

Canada's First Supporters-owned Soccer Club



TSS TOGETHER STANDING STRONG

ROVERS



Join the Champions & Founding Member of BC's League 1

Forward-Looking Statements

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Testimonials may not be representative of the experience of other customers or investors. Testimonials are no guarantee of future performance or success.

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About Us

Introducing the club behind the League1 BC teams

The Rovers were born as an ambitious adult semi professional extension to TSS Academy, founded in 1997. After purchasing the Washington Crossfire PDL franchise in late 2016, TSS founded the Rovers for Men's league play in USL League 2 in the Spring of 2017, followed by a female team competing in the WPSL.

Located in Richmond BC, TSS Rovers is the first private soccer club in the province to be awarded a National Youth Club License by the Canadian Soccer Association. A National Youth Club License is awarded to the highest achieving soccer organizations across Canada in the areas of governance, administration, infrastructure and technical programming. In 2022, Rovers Football Club also attained a Club Licensing II designation for operating at the semi pro level in Canada.

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About Us

League1 BC is the result of a journey dating back to BC Soccer's 2016 Strategic Plan and is intended to bridge the gap between youth and professional soccer, targeting the "Training to Compete" stage within Long-Term Player Development (LTPD).

In League1 BC inaugural season, the Rovers men's team were crowned champions. Since then, our men's team have participated in 2 Canadian Championships against pro clubs and have just qualified for their 3rd championship. They've also won the league cup twice and the league in 2024.

The women have qualified for the playoffs in the last 2 seasons. Last season, the women came close to upsetting the Whitecaps in the semi-final but fell short in the dying minutes.

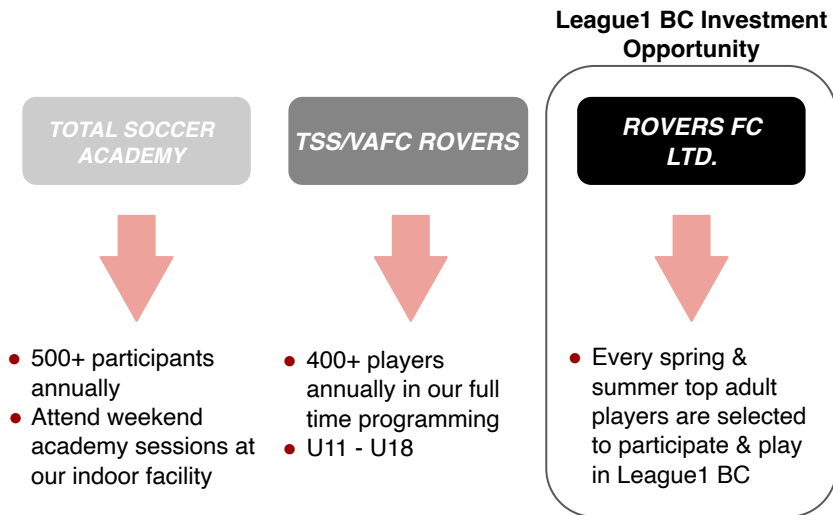
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What Makes Us Unique

Our 450 current co-owners prove we are a supporter driven club with a passionate Canadian players-focused objective

We invite our supporters to join us and over 450 other co-owners to join us by investing in our League1 BC operations to become co-owners on this journey of maturing Canada's soccer culture and improving player development.



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Who We Are

TSS Rovers is a place of teaching and a place of learning

Our mission is to teach the pursuit of excellence through sport and our vision as an organization is to foster long-term passion for the game of soccer by helping produce technical excellence and game intelligence in our players.

Values

- Education
- Excellence
- Character
- Courage
- Innovation
- Community

Objective

WIN THE VOYAGEUR'S CUP

**The domestic trophy for professional soccer in Canada*

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The Opportunity

We want to see Canada, and BC specifically, have it's players compete at a global level

Canada has an undeveloped soccer culture being the last first world economy to have its own Division 1 professional league.

