



2021 / 2022 CLUB PLAYBOOK

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Who Are We?



We are a newly founded club - Diversity Football Club (DFC) - whose name was created to truly reflect the purity of the game. Football is called “the world’s game” due to its inclusiveness in all demographics and cultures. We will be a club that embraces these differences to show how diversification can empower all.



Our Vision

Our vision as a club is to nurture young players to be dedicated to their craft, respect the game and each other, embrace the importance of developing good habits, and understand that consistency is key. We will not only develop and produce winning teams but also ensure that each individual is a better person off the field.



Our Mission

Diversity FC's mission is to be a club of acceptance and inclusion to all with a burning desire to achieve great things, individually and collectively. Our goals are to develop players that are capable of playing in the top levels of football in America, as well as to give our players accessibility to the necessary tools to vigorously pursue a higher education through sport. Our player mindset will be fearless and confident. We will be an aggressive club on and off the field. Our club motto, *Relentless Pursuit Of Excellence*, is something that each player and staff member will embrace daily.



Our Curriculum

Our developmental curriculum will be created by Scott Sealy - former collegiate first team All-American, professional, and int'l football player, and owner of the #1 technical training program in Texas - Sealy Soccer Factory (SSF). Scott has a tremendous amount



of experience with youth development, having traveled to famed academies throughout the world in places such as Spain (Villarreal C.F.), France (PSG), Holland (PSV) and Germany (Dortmund) to name a few, exposing him to true DIVERSITY culturally, as well as in playing styles and philosophies.



Our Curriculum (cont'd)

DFC will aim to enhance players' characteristics, building them up technically, tactically, mentally, and physically. Technique will be an important criteria, as it is necessary to play at the highest levels to which we will strive for as a club. Our approach to technical detail will be the cornerstone of what a DFC player identification profile should possess – comfortable in possession, calm under pressure, alert in game situations, and calculated in decision-making.



