

Philippines Football League

Club Licensing Regulations for Philippines Football League

1. INTRODUCTION

- Club License, which shall be granted by Philippine Football Federation (PFF), is required for clubs to be eligible to participate in the Philippines Football League.
- The Club Licensing Regulations for Philippines Football League (The PFL Club Licensing Regulations) define the criteria and procedure which clubs must comply with to apply and obtain license.

2. OBJECTIVES

The PFL Club Licensing Regulations have the following objectives-

- Establishing reliability, credibility and integrity of the Philippines Football League along with the clubs participating in the competition.
- Allowing the development of benchmarking for clubs in financial, sporting, legal, personnel, administrative, infrastructure and club identity related criteria throughout Philippines.
- Promotion and continuous improvement of standards of all the aspects of football in Philippines.
- Ensuring qualified coaches are engaged in training of the players in each Philippines Football League participating club with the overall aim to improve the standard and quality of the matches.
- Ensuring every Philippines Football League participating club implicates a youth team in its set up and the youth team regularly competes in official competitions in Philippines.
- Ensuring adequate infrastructure facilities for the Philippines Football League participating clubs.
- Improving the overall management organisation of the clubs in Philippines and making them more efficient, productive and transparent.
- Improving the economic and financial standings of the Philippines Football League participating clubs and generating revenues through effective marketing & commercial exploitation by the clubs.

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3. LICENSOR

A. WHO IS THE LICENSOR?

- PFF is the licensor in the Philippines.
- PFF governs the licensing system, appoints the corresponding licensing bodies and fixes the necessary processes.
- PFF as the licensor is legally authorised to draft, finalise and issue the license to any qualified applicant that seeks to get the license.
- PFF guarantees the license applicant (club) full confidentiality with regards to information given by the license applicant during the licensing process.
- Any person involved in the licensing process or appointed by PFF will ensure confidentiality of the tasks undertaken.
- In particular, PFF must:
 - establish at least two decision-making bodies
 - establish an appropriate licensing administration
 - define the core process
 - determine whether a license can be granted.

B. DECISION MAKING BODIES

PFF has two (2) decision making bodies to decide on the application and hearing appeals on the grant of license to the applicants. These two (2) decision making bodies are-

- i. **First Instance Body (FIB)**
- ii. **Appeals Body (AB)**

The decision-making bodies are independent from each other. They receive administrative support from the PFF Licensing Administration.

i. **First Instance Body (FIB)**

- a. First Instance Body (FIB) for Club Licensing is an independent body.
- b. The FIB of PFF decides on whether a license should be granted to an applicant club on the basis of the documents provided and in accordance with the PFL Club Licensing Regulations at the submission deadline.

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- c. In the case of a license refusal, the decision must be put in writing and include the reasoning.
 - d. The PFF Board of Governors, unless provided otherwise by the Statutes, decides on the composition of this body.
 - e. PFF decides on the quorum of the FIB. The quorum must be of minimum three members. The chairman has the casting vote.
- ii. **Appeals Body (AB)**
- a. The Appeals Body (AB) of PFF is an independent body.
 - b. The AB of PFF decides on appeals submitted in writing and makes a final and binding decision on whether a license should be granted.
 - c. Appeals may be lodged by-
 - i. The license applicant club, whose application was denied by the FIB
 - ii. The licensee club, whose license has been withdrawn by the FIB
 - iii. PFF Licensing Administration
 - d. The AB makes its decision based on the decision of the FIB and all the evidence provided by the license applicant club or licensee club or PFF with its request for appeal.
 - e. Any further evidence submitted to the AB at a later stage shall not be taken into account.
 - f. In the case of a license refusal, the decision will be put in writing and include the reasoning.
 - g. The PFF Board of Governors, unless otherwise provided by the Statutes, decides on the composition of the AB.
 - h. PFF decides on the quorum for the decisions of the AB. The quorum must be of minimum three members. The chairman has the casting vote.

C. **LICENSING ADMINISTRATION**

- a. The Licensing Administration of PFF is responsible for all the administrative matters relating to PFL Club Licensing Regulations.
- b. The Licensing Administration is responsible for:-

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- i. Preparing, implementing and further developing PFL Club Licensing Regulations
 - ii. Providing administrative support to the decision making bodies
 - iii. Assisting, advising and monitoring the licensed clubs during the season
- c. All persons involved in the licensing process must comply with strict confidentiality rules regarding information received during licensing procedure.
- d. The Licensing Administration will not be influenced or affected by the decision making bodies in any aspects.

D. PHILIPPINES FOOTBALL LEAGUE SEASON

Philippines Football League Season is defined as one cycle of Philippines Football League competition that usually commences in the month of March and usually concludes in the month of October in the same calendar year (e.g - Philippines Football League Season 2017 commences in March 2017 and concludes in October 2017).

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4. LICENSE APPLICANT AND LICENSE

A. DEFINITION OF LICENSE APPLICANT

- A license applicant is a football club that applies to PFF to get a license to participate in the Philippines Football League. The football club must be a registered legal entity as per Philippines laws.
- An individual or a natural person cannot apply for a license.

B. RESPONSIBILITIES OF THE LICENSE APPLICANT

The license applicant is responsible for ensuring that PFF is provided with all necessary information and/or documents relevant to proving that the licensing obligations are fulfilled, as these obligations relate to the criteria set out under the club licensing regulations.

