

FINANCING THE FOOTBALL INDUSTRY



Your Bridge to
Financial Flexibility

Building Relationships
Creating Value



We provide finance for the football industry

Our company acts as an advisor and arranger for fund managers, private equity funds and other clients of our family offices, on an exclusive basis, to provide short-term financing to football clubs. These transactions are backed on receivables such as advances on TV rights, transfer fees or any other payments due to clubs.

Our Approach

Our dedicated Sports Finance team has extensive experience in the sector, enabling us to provide expert guidance on funding options to help manage your business in accordance with the changing industry regulations.

We provide a broad range of finance solutions to meet your needs including:

- § Transfer fee funding
- § Broadcast/Central Funds receivables
- § Provide 100% funding for transfer of players
- § Other commercial revenue streams

We have a dedicated Sports Finance team, ensuring swift response and expert execution

Our team knows that every club has a unique story, therefore we primarily focus on understanding your specific business needs



What We Do?



Sports Team and Stadium Financing

We provide financing advice and execution to professional sports teams and owners through a dedicated group.

We can help you secure the customized financing you need for team acquisition, stadium or arena construction, working capital or any other liquidity need.

Rely on a Long-Term Relationship

Benefit from the full resources of our partners throughout the firm. From industry insights and flexible financial tools to a range of solutions, we offer a hands-on approach, with local-market knowledge, to help you achieve your goals—today, tomorrow and throughout a wide variety of economic cycles.

Get Specialized Financing

We offer portfolio lending on the core property types: stadium, training grounds, retail sports parks.

Use our expertise in providing real estate credit — including stadium, training grounds, retails, acquisitions, sports parks construction, structured corporate facilities, term-mortgage lending and subscription facilities — to help you accomplish your short and long-term goals.





What is Stadium Financing?

Stadium financings are a typology of project financing mechanism that can take multiple forms.

Repayment of the stadium financing generally comes from stadium-generated cash flows, such as naming rights, sponsorship/advertising revenues, premium seating revenues, merchandise sales, concessions, parking and other non-game-day revenues (i.e., concerts, conferences and stadium tours).

Typically, stadium financings also provide the investors with first-priority liens over stadium assets and/or other stadium-related pledged revenues.

Stable Stadium Revenues

Stadium financing revenues stem from stadium-generated sources, including naming rights, sponsorship/advertising revenues, premium seating, merchandise sales, concessions, parking, event and concert rentals.

Such revenues do not typically include sports franchise revenues, such as broadcasting revenues, general tickets, licensing and team sponsorship arrangements.



Transactions Track-Record

Our investors have extensive experience in connection with complex financing projects in the sports and entertainment industry and involved in high-profile financing transactions across South America and across Europe.

Our Sports and Entertainment financing investors team has handled, among many other transactions, the following deals:

- § Sourced and advised investors on over EUR € 250,000,000 of financing international transactions involving acquisition of football clubs (mostly in Spain and in the UK).
- § Provided financing to several clients in connection with international football club players' transfers (installment financings, including some of the largest transactions in international football, representing over EUR 175,000,000).
- § Acted on financing and negotiations for major shareholder of top tier Spanish club with respect to the additional equity acquisition up to EUR 75,000,000.
- § Acted on the financing of the redevelopment of top tier Spanish Club Stadiums up to EUR 60,000,000.
- § Acted on financing and re-financing for top tier Spanish Clubs up to EUR 55,000,000.



We
take the
time to understand
your business, so why not tell
us how we can help you stay ahead
in business?

FOOTBALL FINANCING

Our Sports Financing team consists of consultants/advisors with significant experience in all aspects of financing projects in the sports and entertainment industry.

For additional information, please contact us.



BATSELA

ASSET MANAGEMENT

Batsela Asset Management is the representation agent of several investment funds for France and Belgium markets, acting as a duly-licensed financial institution.

(ORIAS registration number 16003021 –
Broker/Dealer for Banking Transactions
& Payment Services
– Financial Investments Advisor)



198 Cours de la Marne,
33800 Bordeaux- France



contact@batsela-am.com



(+33) 626 011 969
(+33) 601 260 354