North American ownership groups have a history of prioritizing business profits over building communities around their teams with many examples of owners having recently sold several franchise teams to organizations in other states.

Player development in the province of BC has only 2 BC born players currently on the Men's national team roster and only 2 players on the women's team with two veterans soon to retire. With 15% of all registered players in Canada, BC is not meeting their ratios for national team inclusion.

Strong supporter culture is needed to help develop top players by having them perform week in and week out with fans filling the stands to hold them accountable to their performance, to their team, and to themselves.



We are Canada's first ever supporter-owned soccer club, directly partnering with supporters and giving them a voice in developing the club, players, and culture moving forward.

We have brought the supporter-owned soccer club model to BC and Canada and now we want to expand the ownership further into the community by extending the investment opportunity in our League1 BC teams through Rovers Football Club Ltd.

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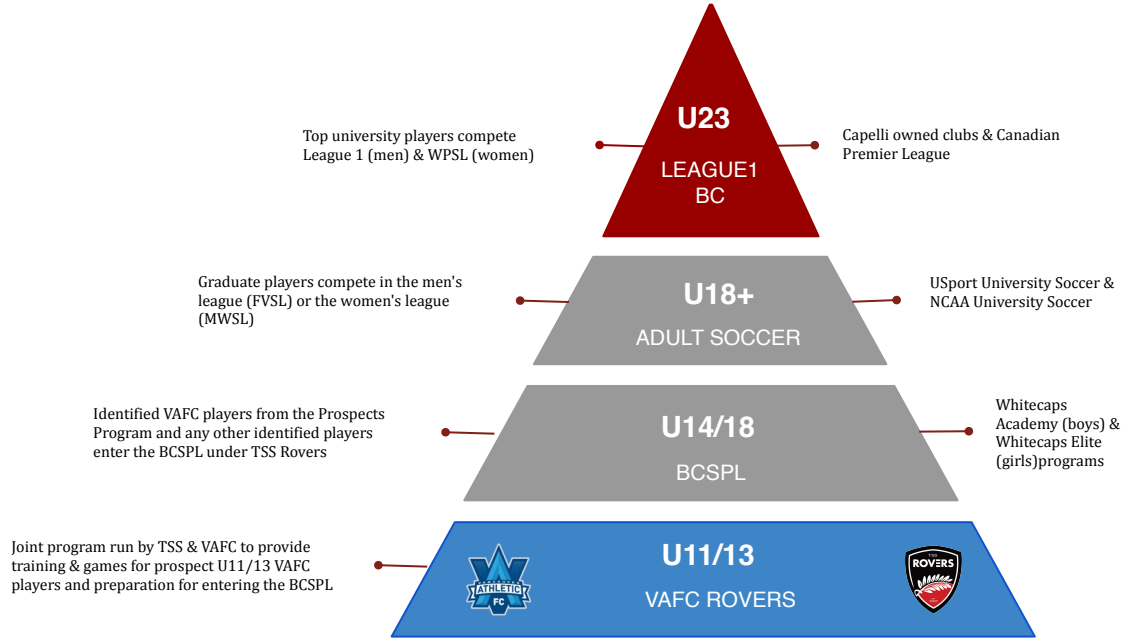


The Answer

A total pathway from youth that completes player development with League1 BC

We have created a fully connected development pyramid that supports player development as athletes move from youth competitive sports to professional athletes.

TSS Rovers' development pathway gives athletes the tools needed for a soccer career at the university, semi-professional and professional club level, domestically and internationally, and as well as supporting players aspire to the highest honour of representing our National team.



