

THE EUROPEAN SHOWCASE TOUR 2026

Sponsorship Proposal



WHAT IS



FITNTX is a global sports network that connects talent, organizations, and brands through scouting, partnerships, events, media, and strategic solutions.



Talent Acquisition

Scouting, placement and player development pathways



Partnerships & Sponsorships

Commercial deals, activations & brand integration



Event Management

End-to-end showcases & tournament delivery



Media & Marketing

Content strategy, creator network & distribution



Strategic Solutions

Advisory, consulting & growth architecture



THE FITNTX COMMERCIAL ENGINE

Connecting brands to talent, audiences and real world activation across global sports organizations

WHO WE SERVE



Sports Organizations



Current & Aspiring Sports Professionals

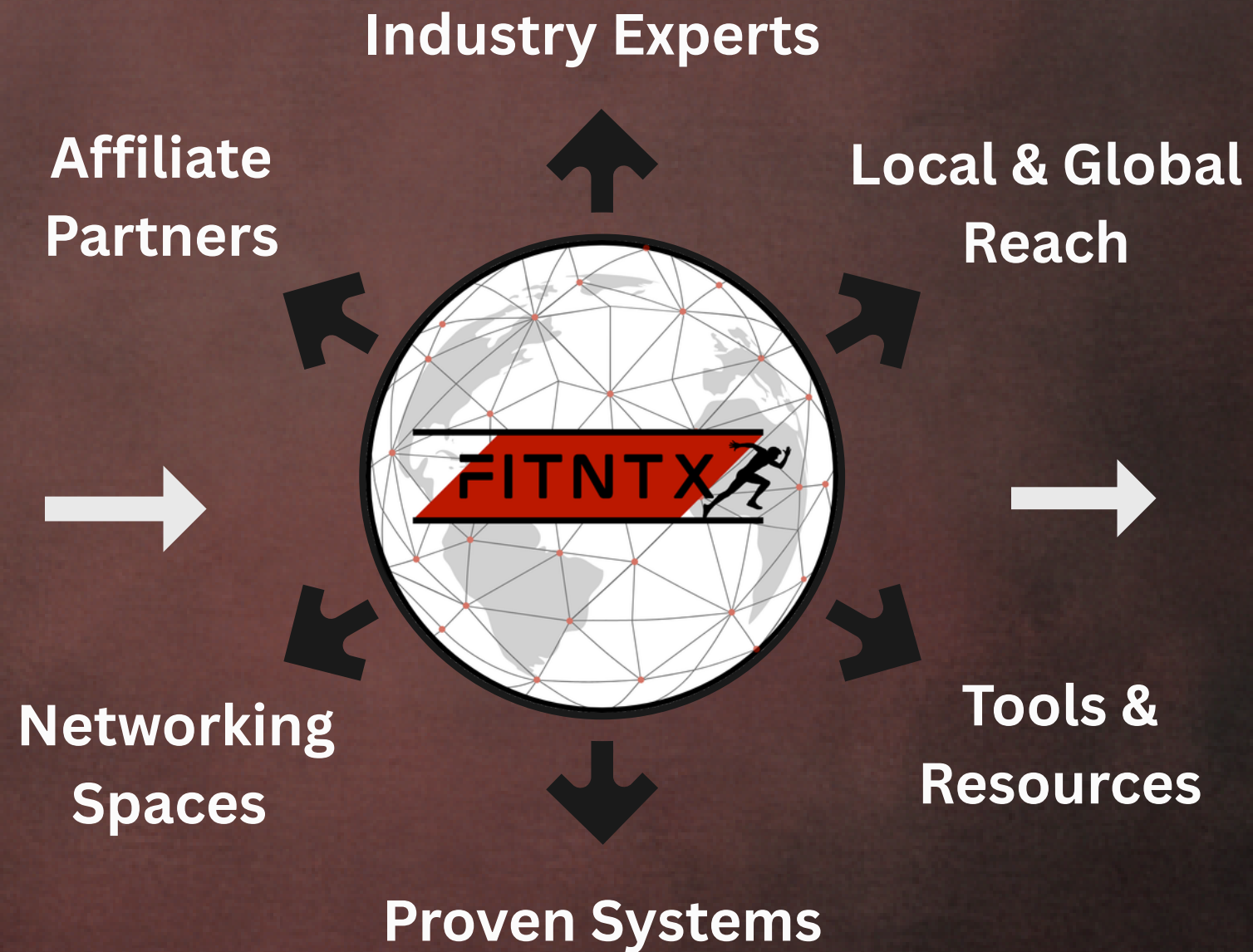


Local & Global Brands



Sport Creators & Influencers

HOW WE DELIVER



WHAT WE DELIVER



Live Events & Showcases



Structured Partnerships & Sponsorship Deals



Content & Visibility



Private & Qualified Networking Hub



Accelerated Growth & Talent Placement

THE FITNTX NETWORK IS THE CENTRE OF OUR EXECUTION MODEL DELIVERING CUSTOM SOLUTIONS

HOW PARTNERSHIP DELIVERY WORKS

HOW WE DELIVER



OUR NEXT VENTURE

THE VISION

Palm City FC and FITNTX are executing a European Showcase & Content Tour running from June through to July 2026 - hunting for the "Forgotten Ones."