Player Identification Profile

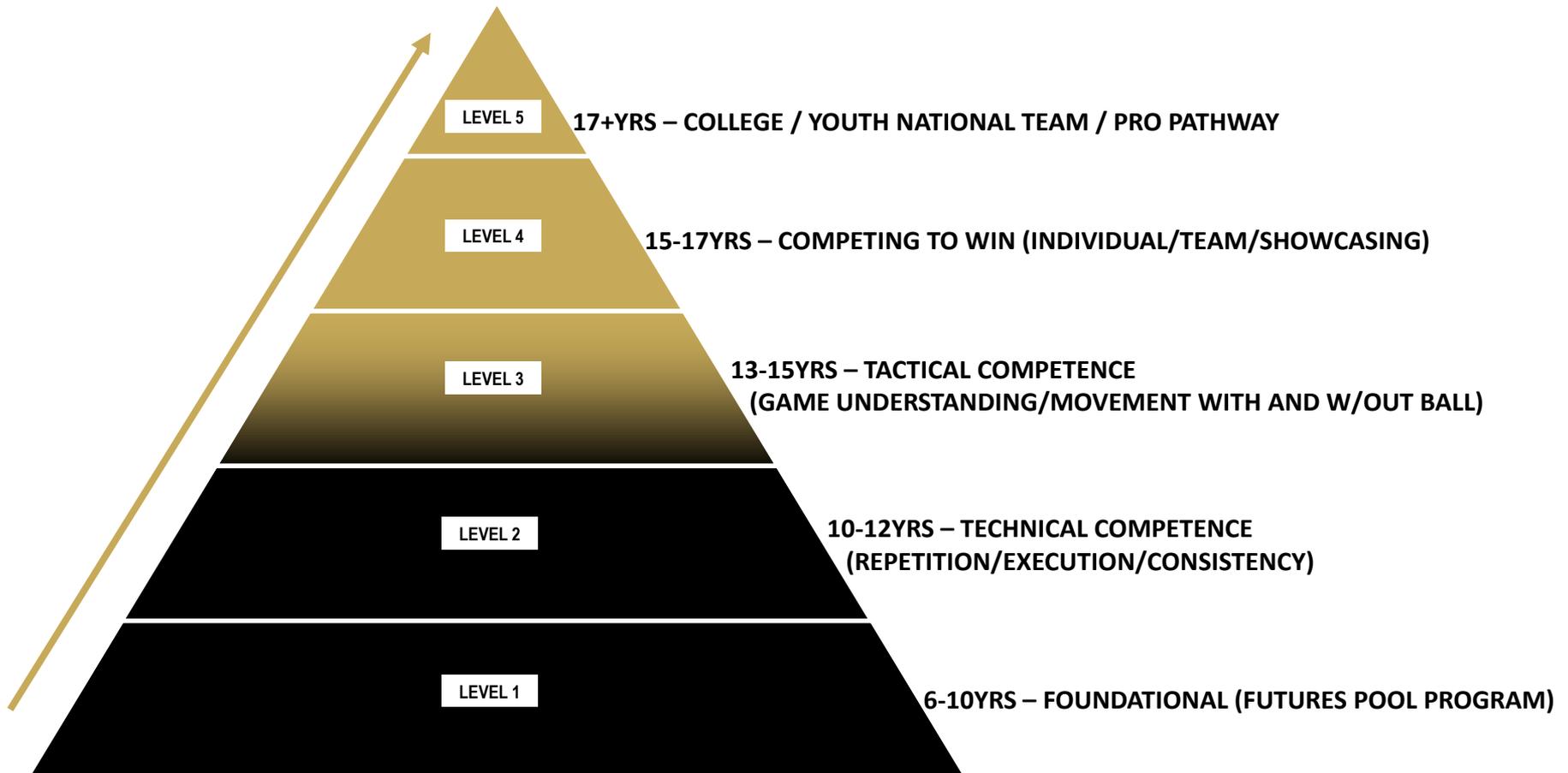


Style of Play

Our club will embrace the diversity of playing styles throughout the world - incorporating the South American individual flair, European technical and tactical acumen, Asian organization and discipline, as well as the forceful nature of the African continent. Our style of play will be calculated - playing out the back, through the midfield, creating numerical advantages around the field, and being explosive and ruthless in the attack. All of our teams and coaches will embrace our club's identity that's built around playing the DFC way, NOT just playing to win at all costs. This will be achieved by numerous hours of repetitive technical work, patterns of play, and a strong desire to pursue perfection at every moment. With our thorough developmental curriculum, players will be technically superior, able to possess the ball in tight spaces, tactically more aware, aggressive with their movement both with and without the ball, and physically more imposing.



The Progression



The Action Plan

- Practices 2-3/wk
 - Technical training 1-3/wk (SSF)
- Strength & Conditioning 1-2/wk (GrindMode Sports Performance)
 - League games/scrimmages
 - Tournaments (local/nationwide/international)
 - College showcases/I.D camps
- Tactical functional sessions (on/off field all positions)
 - Classroom sessions (game analysis)
 - Gym (parents/player membership)



The Action Plan (cont'd)

Technical training (SSF)

At DFC, we will develop a playing philosophy that relies heavily on technical execution in tight spaces and in pressure situations. Technical competence is essential to making our brand flourish - an aggressive passing and movement style of play that will overwhelm the opposition and be aesthetically pleasing to the eye. We believe that we're in a fortunate position to have the best technical training accessible to our club and we intend to fully utilize it.



The Action Plan (cont'd)

Technical training (SSF)

SSF has not only produced players that have dominated top youth leagues throughout the country, but also, youth national teams, collegiate D1 levels, and the professional ranks. Top male and female talent of all age levels

have sworn by the training environment created on a daily basis. SSF's production and success in the technical training industry is unmatched. Visit www.sealysoccerfactory.com for more info about their highly successful program.