C. LICENSE

A license is a right given by PFF to the football club to participate in the Philippines Football League for the upcoming season. Once the license applicant has been granted with a license by PFF, it becomes a licensee, i.e. an entity having a license to participate in the Philippines Football League. The principles governing the License are:-

- a. PFF issues the license according to the provisions of the PFL Club Licensing Regulations.
- b. PFF will issue an invitation in writing to the football clubs to apply for a license. The club applying for a license (i.e. license applicant) must submit a written application to PFF. In this application, the club must, in particular, declare that it will fulfill the obligations of the licensing system.
- c. Only clubs which fulfill the criteria set out in the PFL Club Licensing Regulations at the deadlines may be granted a license by PFF to participate in the Philippines Football League season.
- d. A license expires without prior notice:
 - i. at the end of Philippines Football League season for which it was issued, or
 - ii. on dissolution of the Philippines Football League.

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- e. License may be withdrawn during a season by PFF or its decision making bodies if:
 - i. for any reason a licensee becomes insolvent and enters into liquidation during the season, as determined by the Philippines laws; or
 - ii. any of the conditions for the issuing of a license are no longer satisfied; or
 - iii. the licensee violates any of its obligations under the PFL Club Licensing Regulations.

- f. A license cannot be transferred.

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5. CORE PROCESS

This article defines the details of process that PFF undertakes before deciding if a license applicant can be granted a license or not.

A. PRINCIPLE

- PFF defines the core process for the verification of the criteria described in this regulations and thus to control the issuance of a license to a license applicant club.
- The core process is aimed at –
 - i. Establishing an appropriate and efficient licensing process according to its needs and requirements
 - ii. Ensuring that the decision of the granting of club license is made by the appropriate decision making body (FIB and/or AB)
 - iii. Ensuring that the decision making bodies receive adequate support from the Licensing Administration of PFF

B. PROCESS

The core process of licensing implementations is as follows-

- i. PFF Board of Governors approves and adopts the PFL Club Licensing Regulations.
- ii. PFF will announce the “PFL Club Licensing Regulations” to any club who wishes to participate in the Philippines Football League and will explain the terms, criteria and the requirements to be fulfilled by the applicant clubs as part of the club licensing regulations.
- iii. License Applicants should start the process of fulfilling and implementing the criteria in their respective clubs immediately after PFF has explained the terms, criteria and the requirements they need to fulfill to acquire the license.
- iv. The PFF Licensing Administration will closely monitor and follow up on the License Applicants in fulfilling the criteria. If necessary, the PFF Licensing Administration will visit the License Applicants and provide them with any kind of information or assistance that a License Applicant needs.
- v. License Applicants need to submit their written application for the license along with the required supporting documents to PFF in order to prove compliance with the licensing criteria. The deadline for submission of the application along with the supporting documents for participating in the upcoming season of the Philippines Football League is on 31 December of the calendar year immediately

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preceding the season applied for. No application will be accepted after the deadline.

- vi. Licensing Administration of PFF will assess the documents submitted by the license applicant clubs to verify their compliance with the criteria once the License Applicants submit the application along with the supporting documents.
- vii. Licensing Administration of PFF will forward the license application along with the supporting documents to the FIB the day after submission of complete documents.
- viii. The First Instance Body (FIB) of PFF will decide on whether a license should be granted to the applicant club on the basis of the documents provided and in accordance to the PFL Club Licensing Regulations within fifteen (15) days after receipt of application documents from PFF Licensing Administration.
 - a. If the FIB accepts the application and decides on issuing the license, the decision will be conveyed to the license applicant club in writing within three (3) days of the acceptance
 - b. If the FIB refuses to issue the license, the decision will be conveyed to the license applicant in writing along with the reason for refusal within three (3) days of the refusal
- ix. On refusal of the license, the applicant club can lodge an appeal to General Secretary of PFF against the refusal. The appeal should be made in writing along with the supporting documents and evidence within fifteen (15) days of the receipt of refusal from PFF. The appeal and supporting documents shall be forwarded to AB of PFF.
- x. The AB will examine the application, supporting documents and submitted evidence to make a decision on the refusal of a license within fifteen (15) days after receipt of appeal.
 - a. If the AB accepts the application and decides on issuing the license, the decision will be conveyed to the license applicant club in writing within three (3) days of the decision.
 - b. If the AB refuses to issue the license, the decision will be conveyed to the license applicant in writing along with the reason for refusal within three (3) days of the decision.

PFF shall ensure equal treatment to all license applicant clubs during the core process.

6. CRITERIA

6.1 SPORTING CRITERIA

One of the most important attributes of a successful football club is to have a base of players having all the necessary technical and sporting skills. It is necessary that the players have the strength, endurance, skills and motivation to play good quality football and bring positive results for the club on the field. The benefit of having sporting criteria is encouraging the clubs to produce and continuously develop good quality players for the first team.

Also, an important aspect of sporting criteria is the youth development in the club. If the club wants to improve its elite team/first team, it needs to focus on its youth football. It takes a lot of effort and time to develop young talent and make them technically good footballers. It is important to attract more and more young players towards football and the first step in this is through having a good youth development set up at the club level.

The objectives of the sporting criteria are-

- i. Continuous production & development of skilled players for the club
- ii. Investment of clubs into youth development
- iii. Have at least two (2) youth teams in the club that train and compete regularly
- iv. Foster medical care of their youth players
- v. Encourage education (football & non-football) among the youth players
- vi. Encourage youth players to adopt a fair play policy on & off the pitch

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6.1.1 WRITTEN CONTRACT WITH PROFESSIONAL PLAYERS

All license applicants club's professional players must have a written contract with the license applicant club in accordance with the relevant provisions of the FIFA Regulations for the Status and Transfer of Players and shall incorporate all key provisions required by the Philippine laws, FIFA, AFC and PFF's instructions or directives.

Submission to PFF

The club must submit to PFF a complete copy of the player contract (including details of compensation) for each of its professional player.

PFF will verify the player contracts to confirm the authenticity.