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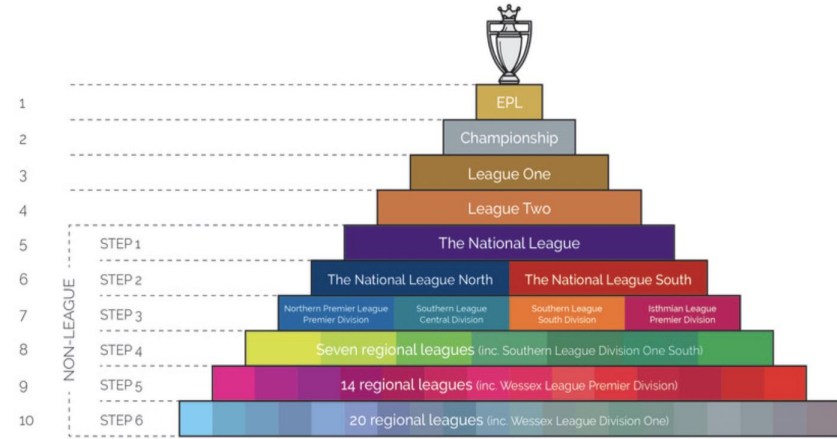
The Gold Standard

Though at early-stages our player pathway is modeling best practices from the English Football League

The Canadian men's national team qualified for the 2022 FIFA World Cup for the first time since 1986 and will be co-hosting the 2026 FIFA World Cup with the United States and Mexico.



Canadian Football Pyramid



English Football Pyramid

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The Current Canadian Soccer Ecosystem

Canadian Soccer is growing together as clubs, media, and sponsors engage



- Increased coverage and access to mainstream media through One Soccer, CBC, TSN
- CPL has partnered with global soccer media heavy weight, Media Pro, who have built One Soccer to massively increase exposure to Canadian soccer content
- A dedicated channel focused on all things Canadian soccer including: National teams, Voyageurs Cup, League 1, Concacaf Championship Cup, and the stories that make up Canadian soccer
- Greater connections to corporate sponsorship and increased awareness on social media channels
- Chance to compete in the Voyageurs Cup against the biggest teams in Canada

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Former TSS Rover, Joel Waterman, is currently playing for CF Montreal in MLS and a member of our men's national team

Our Traction

We have a strong history of our player alumni proceeding to higher levels of soccer careers



UNIVERSITY



- Over 100 female TSS Rovers graduates have gone on to play soccer at the University level
- Some have received scholarship to Div 1 Schools in the USA



DOMESTIC PROFESSIONAL



- Joel Waterman: CF Montreal
- Patrick Metcalfe: Fredrikstad in Norway
- 11 others for Various CPL teams
- 10 Rovers women have played professionally overseas



INTERNATIONAL PROFESSIONAL



- Through partnerships, TSS Rovers has a pathway to various clubs in Europe: HB Koge, MSV Duisburg and more...

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Testimonials

Together standing for supporters & Canadian players



“Everything we dream about is helping to create a player or to create a pathway for a player to make it to our national team & make a difference.”

TSS Rovers’ Will Cromack

“League1 BC’s vision is to provide opportunities for high potential BC talent, support their development and expose them to the next level of their chosen pathway. Organizations such as TSS Rovers are committed to such vision and we are thrilled to have them as one of the founding organizations of the league.”

**Gabriel Assis,
Director at BC Soccer**

“Soccer in Canada is still early days and the potential for this journey is huge. With community support and ownership and a collective aspiration for the future, TSS Rovers can begin the journey to become one of Canada’s most storied clubs, and a national and global leader in community ownership and talent development for both men and women.”