SSF Head Trainer, Scott Sealy, (in red) with FC Dallas pro players (from L-R) Danté Sealy, Thomas Roberts, Jesus Ferreira, Tanner Tessman; and USWNT player, Jaedyn Shaw



The Action Plan (cont'd)

GrindMode Sports Performance

Part of our philosophy is to develop the entire athlete. The modern game not only demands that players be technically proficient, but also for players to be physically capable of impacting a game. Adding in-house performance training to our curriculum will give our players an advantage



and truly separate us from the rest. Our players will be fitter, stronger, faster and less likely to pick up injuries during the course of a season. Implementing this performance dynamic will build better overall athletes and help give us the edge when we compete. GrindMode link coming soon!



The Action Plan (cont'd)

Tactical Functional Training sessions

This is position-specific training where players can get meaningful reps to help them better understand and execute their roles and responsibilities within the game (eg. defenders working on heading or wingers working on 1v1's and service into box). We are cognizant of the fact that this is not always covered sufficiently within a regular team practice, so we will periodically incorporate an additional training session to work on these areas.



The Action Plan (cont'd)

Classroom Sessions:

These sessions will give our players the chance to analyze games of world class players and teams in an environment where they can express and exchange ideas off the field of play. At DFC our coaches and players will forever be students of the game, always exploring opportunities to improve and gain an edge.



Pricing*

Select (10+ yrs)

Payment Plan 1 - Club fee \$4,740/yr (payment options available)

Practice - 2x/wk

Technical Training - 2x/wk

Performance Training - 1x/wk

Payment Plan 2 - Club fee \$4,980/yr (payment options available)

Practice - 2x/wk

Technical Training - 3x/wk

Performance Training - 2x/wk

Fee goes towards coaching staff, one league fee, admin fees, field space, team training, technical training, performance training, Youth Sunday Pick Up, 2021 Rise & Grind Session II

**Introductory Pricing*



Futures Pool Program (FPP)

Want to be a part of our curriculum and develop the skills required to play on our select teams? Our Futures Pool Program (FPP) for ages 6-10 years allows the DFC staff to groom players at a younger age, working extensively on the following areas:

- Footwork
- Creativity
- Ball manipulation and explosiveness
 - Developing a deft first touch
- Understanding the art of passing and moving (with and without the ball)

The areas covered in the weekly plan will specifically target a player's individual game understanding, technical and tactical capabilities, developing professional training habits and embracing the importance of repetition at a young age.



Futures Pool Program (FPP) cont'd

Our players will not only be more prepared for select play, but more importantly, they will adopt our club philosophy and unique playing style much sooner, which will set the foundation for becoming a top DFC player.

Apart from the training curriculum, our FPP will place high emphasis on small sided play (3v3, 4v4, 7v7), futsal and small sided tournaments. This will be a 4x/week training curriculum M-Thur 4:30-5:30pm. Our aggressive approach is designed to facilitate and accelerate individual player growth under the professional guidance of DFC staff.

Weekly Curriculum:

- Monday: Footwork, Flair, Ball Mastery
- Tuesday: 1st Touch and Movement off ball
 - Wednesday: Speed, Skills, Shooting
- Thursday: Free expression (small sided play)



Futures Pool Program (FPP) cont'd

Pricing: \$290/mth

Fees go toward coaching staff, field space, weekly training and youth Sunday pick up. Tournaments and league registration may be an additional expense.

In the event that we meet player level standards and get to the numbers required to fill a roster, teams will then be formed to compete in various events, i.e. leagues, tournaments, futsal etc. (Must be in the program a minimum of 3 months to be considered for team selection)

FPP is NOT a beginner program. All players MUST be evaluated to ensure they meet the level requirement to join this program in each age group. We will hand select players from ages 6-10yrs old.



Partnerships to be added

**REHAB AND
RECOVERY STATION**

**SPORTS PSYCHOLOGIST
(TEAM)**

NUTRITIONIST

ON SITE TUTORING

**COLLEGE GUIDANCE/
APPLICATION PREP**

**PLAYER PROFILES/
VIDEO HIGHLIGHTS**

**INT'L TRAINING
OPPORTUNITIES**

**AGENT
(PRO CONNECTIONS)**



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SPORTS PERFORMANCE





Relentless Pursuit Of Excellence