6.1.2 PARTICIPATION IN YOUTH COMPETITION(S)

The license applicant club must have youth teams that participate in all the youth competition(s) organised by PFF in the national, regional or local level in Philippines. The youth team should also participate in any youth development activities organised by PFF.

The license applicant club must at least have the following youth teams –

- a) at least one youth team below the age of 17
- b) at least one youth team between the age-range of 12 to 16

The youth teams in the above age range must have regular training under the supervision of the qualified youth coach in a stipulated training field.

Submission to PFF

The club must submit to PFF the names, Photo Identities and other necessary documents of its youth players as requested by PFF.

PFF would verify the documents to confirm the players.

6.1.3 APPROVED YOUTH DEVELOPMENT PROGRAMME

The license applicant club must have a written youth development programme approved by PFF. This education programme must include at least the following:

- a) Personnel (technical, medical and administrative)
- b) Infrastructure available for youth training and matches

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- c) Financial Resources (budget, applicant club contribution, etc.)
- d) Football education programme for different age groups
- e) Education programme on laws of the game
- f) Medical support for youth players (including medical checks)
- g) Applicant club's support for mandatory and complementary school education for youth players i.e the club must make sure all players must attend school

Submission to PFF

The club must submit to PFF its youth development plan and programme that has been approved by the club management.

PFF will verify the documents to confirm and approve the plan.

6.1.4 MEDICAL CARE OF PLAYERS

The license applicant club must undertake a thorough medical check including cardiovascular screening for all its first team players as well basic health screening for all its youth team players. The medical check must be conducted by a licensed doctor in Philippines.

Submission to PFF

The club must submit to PFF the medical certificate of all the players that have undergone the medical checkup.

PFF would verify the documents to confirm.

6.1.5 REFEREEING MATTERS AND LAWS OF THE GAME

The license applicant club must prove that at least the captain or his replacement, the head coach or the assistant coach of the first squad have attended a session or an event for refereeing matters provided by the PFF or with its collaboration during the year prior to the season to be licensed. The criterion is fulfilled if those persons have attended the session or event.

Submission to PFF

The club must submit to PFF the names of its players and coaches that will attend or PFF's session on refereeing matters.

PFF will verify the names to confirm the attendance.

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6.1.6 RACIAL EQUALITY PRACTICE

The license applicant club must establish a policy to combat racism in football, particularly in their respective clubs’.

Submission to PFF

The club must submit to PFF a document confirming in writing that the club would practice racial equality among its players and staff.

PFF would verify its implementation through interaction with the players and staff.

6.2 INFRASTRUCTURE CRITERIA

Today, a game of football and even a competition has become an event and for an event to be successful, it should be held in good infrastructure conditions. Therefore a football match should be organised in good stadia with all the adequate facilities for the players, officials and most importantly for the spectators.

Also for a club, infrastructure criteria should be seen as a long term investment. It helps in attracting more fans to the stadium, creating a match atmosphere and generating a revenue base too. Therefore, clubs in coordination with PFF, government and the local community should ensure that they have an access to a stadium that is attractive, safe, secured, hygienic and easy to access for the fans.

The objectives of the infrastructure criteria are-

- i. Clubs have access to a stadium that is approved by PFF for Philippines Football League that provides necessary and adequate facilities for the players, officials and spectators.
- ii. Clubs have suitable training facilities for their players to help them improve their technical skills

6.2.1 APPROVED STADIUMS FOR PHILIPPINES FOOTBALL LEAGUE

The license applicant club must have a stadium available to play its home matches in the Philippines Football League organised by PFF. The license applicant club must either:

- a) own the stadium, or
- b) provide a written contract with the owner(s) of the stadium or with owners of different stadia it will use. This contract must

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guarantee the access and use of the stadium for the club's home matches for the coming season, for which the license applicant qualifies in sporting terms.

The playing field must in the minimum comply with the size as per the FIFA Laws of the Game and PFF requirements.

The Stadium must have minimum adequate:

- i. 2 Dressing rooms for players (home team & away team)
- ii. Referees room
- iii. Media facilities (for print, radio & TV)
- iv. Medical room

Submission to PFF

The club must submit to PFF the name and address of the stadium available for its home matches in the Philippines Football League along with the agreement with the owner of the stadium stating guaranteed access to the club as its Home Playing Field for the Philippines Football League matches. If the Club owns the Home Playing Field, it must submit the documents proving its ownership.

PFF will verify the documents and inspect the field to confirm the venues.

6.2.2 STADIUM CERTIFICATION

The stadium to be used by the license applicant as its home venue must be certified.

The certification is defined according to Philippines law and must include provisions related to safety and an evacuation plan. If such law does not exist, PFF shall establish the content of the stadium certificate and the procedure in close cooperation with the appropriate body/bodies (e.g. local security authorities, the local hospital, fire brigade, police, etc.).

The certificate must provide at least the following information:

- a) Safety status of the stadium structure.
- b) Compliance statement regarding the safety/security regulations of the competent civil authority.
- c) Approval of the entire stadium capacity (individual seats, terraces and total number).

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The certificate issued by the appropriate body must not be older than two years at the beginning of the Philippines Football League.

Submission to PFF

The club must submit to PFF the stadium certificate detailing all the necessary safety & security requirements.

PFF will verify the certificate and visit the stadium to confirm the compliance.

6.2.3 STADIUM CONTROL ROOM

The stadium to be used by the license applicant as its home venue must have a control room which ensures an overall view of the inside of the stadium in accordance with the provisions of the Philippines law or according to the requirements of PFF, in consultation with the appropriate civil body (e.g. local police).

The provisions shall specify at least:

- a) the definition of the size of the control room,
- b) its configuration
- c) its furnishings
- d) the technical equipment of the control room.