**Chris Corrigan,
Board Member & Fellow Swanguardian**

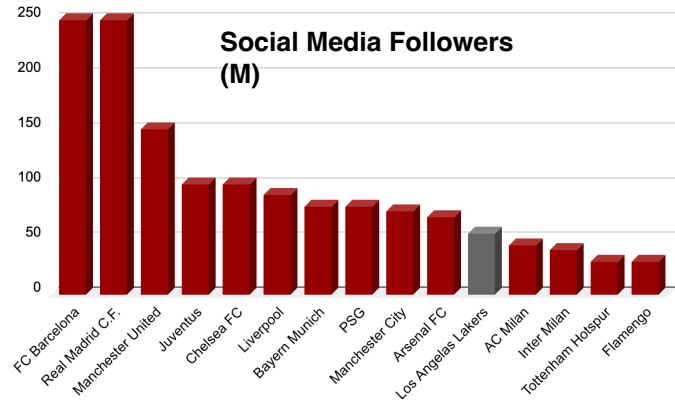
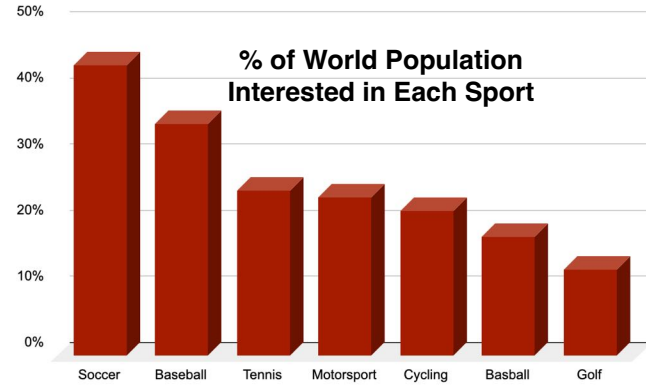
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Understanding The Global Market

Soccer is the world's most popular sport

The numbers speak for themselves, soccer (or Football globally) is the world's most followed sport and 14 out of the 15 most followed professional teams on social media play soccer.



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The Burgeoning Canadian Market

Soccer is finally becoming water-cooler conversation

The Canadian women's national team won their first ever gold medal at the Tokyo 2020 Olympics and the Canadian men's national team have made it into FIFA's top 50 rankings for the first time since 1997, and played in the 2022 World Cup.

Edmonton's own Alphonso Davies is playing for one of Europe's best clubs, Bayern Munich in Germany, drawing international appeal and Ottawa's Jonathan David plays with Lille in League 1 in France, igniting excitement and belief in Canadian players across the country.

With the growth of the Canadian Premier League (CPL) we also see TSS Rovers as being on the ground floor of this movement.



A rising tide lifts all boats.

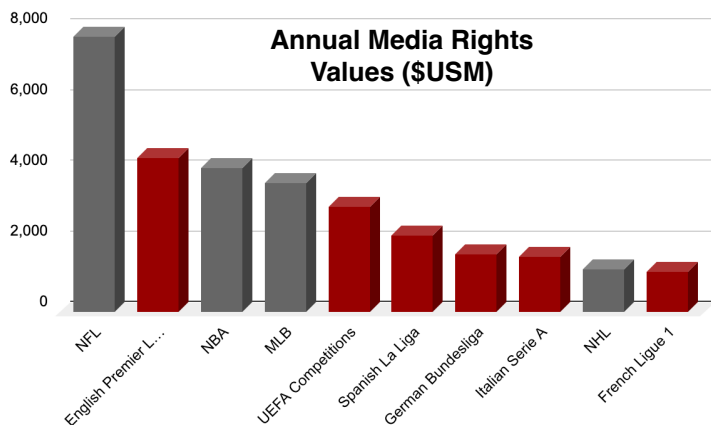
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The Financial Landscape

Soccer is proven to generate revenue through media, sponsorship, merchandise and more

6 of the top 10 media rights deals are in soccer and 9 of the biggest sponsorship deals are in soccer.



