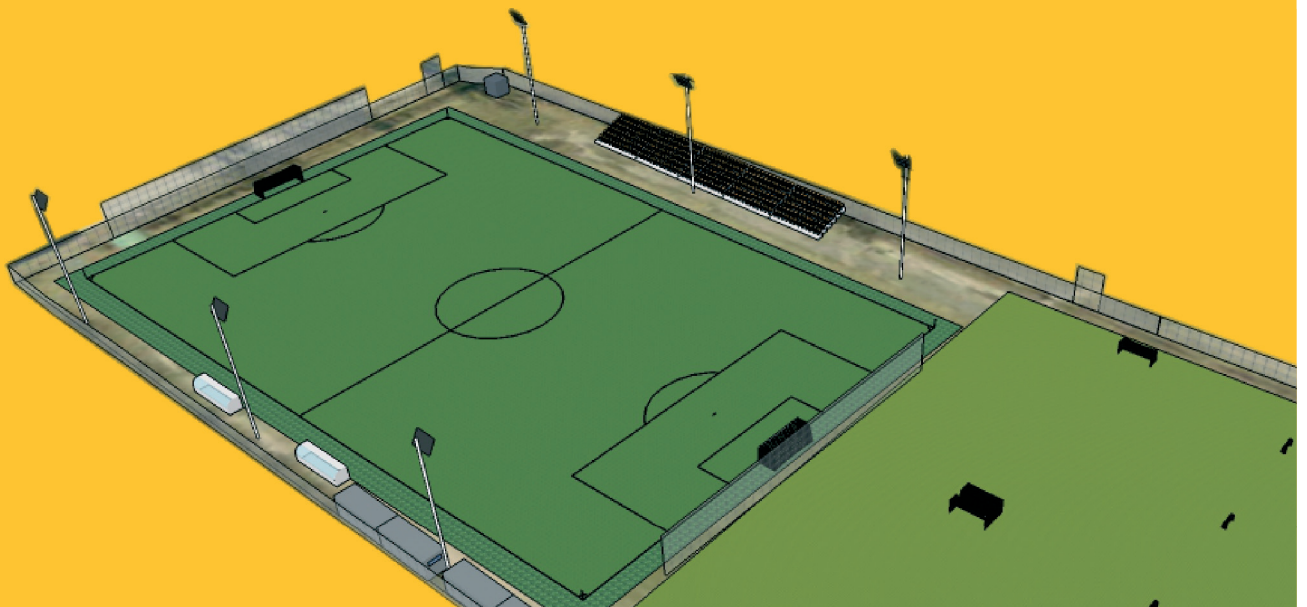




**Sepa Football Centre  
(Sepa Jalgpallikeskus)  
crowdfunding campaign**





## Brief and targets

Sepa Football Centre (Sepa Jalgpallikeskus) crowdfunding campaign was a successful crowdfunding campaign which raised 150,000€ from 3108 donators in a period of 71 days from November 2015 to January 2016. The aim of the campaign was to build a new football training centre in Tartu, Estonia. **It is up to date the biggest crowdfunding campaign in the history of Estonian sports and first of its kind in the whole world.** The campaign was organized by Jalgpallikool Tammeka, a non-profit football club. Its marketing activities were planned and carried out by a community team with background in volunteering and youth football.

## Solution

The campaign was historic in its scope, reach and innovative implementation. **The funding for the new stadium was gathered by selling each square metre of the new pitch online.** Altogether 3108 backers invested in the stadium and became owners of virtual square metres.

As the marketing budget was non-existent, the campaign team had to rely on engaging the community and negotiate deals for free advertisements in different channels.

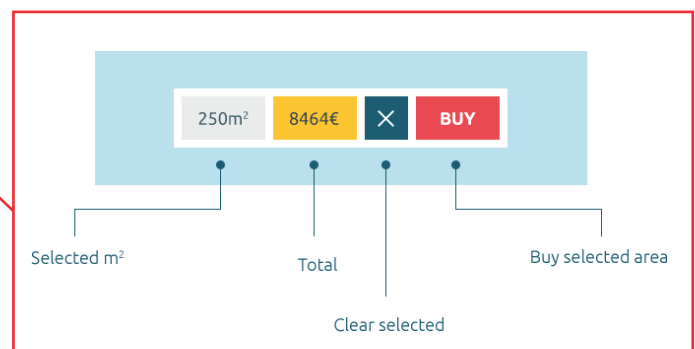
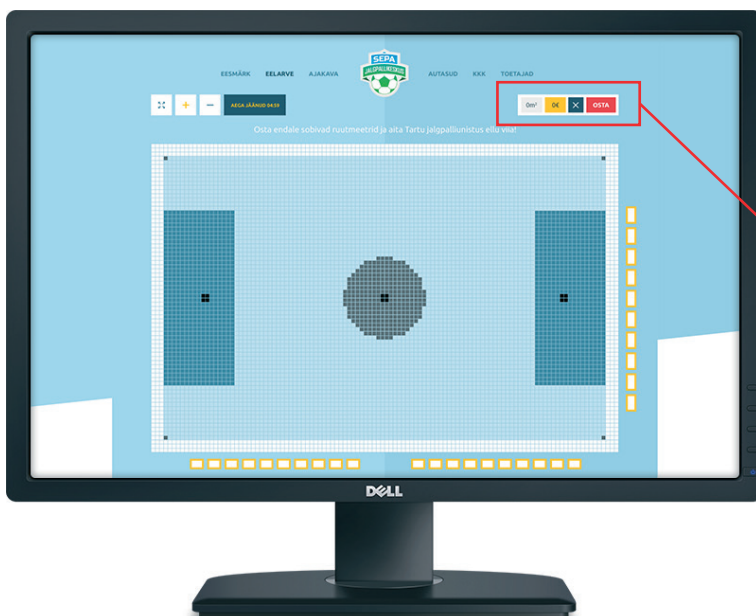
Marketing activities were based on an analysis of different target groups ranging from youth footballers to parents, from other sports clubs to politicians. The core team designed and used different types of advertising: television, radio, online, print, outdoor and SMS messages.

We encouraged and profited heavily from word-of-mouth recommendations and viral marketing. We also used event marketing such as having celebrity footballers sell Sepa Football Centre virtual square metres at an Estonian national football team home match.

# Summary

In short, **the Sepa Football Centre crowdfunding campaign raised 150,000€ from 3108 donators**, engaged many more thousands and started a nationwide discussion on innovation in sports funding. The campaign web site [www.jalgpallikeskus.ee](http://www.jalgpallikeskus.ee) was visited over **100 000** times and checked over **4 million** times who are the square meters owners in a period of 71 days. **By summer 2016, we will build a new football training centre in Tartu.** We will create a healthier future by encouraging kids to do sports. We are helping almost 2000 local young footballers reach their potential and goals in a supportive and safe environment.

Also, our historic crowdfunding campaign has been an incredible show of unity and the value of community. In our individualistic world, we can often find ourselves distant or disconnected from others. Projects such as Sepa Football Centre which brought together thousands of donators to support thousands of sports enthusiasts show us how acting together for a common cause can better our lives and bring us closer together.



[www.jalgpallikeskus.ee](http://www.jalgpallikeskus.ee)