



sãopaulofc

SÃO PAULO F.C.

PEA...

## History

Founded on January 25, 1930, São Paulo Football Club was born with the mark of overcoming, protagonism and ambition since its birth. "The Tricolor" is the only Brazilian club that have conquered the South-American Continent and the World three times. It also remains as the only consecutive three-time champion of the Brazilian Championship and the first to win it six times.



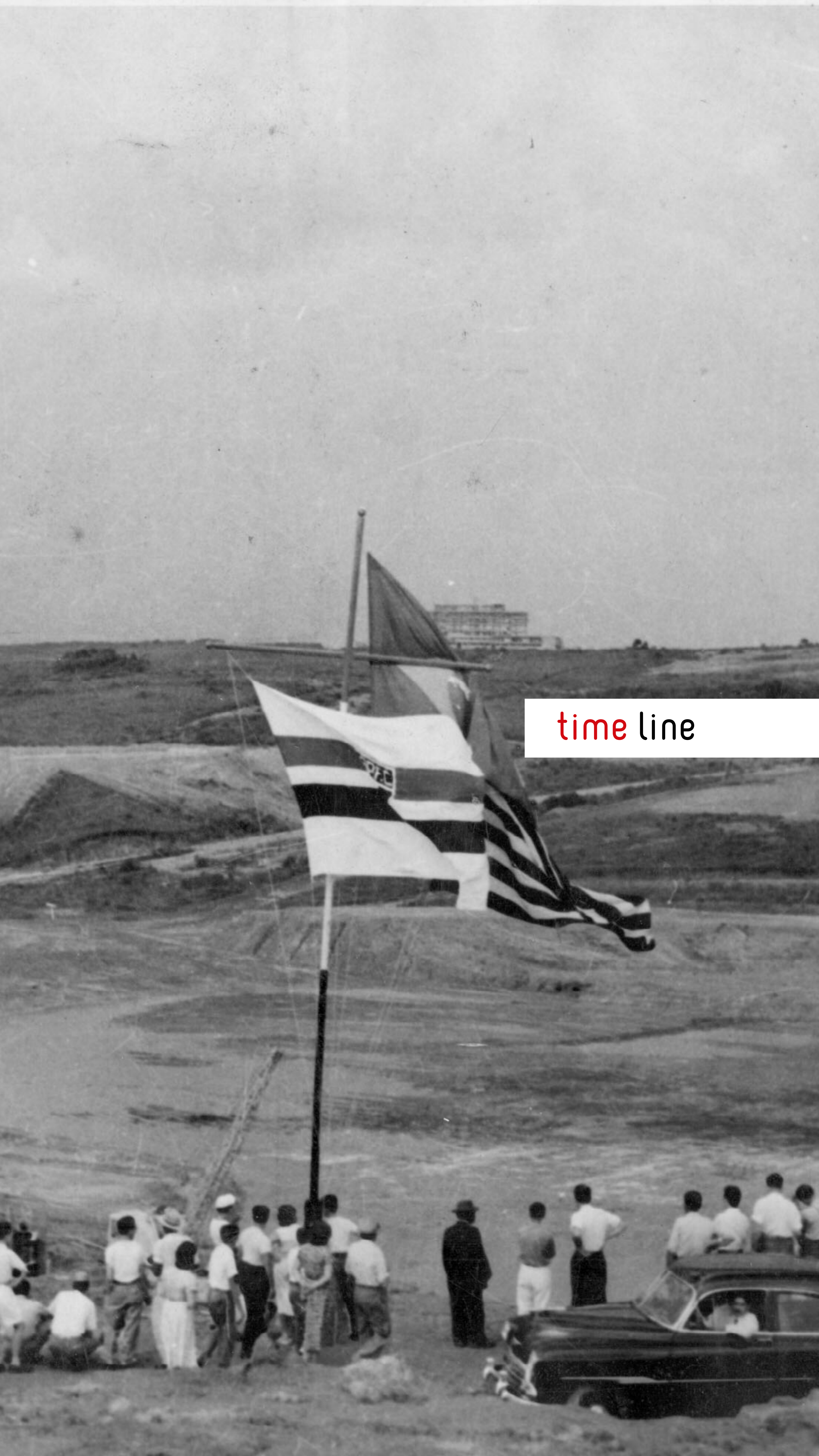
The club and its crowd have seen memorable moments, like the unforgettable squad from the 40's that has won five trophies in seven years, or the Super Team of Raí, Telê Santana & company from early 90's that amazed the World with flawless victories over Barcelona and Milan in the World Club Championships. We have also seen Rogério Ceni break the world record as the goalkeeper that have scored more goals ever, as well as many other great moments of the glorious São Paulo trajectory.