Sponsorship Deals by Value

Sponsor	Property	Asset	Annual Value (Euros)
Bud light	National Football League	Official Sponsor	214.7m
Toyota	Olympic Games	Official Partner	194.1m
Nike.Inc.	FC Barcelona	Kit Supplier	155m
Mission Winnow	Scuderia Ferrari	Team Naming Right	146.5m
2k sports	National Basketball Association	Official Partner	137.6m
Li-Ning	Chinese Basketball Association	Kit Supplier	127.2m
Sumitomo Banking	Tokyo 2020 Olympics	Official Partner	126.7m
Nike.Inc.	National Basketball Association	Kit Supplier	111.1m
adidas	Real Madrid CF	Kit Supplier	110m
Eneos	Tokyo 2020 Olympics	Official Partner	109m
adidas	Manchester United FC	Kit Supplier	105.8m
adidas	Major League Soccer	Kit Supplier	101.8m
Heineken	UEFA Champions League	Official Sponsor	97.5m
Samsung	Olympic Games	Official Sponsor	87.5m
Chevrolet	Manchester United FC	Shirt Sponsor	73.4m
Emirates	Real Madrid CF	Shirt Sponsor	70m
Pepsi	National Football League	Official Sponsor	69.4m
adidas	Arsenal FC	Kit Supplier	68.3m
Nike.Inc.	Chelsea FC	Kit Supplier	68.2m
Alibaba	Olympic Games	Official Sponsor	68.2m

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Our Business Model

TSS Rovers has 3 different revenue streams

We have a history of revenue-generating operations with the TSS Rovers Club and Academy.



Sponsorship

Sponsorship currently accounts for the majority of Rovers FC revenue with all current Sponsors back to continue in League1 BC



Ticket Sales

Ticket sales are a strong base for Rovers FC Ltd as it's seen growth year over year.



Merchandise

Rovers Merchandise is sold online at all home games

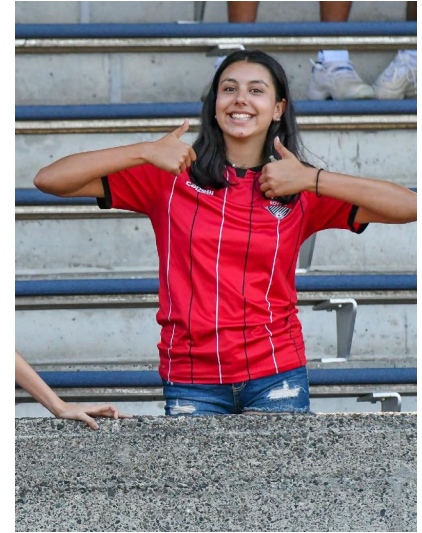
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TSS Rovers Strategic Priorities

Having reached our initial objective of leading the country and becoming the first Canadian supporter-owned club we now want to increase the percentage owned by supporters and grow the supporter ownership base

1. **Player Development:** focusing on technique and skill, soccer intelligence, athleticism, and mindset to grow our athletes.
2. **Coach Development:** ensuring that we are fostering an environment of continuous education and that the coaches are responsible for helping shape the players technically, tactically, mentally, and socially.
3. **Facility Development:** seek a soccer-specific stadium in Richmond, BC for all Rovers home games.



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Sales & Marketing

We are already seeing the benefits of an extended family and ownership base, as our co-owners and supporter Trust have actively engaged greater networks to partner with Rovers Football Club



Private Wealth

McLean Harland
WEALTH MANAGEMENT
BMO Nesbitt Burns

Dapper



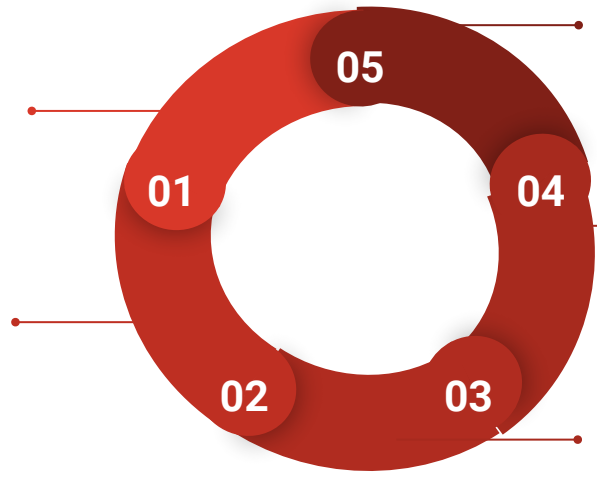
Community Savings
the unions' credit union

capelli
SPORT



We are looking to grow our online community of 12,000 social media followers by building our supporter base and leveraging our alumni who have gone pro as influencers