Submission to PFF

The club must submit to PFF the documents detailing the control room in the stadium.

PFF would verify the documents and visit the stadium to confirm the compliance.

6.2.4 STADIUM SPECTATOR AREAS

The stadium to be used by the license applicant as its home venue must have spectator stands whereby spectators can watch the matches comfortably. Each stand in the stadium must be capable of being divided into separate sectors according to the requirements of Philippines law or PFF

Submission to PFF

The club must submit to PFF the documents detailing the spectator area along with the stadium capacity.

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PFF would verify the documents and visit the stadium to confirm the compliance.

6.2.5 STADIUM FIRST AID ROOMS

The stadium to be used by the license applicant as its home venue must be equipped with first-aid room(s) to care for players, officials and spectators in need of medical assistance. This must be done according to the local authority regulations, or PFF fixes the exact number, size and location of the first-aid room(s) in consultation with the appropriate civil body or the government (e.g. local authorities for security and health,).

In general terms, the license applicant club may take account of the following recommendations:

- a) The first-aid rooms must be located in a position which allows easy access from both inside and outside the stadium to spectators and emergency vehicles.
- b) Have doors and passageways leading to them which are wide enough to allow access for a stretcher or a wheelchair.
- c) Have storage space for stretchers, and first-aid materials.
- d) Be clearly signposted throughout the inside and outside of the stadium.

Submission to PFF

The club must submit to PFF the documents detailing the first aid rooms available in the stadium.

PFF would verify the documents and visit the stadium to confirm the compliance.

6.2.6 STADIUM SAFETY

The stadium to be used by the license applicant must have a proper evacuation plan as part of its stadium certification that is approved by the civil authority of Philippines or by PFF

Submission to PFF

The club must submit to PFF the evacuation plan.

PFF would verify the plan and visit the stadium to confirm the compliance.

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6.2.7 STADIUM GROUND RULES

The stadium to be used by the license applicant as its home venue must issue stadium ground rules and affix them to the stadium in such a way that the spectators can read them. These rules must provide information on at least the following:

- i. admission rights;
- ii. abandonment or postponement of events;
- iii. description of prohibitions and penalties, such as entering the field of play, throwing objects, use of foul or abusive language, racist behaviour, etc.;
- iv. restrictions with regard to alcohol, fireworks, banners, etc.;
- v. seating rules;
- vi. causes for ejection from the ground;
- vii. risk analysis specific to the stadium.

Submission to PFF

The club must draft and submit to PFF the stadium ground rules.

PFF will verify and approve the document and visit the field for confirmation.

6.2.8 STADIUM – SANITARY FACILITIES

The stadium to be used by the license applicant as its home venue must provide sufficient toilet facilities for both sexes in accordance with the local authority regulations or as per PFF's requirements. These amenities must include washing facilities.

They must be clean and hygienic and a procedure should be established to maintain that condition throughout each event.

Submission to PFF

The club must submit to PFF all the details regarding the sanitary facilities available in the stadium.

PFF will verify the document and visit the field for confirmation.

6.2.9 TRAINING FACILITIES

The license applicant club must have training facilities available throughout the year where the players of the club can train on a regular basis. The license applicant club must either:

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- a) own the training facility, or
- b) provide a written contract with the owner(s) of the training facilities. This contract must guarantee the access and use of the training facilities for the coming season, for which the license applicant qualifies in sporting terms.

The training facilities can also be used by the license applicant club for its youth teams and youth development programmes.

The Training Field must have adequate:

- i. Full Size football pitch of good quality
- ii. Balls, cones, bibs , goal post and other necessary training equipment
- iii. Shower room for players
- iv. Gymnasium

Submission to PFF

The club must submit to PFF the name and address of the Training Field along with the agreement with the owner of the Training Field stating guaranteed access to the club as its Training Field for the entire year. If the Club owns the Training Field, it must submit to PFF the documents proving its ownership

PFF will verify the documents and visit the field to confirm the venue of the training field.

6.3 PERSONNEL AND ADMINISTRATIVE CRITERIA

In today's world, football is not only about results on the field, but also incorporation of professionalism in running the day to day administration of the club. In this regard, having professional, well-educated and experienced people in the administration of the club is key in running the club in an efficient and effective manner.

The focus is on the professional and expert manner in which the people that are appointed perform their duties. The professionalism will also be improved if clubs clearly define the profiles for the function to be performed and the requirements for the job (education, working experience, IT skills, language skills, commercial and marketing knowledge pertaining to the football industry). The license applicant club is responsible for identifying and recruiting people who meet the set requirements and comply with the defined profile either full time or part time.

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The objectives of the personnel & administrative criteria are-

- i. Clubs are managed in a professional way by professional experts
- ii. Clubs have well-educated, qualified and skilled specialists with specific know how and experience
- iii. Clubs are in a position to exploit the commercial and marketing opportunities prevailing in the commercial environment of the country
- iv. It helps the league to become more professional and commercially beneficial over a period of time

6.3.1 CLUB SECRETARIAT

The license applicant club must either own or have a guaranteed access to an office space to conduct its administrative task. The club administration must be based in this office space.

The administrative office must be equipped with all the necessary communication facilities such as telephone, fax, computer, internet, email, etc.

Submission to PFF

The club must submit to PFF the name and address of the club secretariat along with the agreement with the owner of the office space stating guaranteed access to the club as its secretariat to conduct all its administrative tasks. The club must submit all the relevant contact details of the club secretariat.

If the Club owns the office space, it must submit to PFF the documents proving its ownership

PFF will verify the documents and visit the office space to confirm the facility.