It was defending São Paulo's colors that Adhemar Ferreira da Silva won the Olympic gold medal and broke the Triple Jump world record twice, and Éder Jofre became a Boxing legend.

Tricolor also challenged the logic outside the pitch and built the biggest private stadium in Brazil, the Morumbi. The club was a pioneer in understanding that infrastructure is a key for excellence in sports and was one of the first clubs in the country to build its own Training Center and Youth Academy, which have helped to discover players such as Cafu, Müller and Silas in the past and more recently Lucas Moura, Oscar, Kaka, Casemiro and David Neres.

Those are some reasons why São Paulo is recognized as one of the biggest and most successful clubs in the world and continues to build its history with glories, titles and a legion of almost 20 million fans spread around the planet.





time line

25/01/1930

São Paulo Futebol Clube Foundation



01/04/1942

Leônidas da Silva, the Black Diamond, signs for São Paulo



**20/11/1949**

The fifth title in seven years (Paulista State Championship).  
The "Compressor Roller" squad



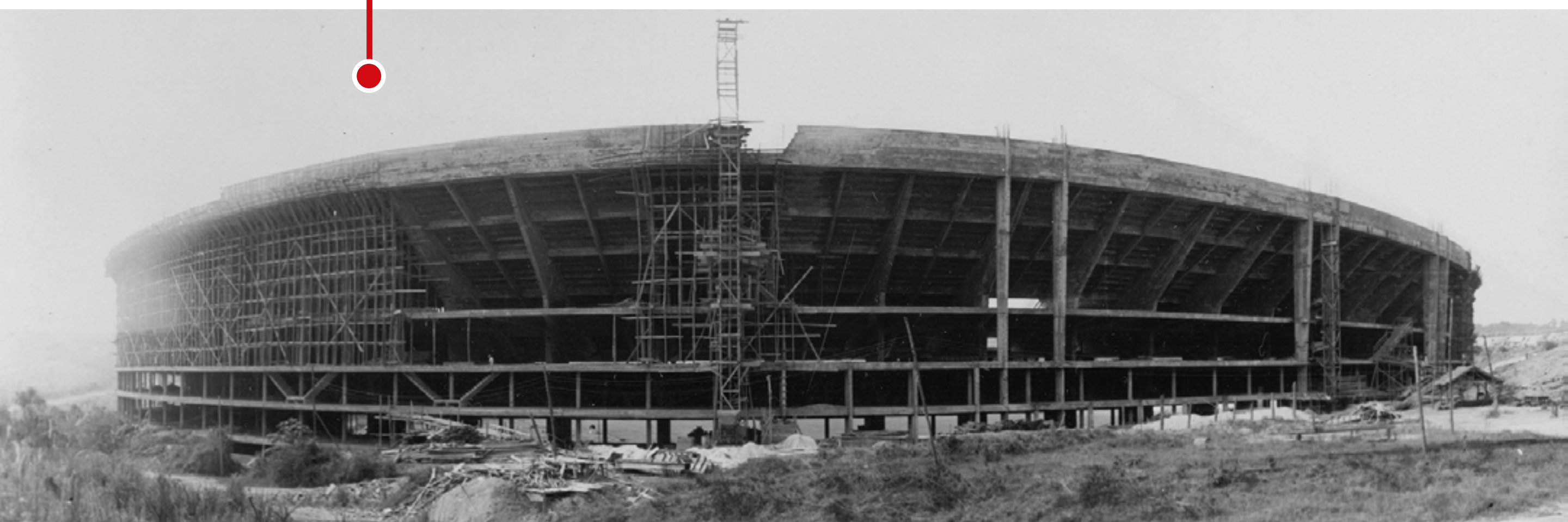
**23/07/1952**

Adhemar Ferreira da Silva wins the gold medal (triple jump)  
in Helsinki Olympic Games and breaks Olympic and World  
Record



**15/08/1952**

Start of Morumbi Stadium construction



**26/03/1955**

Adhemar Ferreira da Silva wins the gold medal (triple  
Jump) in Mexico City Pan-American Games and breaks Pan-  
American and World Records

**02/10/1960**

Morumbi Stadium Opening (partial)



**18/11/1960**

Eder Jofre becomes WBA bantamweight  
World Champion



**25/01/1970**

Morumbi Stadium Opening (full capacity)



**05/05/1973**

Eder Jofre becomes WBC featherweight World Champion)



**05/03/1978**

First Brazilian National Championship Title (1977 Season)

**25/06/1987**

Second Brazilian National Championship Title  
(1986 Season)



