

Supporter Liasion Officer – Working at smaller clubs

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Introduction

German Bundesliga:

Ideal model (SLO / SSO / Fan Project).

Other countries:

Not all clubs have the financial resources to employ a full-time SLO.

But it still makes sense for them to appoint the SLO!

FC Slovan Liberec



= a mid-sized club with a not very large fan base:

- club's budget: 3-4 million €
- average attendance: 4000 spectators
- 200-400 active supporters (ultras etc.)
- 50-300 supporters at away matches

Possible solutions for smaller clubs

Preferably, the SLO should be employed on a full-time basis.

If it is not possible:

- **Volunteer SLO (expenses being reimbursed)**
- **Part-time SLO**
- **SLO + another role in the club [e.g. Liberec]**

Liberec model: during the week

- **Marketing (PR, Merchandising etc.) – about 2/3 of my working time**
- **SLO & Fan project – about 1/3 of my working time:**
 - **Communication with the fans**
 - **Managing the fan project rooms**
 - **Participating on fan meetings**
 - **Organising away travel (+ ticketing)**

Liberec model: during match days

**Before, during and after the matches –
full concentration on SLO (& Fan project) work**

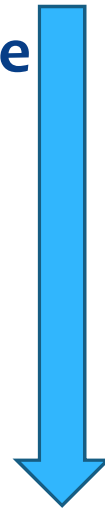
Basic requirements:

- **presence in own supporters' section**
- **travelling on organised supporter coach**

Important principles

SLO should:

- be chosen from among the supporters
- be present and known among them
- have their trust ("one of us")



Club (management) should:

- respect the independence of fans
- understand that the SLO will not be able to tell them sensitive information about fans

It is essential not to mix the roles of SLO and SSO!

Benefits for the club

- **improved relationship with fans**
- **easier communication with supporters**
- **better organised fan base (self-regulation)**
- **better atmosphere (acoustic & visual)**
- **less violence & racism**
- **(financial benefits)**



Thank you for your attention!

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FOOTBALL AGAINST RACISM IN EUROPE

SUPRAS

50 FC SLOVAN LIBEREČ

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