6.3.2 HEAD COACH OF THE FIRST TEAM

The license applicant club must have appointed a Head Coach for its first team, who is responsible for all the football matters of the first team.

The Head Coach must:

- i. Hold at least a valid AFC 'A' Certificate or any valid coaching qualification that is equivalent to AFC 'A' that is recognized by PFF and AFC; or

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- ii. Have started the required education course, allowing him to achieve the required AFC 'A' license; or
- iii. Hold a "recognition of competence" issued by AFC (in cases where Head Coach does not have the required diploma but has been a head coach at professional level or national team in the last 5 years)
- iv. Be appointed by the executive body or the club secretariat of the license applicant club through a written agreement endorsed by the head of club administration

Submission to PFF

The club must submit to PFF the name and the CV of the Head Coach of the first team. The club must also submit a copy of his coaching qualification/coaching certificate along with an appointment letter or an employment contract stating the appointment of the person as the head coach of the first team of the club.

PFF will verify the documents to confirm the appointment.

6.3.3 ASSISTANT COACH OF THE FIRST TEAM

The license applicant club must have appointed an Assistant Coach for its first team, who is responsible for assisting the Head Coach in all the football matters of the first team.

The Assistant Coach must:

- i. Hold at least a valid AFC 'B' Certificate or any valid coaching qualification that is equivalent to AFC 'B' that is recognized by PFF and AFC; or
- ii. Have started the required education course, allowing him to achieve the required AFC 'B' license.
- iii. Be appointed by the executive body or the club secretariat of the license applicant club through a written agreement endorsed by the head of club administration.

Submission to PFF

The club must submit to PFF the name and the CV of the Assistant Coach of the first team. The club must also submit a copy of his coaching qualification/coaching certificate along with an appointment letter or an employment contract stating the appointment of the person as the assistant coach of the first team of the club.

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PFF will verify the coaching certificates and the CV to confirm the authenticity.

6.3.4 HEAD OF YOUTH DEVELOPMENT PROGRAMME

The license applicant club must have appointed a head of the youth development programme being responsible for running the daily business and the technical aspects of the youth teams.

The Head of Youth Development Programme must:

- i. Hold at least a valid AFC 'C' Certificate or any valid coaching qualification that is equivalent to AFC 'C' that is recognized by PFF and AFC; or
- ii. Have started the required education course, allowing him to achieve the required AFC 'C' license.
- iii. Be appointed by the executive body or the club secretariat of the license applicant club through a written agreement endorsed by the head of club administration

Submission to PFF

The club must submit to PFF the name and the CV of the head of youth development programme. The club must also submit a copy of his coaching qualification/coaching certificate along with an appointment letter or an employment contract stating the appointment of the person as the head of youth development programme of the club.

PFF will verify the coaching certificates and the CV to confirm the appointment.

6.3.5 YOUTH COACHES

The license applicant club must have appointed at least 1 (one) coach responsible for all football matters for each mandatory youth team.

The Youth Coach:

- iii. Hold at least a valid AFC 'C' Certificate or any valid coaching qualification that is equivalent to AFC 'C' that is recognized by PFF and AFC; or

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- iv. Have started the required education course, allowing him to achieve the required AFC 'C' license.
- iii. Be appointed by the executive body or the club secretariat of the license applicant club through a written agreement endorsed by the head of club administration

Submission to PFF

The club must submit to PFF the name and the CV of the youth coach. The club must also submit a copy of his coaching qualification/coaching certificate along with an appointment letter or an employment contract stating the appointment of the person as the youth coach of the club.

PFF will verify the coaching certificates and the CV to confirm the appointment.

6.3.6 FULL TIME/PART TIME CEO/GENERAL MANAGER/CLUB SECRETARY

The license applicant club must have an appointed a full time or a part time CEO or General Manager or Club Secretary who is the head of the administration of the club. He is responsible for managing and supervising the administrative matters of the club.

The CEO/General Manager/Club Secretary should at least be a Graduate from a recognised college/university in or outside Philippines and must have experience of administration of football club. He should have the necessary knowledge and communication skills required in club management.

He shall –

- i. Be responsible for executing the decisions of the Executive Body of the club
- ii. Be responsible for the administration of the club secretariat and appointment and supervision of the administrative staff
- iii. Assist and participate the Congress and Board of Directors meetings of the club as an ex-officio
- iv. Be responsible for all the official correspondence and communications with PFF, Regional FAs, Government, Other Clubs and any other stakeholders involved
- v. Attend all the club management and club development seminars organised by PFF or any other governing bodies for the development of the club

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The appointment of the full time or the part time CEO/General Manager/Club Secretary should be done by the Executive Body of the club through a written contract.

Submission to PFF

The club must submit the name and CV of the full time CEO/General Manager/General Secretary to PFF along with an appointment letter or an employment contract stating his/her appointment as a full time head of club administration.

PFF will verify the documents and confirm the appointment.

6.3.7 FULL TIME/PART TIME MARKETING DIRECTOR

The license applicant club must have an appointed full time or part time Marketing Director who is the head of all the marketing, sponsorship and commercial matters relating to the club. He is responsible for managing and supervising all the marketing matters of the club.

The Marketing Director should have adequate marketing academic qualifications and experience in marketing and commercial aspects of football industry. He should have the necessary knowledge and skills in marketing, sponsorship management of football clubs and should be aware of the demographic, geographic and marketing environment prevailing in the football industry of Philippines.