The Tour is timed to align with the FIFA World Cup 2026 group stage and knockout rounds.

The tour spans 10+ countries across Western, Southern, and Central/Eastern Europe, ending in North America for the World Cup Final.

THE STORYLINE

Global football influencer Soheil Var along with other creators and a media crew will venture across Europe. In every hosted city, one player will be selected to get a professional trial at pro club Palm City FC in Dubai.



10+ Countries

Spanning Accross Western & Eastern Europe - Starting in Germany



Tour content runs alongside FIFA World Cup 2026



4-5 Week Extensive Operation

THE SHOWCASE EVENTS

60-100

PLAYERS PER EVENT

2-3

ON-SITE CREATORS



1

PLAYER SELECTED PER EVENT

1-2

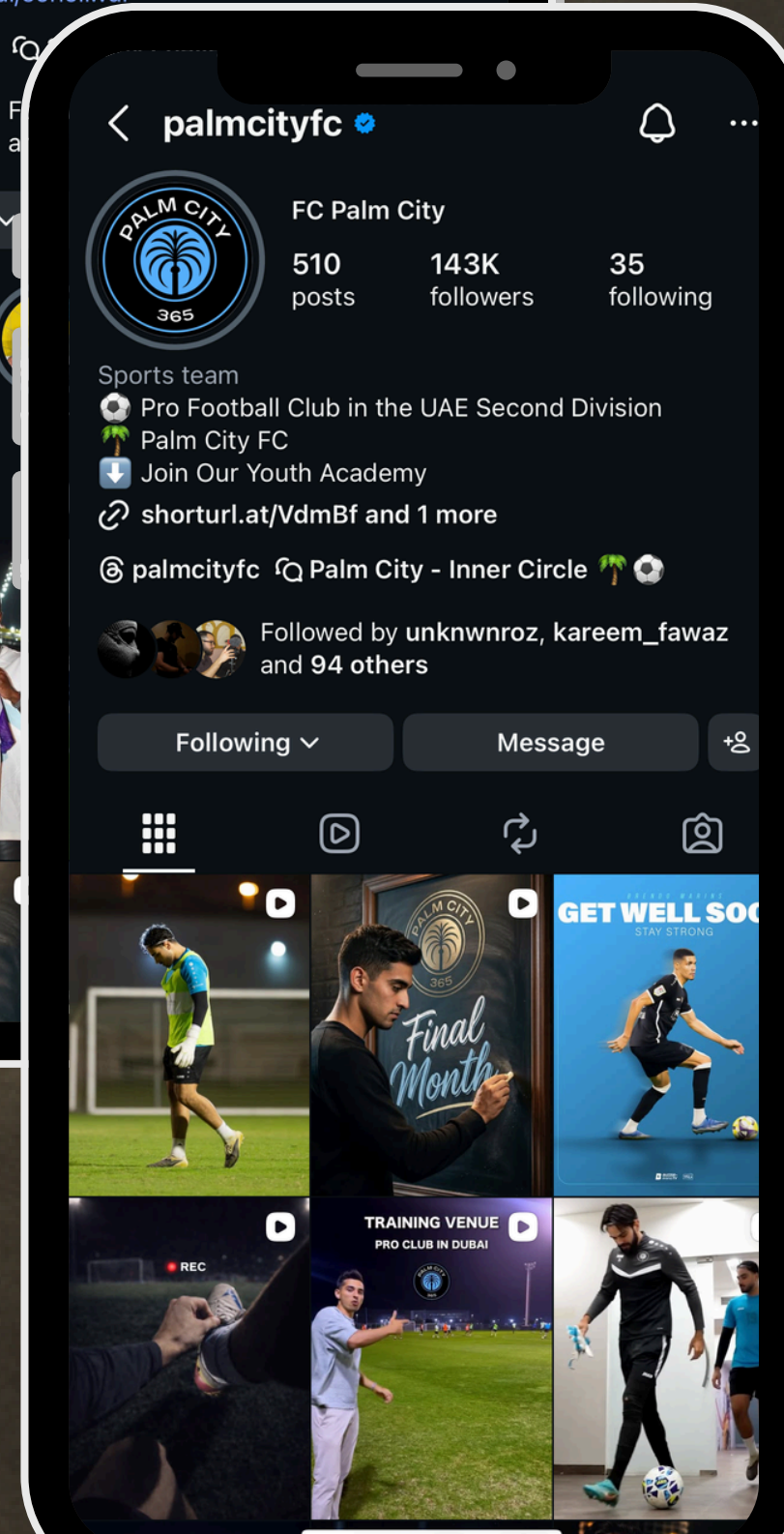
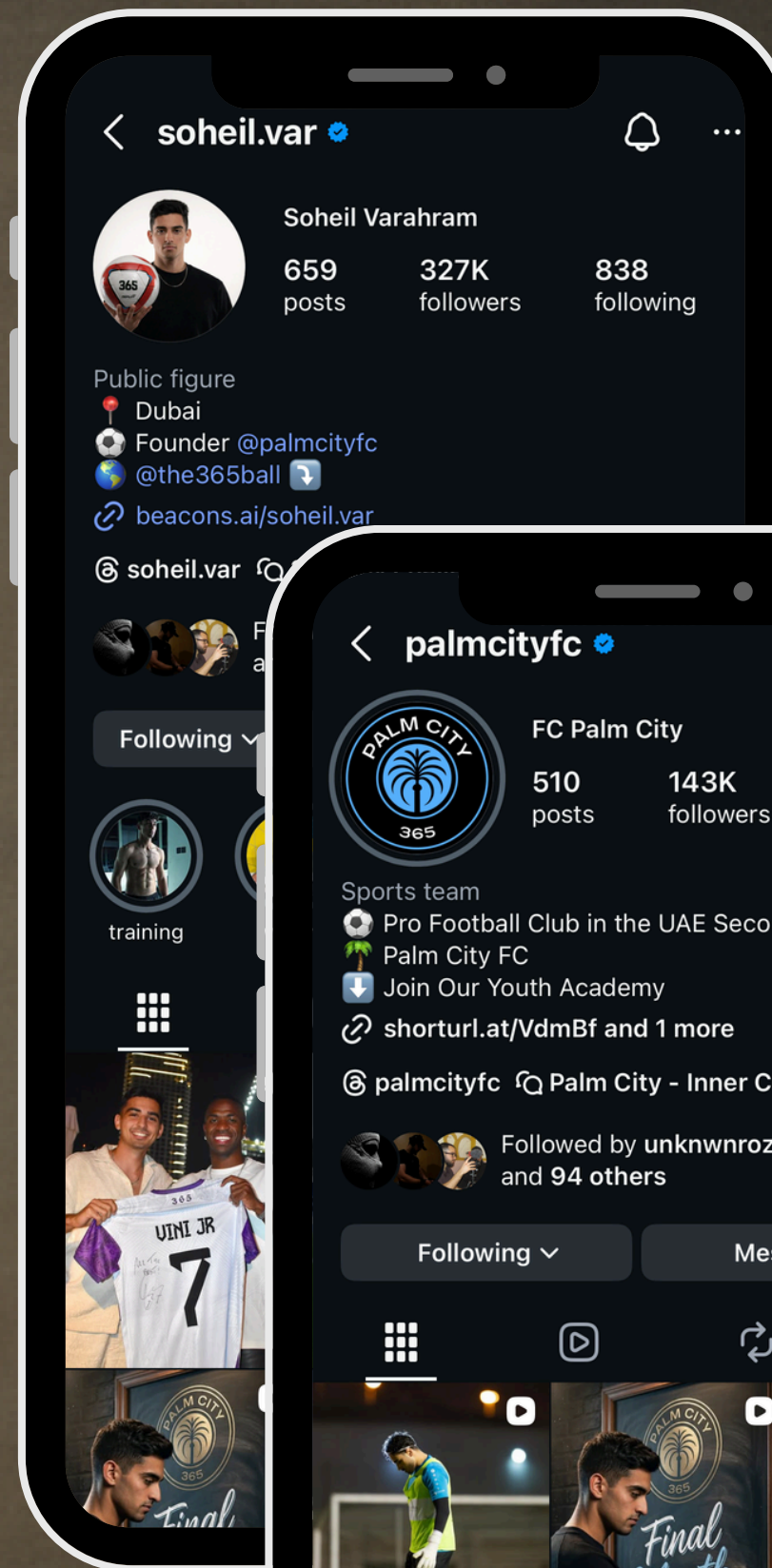
DAY EVENTS

A live competitive football event, a professional scouting operation, a content production, and a brand activation — all running simultaneously at every stop on the tour.