We will leverage local media connections to promote our games to attract more fans to our League1 BC games which will generate more on-site revenues



Plan to build the brand through streaming and announcer opportunities to promote our Canadian National Pyramid through storytelling to generate new partnerships

We have established sponsorships with Parallel 49, Capelli Sport, Community Savings, McLean Harland Wealth Management, Dapper Labs, Total Therapy, and Hayden Diamond Bit

Welcoming our supporters as co-owners will inspire them to get more people in their network involved with the TSS Rovers club

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Rovers FC Ltd. League1 Leadership

A soccer club owned and operated by soccer people



Will Cromack
Rovers Co-Owner

30 years business operating experience
UEFA B Licence
UEFA A Licence candidate
Canadian National A Licence
UBC Hall of Fame
Tedx Keynote speaker



Brendan Quarry
*Operations Director,
Co-Owner*

16+ years as a soccer entrepreneur
20+ years of coaching experience
Oversees all day to day operations at
TSS FC, as well as instructs the Rovers
Premier Women

Football Oversight



Colin Elmes
Sporting Director

27 years as a soccer entrepreneur
25+ years of coaching experience
National B License
National Youth Licence
UBC Hall of Fame
Implements all aspect of technical
direction for the club & academy

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Rovers FC Ltd. Supporters Trust

The Spirit of the Rovers Trust works for the people

Our supporters have set up a Supporters Trust called “Spirit of the Rovers” (SOTR). By offering up to 49% of our League1 BC operations ownership to our community, our supporters will be able to exercise voting rights by electing representatives to the Rovers FC Ltd. Board who will advocate for the club’s supporters to ensure the board acts in their best interests. Each person who buys a share will have their voice heard as a shareholder and be able to actively contribute to the growth plans of Rovers FC Ltd.



Rob Grenda
*Development Director
at EA Sports, Co-
Founder SOTR*



Aaryn Vivian
*Admin of Clinical
Informatics at Fraser
Health, Founder member*



Chris Galloway
*Co-op evangelist &
Consultant, Co-Founder
SOTR*



Chris Corrigan
*Founder & principal
consultant at Harvest
Moon Consultants*



Paul Roche
*Supporters Trust
board member*

Your shares. Your voice. You will be heard.

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The Investment Opportunity

We are the first Canadian club to successfully partner with their supporters by offering ownership in our League 1 BC teams



1. We were inspired by the German model of 50+1 supporter ownership bringing European football culture to Canada
2. 49% of Rovers FC Ltd. shares in our League1 BC teams will be available for community ownership (we'll call it 50-1)
3. The Supporters Trust will ensure that the voice and interests of all our shareholders are heard by giving an elected representative a seat at the board for club governance and growth planning
4. We will leverage the brand, collective learnings, and intellectual property from TSS Rovers youth development to bring that experience to our company owning the League1 BC teams
5. You can still join us on this incredible journey of building a player-pathway for all Canadians for as little as \$265.

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Use of Funds

Rovers have sold 19% of the club out of the 49% available

Rovers use the funds to actively pursue extending our reach into the community and have already secured the services Blackfin Sports Group to help secure additional funding. Blackfin has deep experience in the pro sports industry and has been helping Rovers Football Club professionalize its operations. The funds raised will be targeted for the following areas:



- **Sales & Marketing:** Through enhanced advertising, outreach, community event activity, and online exposure, we aim to increase attendance to our games and to our online ticket sales and merchandise.
- **Human Resources/Operations:** To meet our objective of player development, we will aim to emulate the elite clubs globally who compensate their coaches, focus on their training, and hold staff accountable to supporting the athletes at the highest level.
- **Facilities Development:** TSS Rovers will begin exploration on training ground development, aiming to centralize the physical club culture and improve facilities to foster and enhance player development.
- **Bridging Towards Financial Sustainability:** Investor funds will help the club cover operational costs while the Rovers moves towards financial sustainability.