It shall –

- i. Be responsible for designing and implementing the marketing and promotional plan for the club
- ii. Be responsible for identifying and approaching all the prospective sponsors and commercial partners for the club
- iii. Be responsible for presenting and selling the marketing opportunities for the club to potential sponsors
- iv. Be responsible for drafting, finalising and delivering all the sponsorship agreements entered into with the sponsors
- v. Be responsible for continuously striving towards improving the sponsorship and commercial capabilities of the club thereby increasing the club revenues

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- vi. Research the market to exploit any available marketing opportunities
- vii. Plan and supervise the club's marketing operations budget
- viii. Attend all the marketing and sponsorship seminars and workshops organised by PFF or any other governing body for the development of the club in marketing and commercial aspects

The appointment of full time/part time Marketing Director should be done by the head of the club administration, i.e the CEO/General Manager/Club Secretary through a written contract. The appointed official should give utmost importance to club's marketing, sponsorship and commercial activities.

Submission to PFF

The club must submit the name of the full time/part time Marketing Director to PFF along with his CV and an appointment letter or employment contract stating his/her appointment as the head of all the marketing, sponsorship and commercial matters relating to the club.

PFF would verify the documents and confirm the appointment.

6.3.8 SECURITY OFFICER OR SECURITY ADVISOR

The license applicant club must have an appointed part time security officer or a security advisor who is responsible for safety and security matters.

The appointment of part time Security Officer or Security Advisor should be done by the head of the club administration, i.e the CEO/General Manager/Club Secretary through a written contract.

Submission to PFF

The club must submit the name of the security officer or security advisor to PFF along with his CV and all his contact details. The club must submit an appointment letter or an employment contract stating the appointment of the official as the security officer or security advisor.

PFF will verify the documents and confirm the appointment.

6.3.9 MEDIA OFFICER

The license applicant club must have an appointed part time or full time media officer being responsible for all media matters.

The media officer must either have a diploma in journalism or concluded a media officer education course provided by PFF or organisation recognised by PFF, and must have “recognition of competence” from PFF, and with at least one year experience.

The appointment of full time/part time Media Officer should be done by the head of the club administration, i.e the CEO/General Manager/Club Secretary through a written contract.

Submission to PFF

The club must submit the name of the media officer to PFF along with his CV and all his contact details. The club must submit an appointment letter or an employment contract stating the appointment of the official as the media officer of the club.

PFF will verify the documents and confirm the appointment.

6.3.10 MEDICAL DOCTOR

The license applicant club must have nominated a part time or full time medical doctor who is responsible for medical support and advice to its first team. The license applicant club must have ready access to a medical doctor during all its home matches in the Philippines Football League.

The appointment of full time/part time Medical Doctor should be done by the head of the club administration, i.e., the CEO/General Manager/Club Secretary through a written contract.

Submission to PFF

The club must submit the name of the medical doctor to PFF along with his CV and all his contact details. The club must submit an appointment letter or an employment contract stating the appointment of the official as the medical doctor of the club.

PFF will verify the documents and confirm the appointment.

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6.3.11 PHYSIOTHERAPIST

The license applicant club must have an appointed part time or full time physiotherapist who is responsible for medical treatment and massages for the first team players during training and matches.

The physiotherapist must possess a degree in physiotherapy from a recognised university/college. The physiotherapist must be certified by appropriate health authority of in Philippines

The appointment of full time/part time physiotherapist should be done by the head of the club administration, i.e the CEO/General Manager/Club Secretary through a written contract.

Submission to PFF

The club must submit the name of the physiotherapist to PFF along with his CV and all his contact details. The club must submit an appointment letter or an employment contract stating the appointment of the official as the physiotherapist of the club.

PFF will verify the documents and confirm the appointment.

6.3.12 DUTY OF REPLACEMENT DURING LICENSING SEASON

If a function or position becomes vacant during licensing season due to reasons beyond the control of license applicant club, the license applicant club must ensure that such function is taken over by –

- i. A person who holds the necessary qualification
- ii. A person who does not hold the necessary qualification but he can hold the position on a temporary basis and only until the end of the licensing season.

Submission to PFF

The club must submit the name of the person that has replaced the outgoing club official to PFF along with his CV and all his contact details. The club must submit an appointment letter or an employment contract stating the appointment of the official as the replacement for the outgoing official.

PFF will verify the documents and confirm the appointment.

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6.4 LEGAL CRITERIA

An important characteristic of a well managed and a stable football club is to have a strong legal foundation. It is necessary that the club has an appropriate legal base as per the principles of football in the country. The benefit of having legal criteria is to encourage the clubs to be stable over a long run.

The objectives of the legal criteria are-

- a. Establishing a stable and sustainable entity
- b. Compliance of the rules and regulations of the PFF
- c. Increased protection for club, players and officials through compliance of contractual obligations
- d. Increased efficiency in player transfer procedures
- e. Transparency in financial management
- f. Ability to secure contracts with sponsors and commercial partners
- g. Streamlining of approvals from government bodies for construction/ownership of club infrastructure

6.4.1 DECLARATIONS

The license applicant club must submit a legally valid declaration confirming the following –

- i. It recognises as legally binding the statutes, rules and regulations and decisions of PFF
- ii. It recognises the exclusive jurisdiction of PFF Arbitration and CAS
- iii. It recognises the prohibition on recourse to ordinary courts under the PFF Statutes
- iv. At national level, to play in competitions that are recognised and endorsed by PFF
- v. At continental level, to play in competitions recognised and organised by AFC
- vi. To abide by the provisions and conditions of the PFF Club Licensing Regulations
- vii. All documents submitted are true and correct
- viii. It authorises the licensing authority to examine documents and seek information from public authority or private body according to Philippines law
- ix. It acknowledges PFF to spot check at local level, reviewing assessment process and decision making

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- x. It acknowledges that AFC reserves the right to spot check at local level to review assessment process and decision-making process in case PFF fails to implement and execute a spot check
- xi. It will inform PFF of significant change, event or condition of major economic importance occurring after the submission of licensing documentation

Submission to PFF

This declaration must be executed by an authorised signatory of the license applicant club no more than three months prior to the corresponding deadline for its submission to PFF.