LEAD CREATOR SOHEIL VAR

PCFC CLUB OWNER & ENTREPRENEUR HELPING BRANDS
CREATE ENGAGING CONTENT TO PROMOTE PRODUCTS,
SERVICES, AND SHARE COMPELLING STORIES.

Soheil Var

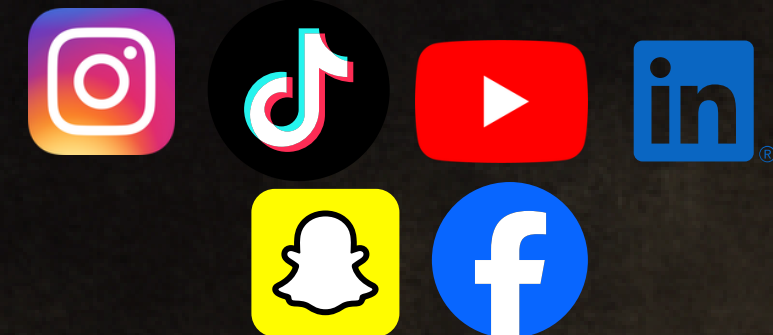


2M+
FOLLOWERS

1B+
TOTAL VIEWS

30M+
MONTHLY VIEWS

COLLABORATED
WITH



THE TRIAL DESTINATION: PALM CITY FC



Palm City FC is one of the most compelling sports stories in the Football World of the last two years



Year 1 - 2024/25

SUPPORT FROM THE WORLD'S MOST INFLUENTIAL FIGURES



SERGIO AGÜERO
FOOTBALL LEGEND



JOAN LAPORTA
BARCELONA PRESIDENT



KHABIB NURMAGOMEDOV
UFC LEGEND



VINI JR
REAL MADRID
SUPERSTAR



CARMELO ANTHONY
NBA ICON

Year 0 - 2023

'365 DAYS TO BUILDING A PRO FOOTBALL CLUB'

365
VIDEOS

250
MILLION VIEWS

Year 1 - 2024/25

Promoted from the UAE 3rd Division to the 2nd Division in a single season.

Year 2 - 2025/26

1st
PLACE



PTS	CLUB
1	PALM CITY FC
2	FORTE VIRTUS
3	FURSAN HISPANIA FC
4	LEGENTUS FC

Year 3 - 2026/27

Competing in the UAE First Division after successful back-to-back promotions.

CHOOSE YOUR ACTIVATION LEVEL

SPONSORSHIP TIERS & DELIVERABLES:

More Detail On Each Respective Tier is Provided Based on Interest and Request

PRESENTING

Title NAMING RIGHTS

€50,000

- Tour naming rights — all events and content
- Jersey branding at every showcase
- Full 42-day content integration
- Exclusive category — no competing brands
- 2–3 major feature videos
- Hub — Premier Partner status

HUB: PREMIER PARTNER

Gold TOUR-WIDE

€15,000

- Jersey patch — all 10+ showcases
- All event banners and MC mentions
- 3 content integrations per week
- Weekly story exposure on all channels
- Hub — Active Partner listing

HUB: ACTIVE PARTNER

Silver EVENT PRESENCE

€7,500

- Branding at every showcase event
- 2 content integrations per event
- Social tags and story mentions
- FITNTX network access included
- Hub — Network Partner listing

HUB: NETWORK PARTNER

Bronze ACTIVATION

€3,000

- On-site activation at every showcase
- 1 dedicated content feature on tour
- Social mention and event branding
- Hub — Brand listing included

HUB: BRAND LISTING

Local CITY-LEVEL

€1,000

- Branding at one specific showcase
- MC mention and on-ground presence
- Social post from FITNTX and Palm City FC
- Hub — Local market listing

HUB: LOCAL LISTING

In-Kind PRODUCT / SERVICE

Value in Kind

Gear, hotels, fuel, or services

- Full brand credit across all relevant assets
- Organic product placement in creator content
- Social mention when product is actively used
- Hub — membership included

HUB: MEMBERSHIP

RETURN ON INVESTMENT

WHAT YOUR INVESTMENT DELIVERS.