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Exit Strategies

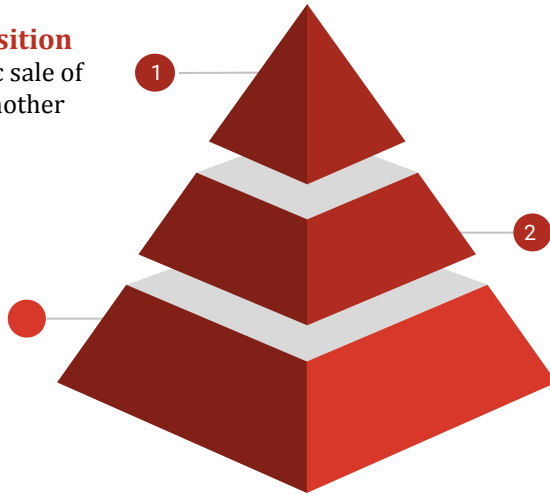
There are generally 3 routes by which an investor may realize a return on their investment

Merger or Acquisition

Liquidity a strategic sale of Rovers FC Ltd. to another company/club

Dividends

Rovers Inc focuses on growth & distributes dividends to investors



Go Public

Rovers Inc makes an application to go public (IPO or similar process)

All three are possible outcomes for the company at this time. But for our club, we're focused on options 1 and 3.

If a larger international club wants to expand into Canada and their values align with ours, then we may consider a merger or acquisition. Or as we continue to grow and build our community, we may offer dividends in the future if deemed suitable by management.

There are no guarantees and currently no plan for the company to sell its shares publicly and there is currently no interest from third parties to purchase the company.

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Case Studies

Clubs around Europe and the US have done this before



Borussia Dortmund or "BVB" (Germany)

German sports club based in Dortmund. They play in Bundesliga, the top tier of the German football league system. ***In October 2000, Borussia Dortmund became the first publicly traded club on the German stock market.***



AFC Wimbledon (England)

The club was founded in 2002 by former supporters of Wimbledon F.C. after the Football Association allowed that club to relocate to Milton Keynes. ***The club has since been promoted six times in 13 seasons, going from the ninth tier to the third (League One). They hold the record for the longest unbeaten run at 78.***



Chattanooga Football Club (USA)

A professional soccer team based in Chattanooga, Tennessee. ***In early 2019, the club made history by becoming the first to offer ownership shares to the public and its fans under the crowdfunding rules of JOBS Act.***



Detroit City Football Club (USA)

A professional soccer club based in Detroit, Michigan, that competes in the National Independent Soccer Association (NISA). ***They Sell out every home match and have supporters groups actively engaged in the community. Club motto is "Passion for our city. Passion for the game."***

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Investment Perks

Buy a share in your club to become part of a soccer community

\$265 (1 share)

Receive:

- Voting rights & privileges
- 1 Season Ticket 2025
- 1 Commemorative Share Certificate



\$1060 (4 shares)

Receive:

- Voting rights & privileges
- 4 Season Tickets 2025
- 1 Commemorative Share Certificate
- 2 Rovers scarves



\$2650 (10 shares)

Receive:

- Voting rights & privileges
- 10 Season Tickets 2025
- 1 Commemorative Share Certificate
- 4 Rovers scarves

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Investment Highlights

We invite our supporters to join our 450 shareholders as co-owners in our League1 BC teams as we change the landscape of BC and Canadian soccer



- Our club and team members have a proven track record in business and football across Canada
- The iconic Swangard Stadium is currently our home with future training facility/stadium real estate development on the horizon
- Our supporters have been built into the ethos of the club from day one
- Get involved on the ground floor as the Canadian soccer market takes off with the women's national team securing an Olympic gold in 2022, a resurgent men's national team, a professional men's league in its 6th season, and Canada hosting the World Cup in 2026
- This is a chance to join a passionate ownership community in a new form of a Canadian supporter-owned soccer club

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Our Passion

Together we are creating an amazing soccer experience

There's nothing like a live football match. Except, when you can experience a game pitch-side.

