ADDED TO DEALS TRACKER THIS MONTH**

**45**

**NEW SHIRT AND KIT VALUES ADDED FROM EUROPEAN FOOTBALL**

**3,000**

**DEALS ANALYSED FOR NEW EUROPEAN FOOTBALL REPORT**

*Key stories covered in September*

**€10.4m**

*New Balance's average spend per kit supplier deal in European football*

**↓ 27.5%**

*Decrease in income from EPL central sponsorship deals from 2015-16 to 2016-17*

**\$50-80m**

*Value the Rio 2016 LOC lost out on by signing Nike as the Brazilian team's sportswear provider*

*Other key stories this month*

- 1 **EMC takes over title rights from crisis-hit Deutsche Bank**
- 2 **Cofidis stands by cycling portfolio with double renewal**
- 3 **Uber makes Monumental deal for Washington, D.C. market**

**Deal of the month**

**Deal of the month**

*Nigerian Breweries, a subsidiary of Heineken, will spend around \$20m in football sponsorship for its Star Lager brand in the next five seasons*

**Star Lager with Nigerian and European football**

*Star's deal with the Nigeria Professional Football League (NPFL) is worth double what Nigerian telco Globacom previously paid from 2012 to 2015*

*Star has become the official beer partner in Nigeria of six top European clubs:*

- Barcelona\*
- Real Madrid
- Juventus
- Paris Saint-Germain
- Arsenal
- Manchester City

*\*deal made in principle*

*Star looked for two things in its property search:*

1. Proven track record of success
2. Willingness of the club to work closely with the brand

*Star Lager deals with European clubs*

Club	Fee per year (\$m)
Barcelona*	0.35
Real Madrid	0.25
Juventus	0.25
PSG	0.25
Arsenal	0.25
Man City	0.25

If you have any queries or difficulties, please contact Marie-Louise on [+44 \(0\) 207 265 4114](tel:+4402072654114) or [Marie-Louise@sportbusiness.com](mailto:Marie-Louise@sportbusiness.com)

**NPFL – Star Lager Beer partnership, voted global Deal of the Month by Sports Sponsorship Tracker**

# Around And About

During the course of the season, and in a bid to further expand horizons of the league, the LMC/NPFL officials interfaced with various other football bodies and leagues at home and across the world.

Here is a whistle stop tour of these activities



Dinner with La Liga delegation, Abuja



Meeting at Spanish Ambassador Residence, Abuja



Meeting at Spanish Ambassador Residence, Abuja



Capacity building workshop, Valencia



Visit to FIFA Hq with FIFA President Gianni Infantino and General Secretary Fatma Samoura, Zurich



WORLD LEAGUES FORUM

# WORLD LEAGUES FORUM

FRANKFURT • 23 NOVEMBER 2016

WORLD LEAGUES FORUM



A blaze of glory



NPFL OFFICIAL MATCH BALL FOR 2016/2017



**NIGERIAN PROFESSIONAL FOOTBALL LEAGUE**