**09/06/1991**

Third Brazilian National Championship Title



**17/06/1992**

First Copa Libertadores Title



**13/12/1992**

First World Club Championship Title





**26/05/1993**

Second Copa Libertadores Title



**12/12/1993**

Second World Club Championship Title



**14/07/2005**

Third Copa Libertadores Title



16/07/2005

Cotia Athlete Formation Center Opening



18/12/2005

Third World Club Championship Title



**19/11/2006**

Fourth Brazilian National Championship Title



**31/10/2007**

Fifth Brazilian National Championship Title



**07/12/2008**

Sixth Third Brazilian National Championship Title



**12/12/2012**

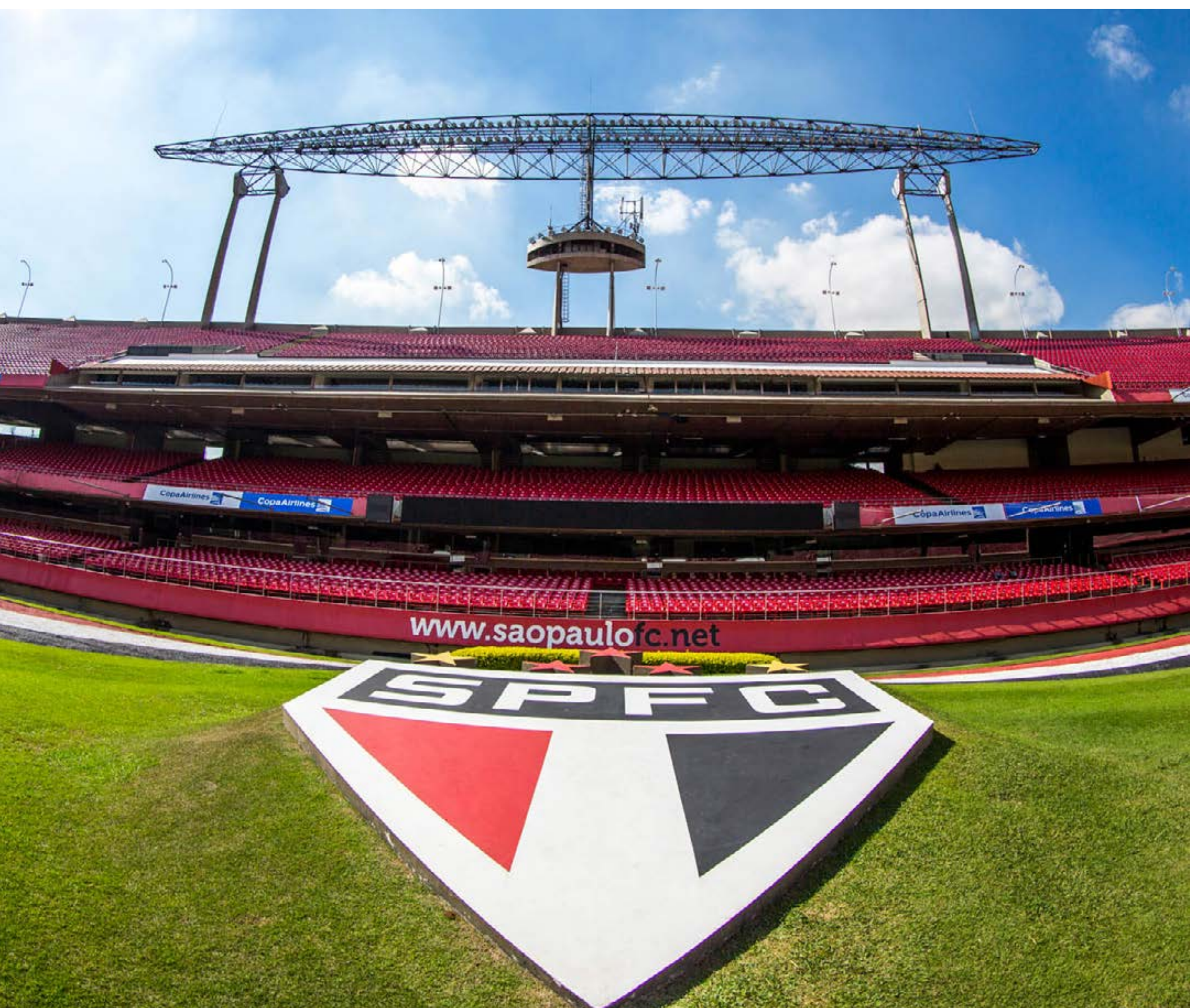
Copa Sudamericana Title



## Professional Administration

In 2017, São Paulo FC began to move towards a modern and professional future, starting with the implementation of the club's new Bylaws, which professionalized all the management positions. From now on, all the club's main areas are led by executives working full time on the departments. That change makes all the strategic planning more efficient and easier to be followed up.

The Bylaws also implemented the Administrative Council and the Executive Board as organs of the club's powers so the main decisions such as sponsorship contracts, annual budget validation and other things are defined by an independent board of nine people.





## Anthem

Hail the Tricolor Paulista

Beloved brazilian club

You are strong, you are great

You are the first among the great ones

You are strong, you are great

You are the first among the great ones

Chorus

Oh Tricolor

Beloved Club

Your glories

Come from the past (x2)



Who love you tenderly  
From São Paulo you have the name  
That holds worthily  
From São Paulo you have the name  
That holds worthily