In the words of one of The Swanguardian's most optimistic chants:

***I see the Rovers are a-rising!
I see victory on the way!
I see Canadians are playing!
I see a World Cup one day!***

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WEBSITE: [FRONTFUNDR.COM/TSSROVERS](https://www.frontfundr.com/tssrovers)



CONTACT: [INVESTORS@TSS.CA](mailto:investors@tss.ca)



The Stadium

A vital piece when starting to build the club. A home full of soccer culture

5,288 Burnaby B.C, Swangard Stadium capacity: 5,288

- Hosted Spain vs. Brazil in the FIFA U-20 World Cup in 2007
- Whitecaps 2006 & 2007 USL Champions
- Hosted FIFA u-19 Women's World Cup in 2002
- Home of the Vancouver 86er's

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Providing young Canadians a pathway to pro

Building a fully Canadian roster before there was a professional league

“Being a Rover in 2017 was a very important stepping stone for me in my career. I got to play at a high level in my own backyard with a club that loves the game of football and knew how to share that love by building a top notch culture. They’ve continued to support me until this day and I will always be grateful for the part they played in my growth as a player and person.”



Joel Waterman, CF Montreal

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**Canadian National team players
Jordyn Huitema (Seattle Reign) &
Julia Grosso (Chicago Red Stars)
headline first Rovers WPSL roster**



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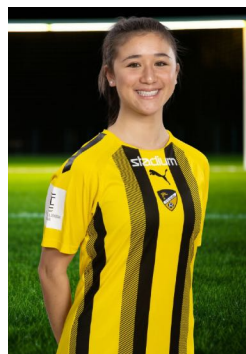
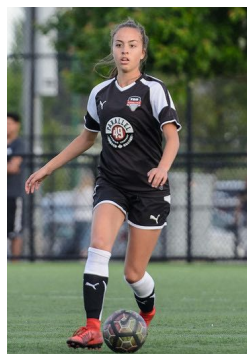
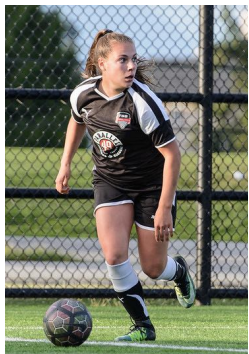
Player Alumni (Men)

Rovers' who have gone pro

- Joel Waterman, Club de Foot Montreal
- Patrick Metcalfe, Vancouver Whitecaps FC & U23 Canada team in Olympic Qualifying
- Mamadi Camara, drafted by San Jose in MLS & played Colorado Springs Switchbacks in USL, HFX in CPL
- Matteo Polisi, Pacific FC, CPL
- Marcello Polisi, Valour FC, CPL
- Kristian Yli-Heitanen, Finnish first div for FC Lahti
- Mario Gerges, Ittifaq Maqqaba, Bahrain 2nd Div
- Zach Verhoven, Vancouver FC, CPL
- Jordan Haynes, Valour FC, CPL
- Tommy Gardner, FC Edmonton, CPL
- Connor Guilherme, FC Bruehl, Switzerland 3rd Div
- Gabe Escobar, Halifax Wanderers, CPL

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Player Alumni (Women) Rovers who have gone pro

- Emma Reagan, HB Køge (Denmark), CNWT
- Tanya Boychuk, Vittsjö GIK (Sweden)
- Kaela Hansen, Kuopion Palloseura (Finland)
- Bella Rocque, SC Sand (Germany)
- Delana Friesen, Treaty United (Ireland)
- Natalie Cooke, Länk FC Vilaverdense (Portugal)
- Julia Grosso, Chicago Red Stars (NWSL), CNWT
- Dakota Chan, FC Honka Naiset (Finland)

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