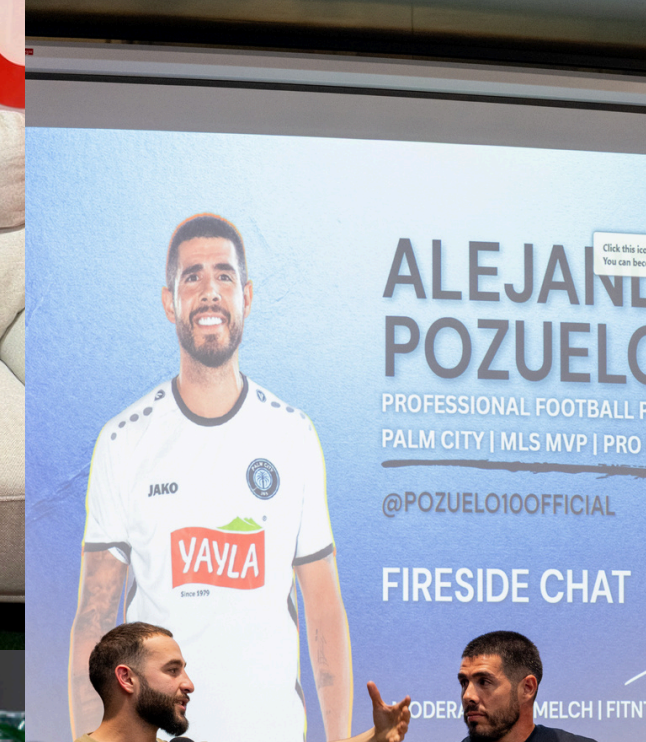
Audience reach is tiered by content integration depth — Title and Gold access the full Soheil Var network. Lower tiers reach event-level and channel audiences.

*Soheil Var · 2M+ Followers · 1B+ Total Views · 30M+ Monthly Views
10+ Countries · 42 Days · FIFA World Cup Final · All figures based on confirmed tour structure*

ROI METRIC	Title	Gold	Silver	Bronze	Local	In-Kind Value in Kind PRODUCT/SERVICE
	€50,000	€15,000	€7,500	€3,000	€1,000	
Est. Media Value	€150,000+ <small>Est. Earned Media</small>	€80,000+ <small>Est. Earned Media</small>	€40,000+ <small>Est. Earned Media</small>	€18,000+ <small>Est. Earned Media</small>	€5,000+ <small>Est. Earned Media</small>	By Value <small>Asset Credit</small>
Monthly Audience Reach	30M+ <small>Full Soheil Var Network + Palm City + FITNTX</small>	20M+ <small>Soheil Var + Palm City FC + FITNTX Channels</small>	8M+ <small>Palm City FC + FITNTX + Local Creator Audiences</small>	3M+ <small>FITNTX Channels + Local Creator Audiences</small>	500K+ <small>FITNTX + Palm City Post + Local Event Audience</small>	Organic <small>Where product is used No guaranteed channel push</small>
Countries Activated	10+	10+	10+	10+	1	Varies
Showcases Covered	All	All	All	All	1	Varies
Content Touchpoints	3/Week <small>+ Full Integration</small>	3/Week <small>Creator Network</small>	2/Event <small>Creator Network</small>	1 Feature <small>On Tour</small>	Event Content <small>Local Creators</small>	Organic <small>Where Used</small>
Jersey Branding	✓	✓	—	—	—	—
Naming Rights	✓	—	—	—	—	—
Exclusive Category	✓	—	—	—	—	—
Activation Reports	Per Showcase <small>+ Full Tour Report</small>	Per Showcase <small>+ Tour Report</small>	Per Showcase <small>+ Tour Summary</small>	Tour Close	Post-Event	Tour Close
FITNTX Hub Status	Premier <small>Elite · B2B · Private Access</small>	Active Partner <small>B2B · Network Access</small>	Network Partner <small>10+ Countries</small>	Brand Listing <small>Included</small>	Local Listing <small>Hub Access</small>	Membership <small>Included</small>

OUR ROLE WITH PALM CITY FC

- Full Tour Execution & Management
- Commercial Sponsorships & Partnership Activations
- Content Creator Recruitment
- On-Demand Solution Provider
- Official FITNTX Network Member
 - an exclusive network of talent, organizations, and opportunities in sport.



THANK YOU

NOW SECURING A LIMITED NUMBER OF STRATEGIC PARTNERS FOR THE 2026 EUROPEAN SHOWCASE TOUR

& LET'S CHANGE SOMEONE'S LIFE TOGETHER

Limited partner slots available across key markets

01

Express Interest

Contact your FITNTX rep or reach out directly.
Tier availability confirmed within 24 hours.

02

Partnership Call

30 minutes. We align on your tier, activation goals, and Hub membership structure.

03

Agreement Signed

Hub membership activates immediately. Your brand is in the story from that moment forward.

CLICK HERE TO ENQUIRE

[INFO PAGE](#)

