



ASP2030 TOWARDS THE FUTURE



The Academies of the Alliance

The Academies of the **World Sports Alliance IGO ("Alliance")** are modern boarding schools and sports-training centers for student-athletes aged 14–18 featuring education, dormitories, medical and training facilities, plus stadiums equipped for major events. By 2030, Academies will be established across all 34 Member-States of the Alliance.

The **International Academy** directly oversees this network, introducing a breakthrough model that combines global competitions (**Alliance Games**), world-class facilities (**Academies**), fully funded scholarships (**Scholarships**), and structured talent and career management (**Sports Agency**) into a single ecosystem. This framework creates a **sustainable, scalable, and self-funded ecosystem** that advances both education and international sports development.

A central innovation in this model is the **Nektar Global Rights (NGR)** program. Unlike conventional sponsorships, the NGR provides **exclusive, perpetual, and tradable rights** to name Academies, competitions, programs, events, transport, and merchandising across all 34 Member-States.

The future holder of the NGR will also gain **first rights of negotiation** for all future sponsorship and branding opportunities within the ecosystem of the Alliance and in partnership with Member-States. This structure will not only generate substantial up-front revenue but also ensure a recurring revenue stream, making it both a sponsorship vehicle and an investment-grade asset.

By directly managing Academies across Member-States, the International Academy will build a unified global pipeline of talent. Student-athletes will move seamlessly from local development to international careers through a system that combines training, competition, and long-term career management.

Market data indicate that this integrated approach—uniting athlete development with perpetual naming rights—positions the Alliance to capture a meaningful share of the **global sports sponsorship market, projected to reach USD 112 billion by 2030**. This approach will not only sustain operations but also enable continuous global expansion, making the Alliance a central actor in sports talent creation and management.

Academies are scheduled to launch over a **5-year build-up phase**, during which strategic partnerships with clubs, federations, sports movements, and corporate sponsors will be secured. Once operational, the network of Academies will become the **primary talent gateway** for every major sports organization, offering clubs and sports organizations unique access to the next generation of elite athletes, while ensuring student-athletes progress seamlessly from local development to international careers.

Growth and Impact

The **Alliance Strategic Plan for 2030 ("ASP2030")** is for the **International Academy** to oversee **33 Academies** and award over **850 scholarships annually**. By 2035, this will total approximately **25,000 scholarships**, forming one of the world's largest integrated sports and education networks. The projected economic impact includes the creation of thousands of jobs worldwide and significant multiplier effects within host communities, ensuring both local development and global reach.

Unique Model & Opportunity

- **First-mover advantage** in intergovernmental sports and talent management.
- **Recurring revenue streams** from NGR, sponsorships, competitions, and talent representation.
- **Perpetual sponsorship rights** with long-term asset value and tradability.
- **Scalable infrastructure** across 34 Member-States with global expansion potential.
- **Talent Building** from street talent to international athletes.
- **Alignment with UN SDGs**, reinforcing legitimacy and long-term impact.

A Sustainable Competitive Edge

Academies operate **at no cost to Member-States**, ensuring universal access while guaranteeing investor returns through **NGR, sponsorships, and commercial partnerships**. Each Academy will integrate with local schools, clubs, and federations, ensuring **community buy-in** while maintaining **global market relevance**.

Through the **NGR**, the Alliance offers a **sponsorship platform unlike any other**: perpetual, tradable, and backed by intergovernmental legitimacy. The result is a self-funded, high-impact model that unites sports, education, and economic development into a single unified and scalable system — securing the role of the Alliance as the **leading global talent pipeline** for decades to come.



WSA
WORLD SPORTS ALLIANCE
INTERGOVERNMENTAL ORGANIZATION

The World Sports Alliance has built its strategy around 6 strategic priorities

ACADEMIES

Build and operate specialised sports academies for young athletes

PROGRAMS

Produce and deliver programs for all

COMPETITIONS

Organize global annual competitions to identify top talents

CONTENT

Film, produce and distribute content globally

SCHOLARSHIPS

Award full scholarships to top student-athletes

SPORT AGENCY

Assist student-athletes with representation, and all other aspects of their sports careers.

The plan is to inspire and excite with great competitions, engage with new audiences across the globe and support the United Nations Sustainable Development Goals.

The plan is to build the largest network of education and sport facilities on the planet and to build the athletes of tomorrow.



THE 34 MEMBER-STATES OF THE ALLIANCE

That share the common vision of collectively supporting youth

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|  Le Royaume du Maroc |  La République d'Haïti |
|  La République du Niger |  La République de Madagascar |
|  The Dominican Republic |  The Republic of Liberia |
|  The Republic of Zambia |  The Republic of Costa Rica |
|  The Republic of Uganda |  La République Démocratique du Congo |
|  La République de Guinée |  La République du Tchad |
|  La République du Bénin |  La République du Burundi |
|  The Republic of Panama |  The Autonomous Community of Catalonia |
|  La République du Sénégal |  The Republic of Rwanda |
|  La République du Burkina Faso |  The Republic of Ghana |
|  La République du Togo |  La République de Tunisie |
|  La République Centrafricaine |  La République du Mali |
|  La République de Côte d'Ivoire |  Antigua and Barbuda |
|  The Republic of Chile |  The Republic of Sierra Leone |
|  The State of Rio Grande do Norte, Republic of Brazil |  The Republic of Yemen |
|  The State of Gauteng, Republic of South Africa |  The People's Republic of Bangladesh |
|  La République du Congo |  La République de Guinée Bissau |





HOW TO JOIN THE WORLD SPORTS ALLIANCE AND HOST AN ACADEMY

Any state member of the United Nations may apply to join the Alliance as a Member-State and any state member of the Alliance may host an Academy. The only requirement for a Member-State is to provide — at no cost to the Alliance — a suitable land to host 1 Academy.

Each applicant moves step by step towards their membership with the Alliance as it fulfils its commitments with the Academy Program Application (APA), the Academy Memorandum of Understanding (MOU) and the Master Framework Country Convention (MFCC).

1. Membership Application

Applicants pledge to unconditionally support the Alliance in furtherance of its global mission and the United Nations Sustainable Development Goals and targets (UN-SDG)

2. Academy Program Application & MOU

Member-States sign the Academy Memorandum of Understanding (MOU), giving them until June 12, 2026 to complete their Academy Program Application (APA), sign their Declaration Form and identify a suitable land of +/- 5 hectares near their capital city.

3. Master Framework Country Convention (MFCC)

Member-States sign the Country Convention (MFCC), giving them until the General Assembly held in Dakar Senegal on November 3rd, 2026 (tentative date) to commit the land that will host their Academy. The Alliance begins its fundraising, establishing through the **International Innovation Agency** various funds and wallets to receive donations and proceeds from strategic partnerships and productive projects, enabling resource allocations for the Academy of the Member-State.

4. Host Site Agreement

The Host Site Agreement is signed when the Alliance commits to the construction of the Academy in the territory of the Member-State.

5. WSA-GA1

On November 3rd, 2026, candidates and Member-States will attend the 1st World Sports Alliance General Assembly (WSA-GA1) held in Dakar, Senegal, on the sidelines of the Youth Olympic Games (YOG).



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