

PLAYER & ATHLETE SERVICES



A2Z Football Hub

01. WHY A2Z?

Let **A2Z** build your profile, increase your visibility and position your career.

A2Z Football Hub is helping footballers and athletes turn performances, achievements and career milestones into a professional public profile that can attract attention from fans, clubs, scouts, brands and other football stakeholders.

We combine football media, player marketing, content, scouting-oriented profiling and industry relationships to help athletes build visibility around their careers.

A FOOTBALL AUDIENCE THAT ALREADY EXISTS

A2Z has built an established digital football audience across its social platforms, with a combined community of 350,000+ football-focused followers and a digital reach of 5 Million+ monthly..

That gives us more than a place to publish your story. It gives us an audience already interested in football, Nigerian players and the wider game.

A2Z content has also appeared across established sports and media outlets, giving our work reach beyond our own channels.

GRASSROOTS ACCESS

Our focus on Nigerian football gives us direct insight into the leagues, academies, tournaments and environments where many emerging players are developing.

That matters because player promotion works best when visibility is connected to the actual football ecosystem, not treated as social media alone.

FOOTBALL INDUSTRY CONNECTIONS

A2Z is developing relationships across players, leagues, academies, clubs, scouts, football professionals and international partners.

Where the right opportunity exists, these relationships can help create relevant introductions and conversations.



02.

WHAT WE DO FOR PLAYERS & ATHLETES

A - PLAYER BRANDING & PROFILE

We build a professional identity around your career so that your profile communicates more than your position and statistics.

Services may include:

- Professional player profile
- Football CV
- Career biography
- Player introduction graphics
- Achievement graphics
- Personal brand positioning
- Digital portfolio development

Why it matters:

A strong profile gives coaches, clubs, scouts and potential partners a clearer picture of who you are and what you bring.



B - CONTENT & VISIBILITY

Your best performances should not disappear after the final whistle. A2Z can turn your football journey into consistent, professional content.

Services may include:

- Player features
- Matchday graphics
- Performance posts
- Goals and highlights
- Milestone announcements
- Interview/features
- Transfer and signing announcements
- Career stories
- Social media-ready content

Where quality footage is available, we can also develop edited video content designed for digital audiences.



C - PLAYER MARKETING

We position players strategically rather than simply posting them. Depending on the player's profile and objectives, this can include:

- Targeted player promotion
- Highlight distribution
- Club and league exposure
- Strategic social campaigns
- Player spotlight campaigns
- Career milestone promotion
- Digital positioning around trials, moves and achievements



The objective is simple: **put the right information in front of the right football audience.**

D - SCOUTING ORIENTED PLAYER PRESENTATION

A2Z is developing a structured football information system designed to make emerging players easier to discover and evaluate.

For selected players, this may involve organising:

- Player information
- Position and physical profile
- Club/academy history
- Available statistics
- Match footage
- Highlight videos
- Scouting observations
- Performance information



Where appropriate, players may also be considered for inclusion in A2Z's developing talent network.

Important: inclusion or promotion does not guarantee a trial, transfer or professional contract. Opportunities depend on performance, suitability and availability.



E - OPPORTUNITIES & FOOTBALL CONNECTIONS

Football careers are built through the right opportunities at the right time. A2Z can help identify and, where appropriate, facilitate access to:

- Club opportunities
- Trials
- Academy opportunities
- Tournaments
- Showcases
- Scouting opportunities
- International opportunities
- Relevant football introductions



Our role is to create access and present opportunities professionally, not promise outcomes that are outside our control.

F - PLAYER REPRESENTATION & CAREER SUPPORT

For selected athletes and where separately agreed, A2Z can provide broader career support.

This may include:

- Career guidance
- Opportunity evaluation
- Player positioning
- Representation discussions
- Contract-related coordination
- Transfer support
- Media positioning around major career moves



Any formal representation arrangement is subject to a separate agreement and applicable professional/legal requirements.

03.

WHAT A2Z BRINGS TO YOUR CAREER



AUDIENCE

Access to a growing football community across our digital platforms.



PRESENTATION

Professional graphics, profiles, video and storytelling that make your career easier to understand and follow.



NETWORK

Connections across grassroots football, clubs, leagues, academies, scouts and other stakeholders.



VISIBILITY

Consistent positioning rather than one-off promotion.



OPPORTUNITY

A growing ecosystem designed to connect football talent with relevant opportunities.



04.

WHO IS THIS FOR?

- **Grassroots & Academy Players**

Build a professional profile early and increase your visibility.

- **Semi-Professional Players**

Document your performances and strengthen your marketability.

- **Professional Footballers**

Build a professional profile early and increase your visibility.

- **Athletes & Sports Professionals**

Where relevant, A2Z can adapt it's media, branding and marketing services beyond football.



05.

START WITH YOUR OBJECTIVE

Every athlete is at a different stage.
You may need:

MORE VISIBILITY
BETTER PLAYER BRANDING
PROFESSIONAL CONTENT
A STRONGER FOOTBALL CV
SCOUTING EXPOSURE
CLUB CONNECTIONS
INTERNATIONAL POSITIONING

Tell us where you are now and where you want to go. We will determine the most suitable way A2Z can support your career.



LET'S TALK ABOUT YOUR NEXT MOVE



+234 802 198 8275



a2zfootballhub@gmail.com



@a2z_officialpage



A2Z Football Hub

Nigeria's Official Home of Football