6.4.2 LEGAL ENTITY

The license applicant must be registered with Securities and Exchange Commission (SEC) as a legal entity/domestic corporation as per the law prevailing in Philippines.

The license applicant must be in possession of a legally valid declaration confirming the following:

- i. It is a legal entity registered with the Securities & Exchange Commission;
- ii. It holds a certificate/document stating its legal entity status; and
- iii. It has valid club statutes that is approved by the authority confirming the legal entity status on the license applicant.

Submission to PFF

The club needs to submit the (i) Articles of Incorporation (along with the necessary documents and certificates that prove that the club or the owner is a legal entity registered with Securities & Exchange Commission) and (ii) valid club statutes or by-laws that is approved by the SEC.

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6.4.3 OTHER DOCUMENTS AND CONFIRMATIONS FROM THE LICENSE APPLICANT

The license applicant must submit a copy of the current Articles of Incorporation and By-laws to PFF.

Submission to PFF

This declaration must be executed by an authorised signatory of the license applicant club no more than three months prior to the corresponding deadline for its submission to PFF.

6.4.4 OWNERSHIP AND CONTROL OF CLUBS

The license applicant must submit a legally valid declaration outlining the ownership structure and control mechanism of the clubs and confirming the following:

No natural or legal person involved in the management, administration and/or sporting performance of the club, either directly or indirectly:

- i. is a member of any other club participating in the Philippines Football League;
- ii. is involved in any capacity whatsoever in the management, administration and/or sporting performance of any other club participating in the Philippines Football League;
- iii. is a shareholder with or without voting rights of any other club participating in the Philippines Football League;
- iv. has any power whatsoever over the management of any other club participating in the Philippines Football League;
- v. administration and/or sporting performance of any other club participating in the Philippines Football League;

Submission to PFF

This declaration must be executed by an authorised signatory of the license applicant club no more than three months prior to the corresponding deadline for its submission to PFF.

6.5 FINANCIAL CRITERIA

For any organisation to sustain and grow, it is of utmost importance that it has a healthy and sound financial position. It not only includes higher revenues but also includes proper maintenance of financial statements and accounts. The financial criteria in the regulations will help deliver both short and long term improvements for clubs, PFF and for the Philippines football family in general.

For PFF, the financial criteria should help to:

- i. Improve their understanding of the financial position and prospects of their member clubs;
- ii. Enhance its ability to be proactive in assisting clubs with financial issues

For the clubs, the financial criteria should help to:

- i. Improve standards and quality of financial management and planning activities;
- ii. Enable better management decision-making;
- iii. Enhance clubs' financial and business credibility with stakeholders;
- iv. Improve financial stability; and
- v. Enhance revenue generating ability and cost management.

The objectives of the financial criteria are:

- i. Improve the economic and financial capability of the clubs;
- ii. Increase clubs' transparency and credibility;
- iii. Place the necessary importance on the protection of creditors;
- iv. Safeguard the continuity of international competitions for one season;
and
- v. Monitor financial fair play.

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6.5.1 AUDITED ANNUAL FINANCIAL STATEMENTS

The license applicant club must submit its annual financial statements. These financial statements must have been prepared and audited by independent auditors

The financial statements should include the following –

- ✓ **Balance Sheet**
 - i. Current Assets
 - ii. Fixed Assets
 - iii. Current Liabilities
 - iv. Non Current Liabilities
 - v. Net Assets/Liabilities

- ✓ **Profit and Loss Account**
 - i. Revenue
 - ii. Expenses
 - iii. Other

6.5.2 NO PAYABLE OVERDUE TOWARDS FOOTBALL CLUBS ARISING FROM TRANSFER ACTIVITIES

The license applicant club must prove that it has no payables overdue towards football clubs arising from transfer activities as at 31 December of the year preceding the season to be licensed, unless by the following 31 March they have been fully settled, deferred by mutual agreement with the creditor or are subject to a not obviously unfounded dispute submitted to a competent authority.

6.5.3 NO PAYABLE OVERDUE TOWARDS PLAYERS, EMPLOYEES AND SOCIAL / TAX AUTHORITIES

The license applicant club must prove that, in respect of contractual and legal obligations with its current and former employees, (including all professional players, the general manager/CEO/club secretary, the marketing director, the head coach of the first team, the assistant coach for the first team, the youth coach, the media officer, the medical doctor, the head of youth development, the security officer, the physiotherapist, etc) it has no payables overdue towards employees and social/tax authorities as at 31 December of the year preceding the season to be licensed, unless by the following 31 March they have been fully settled, deferred by mutual agreement with the

creditor or are subject to a not obviously unfounded dispute submitted to a competent authority.

6.5.4 WRITTEN REPRESENTATIONS PRIOR TO THE LICENSING DECISION

Within seven (7) days prior to the start of the period in which the licensing decision is to be made by the First Instance Body, the license applicant club must make written representations to PFF.

The written representations shall state whether or not any events or conditions of major economic importance have occurred, that may have adverse affect on the license applicant club's financial position since the balance sheet date of the preceding audited annual financial statements.

6.5.5 DUTY TO NOTIFY SUBSEQUENT EVENTS

Following the grant of a license by PFF, the licensee must promptly notify PFF in writing about any subsequent events that may cast significant doubt upon the licensee's ability to continue as a growing concern until at least the end of the season for which license has been granted.

Compliance of this criterion shall be assessed by PFF in respect of the following licensing cycle.

6.6 CLUB IDENTITY CRITERIA

One of the most important elements of elite football is "FANS". Every club strives hard to pull the crowds and supporters to its games. Although, a major ingredient in generating fans and supports is sporting results and sporting success on the pitch and field of play, there are other factors which can go a long way in generating fans.

One of the ways to generate, retain and attract more fans is to create an identity of the club that is unique and different from other clubs. Thereby people could associate themselves with the clubs in their vicinity, city or province and can be converted into loyal fans and supporters. Club identity will be delivered to fans through name, logo, and colors of club.

The objectives of the club identity criteria are-

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- i. To make clubs more attractive for fans
- ii. To make sure that name, logo, and colors of club are based on the club identity

6.6.1 CLUB NAME

The license applicant club must have a name and nickname

The Club Name must:

- i. Include the name of the city where club locates
- ii. Include the nickname (It should be linked with the club's identity which is based on the unique characteristics of the city/club, such as historical, cultural or geographical features of the city and/or the club)

Submission to PFF

The club must submit to PFF the name of the club and the reason for the nickname of the club for PFF's approval.

6.6.2 CLUB LOGO

The license applicant club must have a club logo as a significant part of the club's identity and ensures that the club's name is remembered upon seeing the logo.

The Club Logo must be:

Linked with the club's identity which is based on the unique characteristics of the city/club, such as historical, cultural or geographical features of the city and/or the club.

Submission to PFF

The club must submit to PFF the logo of the club and the detail explanation on the concept of the logo for PFF's approval.

6.6.3 CLUB COLORS

The license applicant club must have the club colors as an important part of this overall visual appearance of any brand is depicted in the attire or the uniforms that people associated with it adopt.

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The Club colors must be:

Linked with the club's identity which is based on the unique characteristics of the city/club, such as historical, cultural or geographical features of the city and/or the club

Submission to PFF

The club must submit to PFF the colors of the club before the beginning of the league season and the reason for the color for PFF's approval.

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6.7 Summary of the Criteria

Following is a summary highlighting the club licensing criteria for the clubs to participate in the Philippines Football League –

SPORTING CRITERIA

- License Applicants Club's professional players to have a written contract with the license applicant club
- License Applicant Club to have at least two youth teams, one within the age range of U12 – U16 and one U17 that take part in the youth competitions organised by PFF
- License Applicant Club to have a written youth development programme
- License Applicant Club to undertake medical check of all its first team players and youth team players
- License Applicant Club to send the captain or his replacement, the head coach or the assistant coach of the first squad to attend a session for refereeing matters provided by the PFF
- License Applicant Club to establish a policy to combat racism

INFRASTRUCTURE CRITERIA

- License Applicant Club to either own or have a guaranteed access to a Home Playing Field to play its Philippines Football League matches
- License Applicant Club's home stadium to be certified
- License Applicant Club's home stadium to have a control room
- License Applicant Club's home stadium to have spectator stands
- License Applicant Club's home stadium to be equipped with first-aid room(s) for players, officials and spectator
- License Applicant Club's home stadium to issue stadium ground rules
- License Applicant Club's home stadium to have a proper evacuation plan
- License Applicant Club's home stadium to have sanitary facilities
- License Applicant Club to either own or have a guaranteed access to Training Field/ Training Facilities throughout the year.

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PERSONNEL AND ADMINISTRATIVE CRITERIA

- License Applicant Club to either own or have a guaranteed access to an office space to conduct its administrative task
- License Applicant Club to appoint a Head Coach for its first team, who holds at least an AFC 'A' Coaching Certificate
- License Applicant Club to appoint an Assistant Coach for its first team, who holds at least an AFC 'B' Coaching Certificate
- License Applicant Club to appoint a head of the youth development programme, who holds at least an AFC 'C' Coaching Certificate
- License Applicant Club to appoint at least one Coach for its youth team, who holds at least an AFC 'C' Coaching Certificate
- License Applicant Club to appoint a full time or a part time CEO/General Manager/General Secretary as the head of club administration
- License Applicant Club to appoint a full time or a part time Marketing Director as the head of all the marketing, sponsorship and commercial matters relating to the club
- License Applicant Club to appoint a full time or a part time security officer or security advisor who is responsible for safety and security matters
- License Applicant Club to appoint a full time or a part time media officer who is responsible for all media matters for the club
- License Applicant Club to appoint a full time or a part time medical doctor who is responsible for medical support and advice to its first team
- License Applicant Club to appoint a full time or a part time physiotherapist who is responsible for medical treatment and massages for the first team players
- License Applicant Club to replace any of its official in case there is a vacancy

LEGAL CRITERIA

- License Applicant Club to submit a legally valid declaration
- License Applicant Club to be a legal entity registered with the Securities & Exchange Commission (SEC)

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- License Applicant Club to submit a copy of the current Articles of Incorporation and By-laws to PFF
- License Applicant Club to submit a legally valid declaration outlining the ownership structure and control mechanism

FINANCIAL CRITERIA

- License Applicant Club to submit its annual financial statements
- License Applicant Club to prove that it has no payables overdue towards football clubs
- License Applicant Club to prove that it has no payables overdue players, employees and social/tax authorities
- License Applicant Club to submit written representations prior to the licensing decision
- License Applicant Club to notify PFF in writing about any subsequent events

CLUB IDENTITY CRITERIA

- License Applicant Club to have a name & nickname
- License Applicant Club to have a club logo
- License Applicant Club to have club colors

7. MATTERS NOT PROVIDED FOR

Matters not provided for in these regulations shall be decided by the PFF Board of Governors, whose decisions are final.

PFF House of Football, Pasig City. 23 March 2015.

For the PFF Board of Governors:

MARIANO V. ARANETA, JR.
President

ATTY. EDWIN B. GASTANES
General Secretary