Chorus

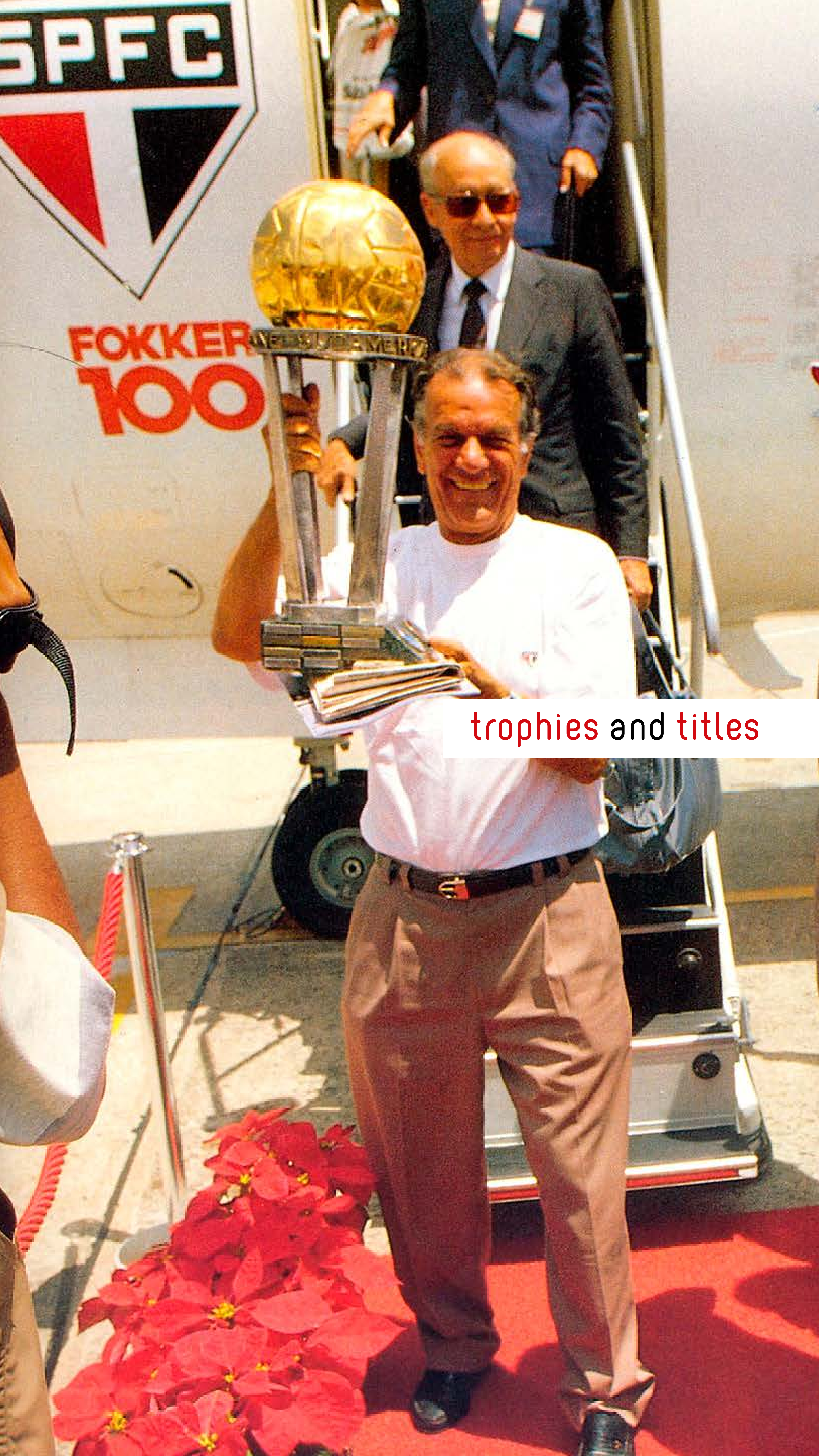
Oh, Tricolor...

São Paulo dear club  
You have our love  
Your name and your glories  
Have honor and flush  
Your name and your glories  
Have honor and flush

Chorus

Oh Tricolor...

Your glorious colors  
Awaken feverish love  
By the "Bandeirante" land:  
Honor and Glory of Brazil  
By the "Bandeirante" land:  
Honor and Glory of Brazil



trophies and titles



## International Championships

World Club Championships: 1992, 1993, 2005

Copa Libertadores: 1992, 1993, 2005

Copa Sudamericana: 2012

Supercopa Libertadores: 1993

Recopa Sudamericana: 1993, 1994

Copa Conmebol: 1994

Copa Masters Conmebol: 1996



## National Championships

Brazilian Championship: 1977, 1986, 1991, 2006, 2007, 2008.

Rio-São Paulo Tournament: 2001

## State Championships

Paulista State Championships: 1931, 1943, 1945, 1946, 1948, 1949, 1953, 1957, 1970, 1971, 1975, 1980, 1981, 1985, 1987, 1989, 1991, 1992, 1998, 2000, 2005.

Paulista Superchampionship: 2002

## Past and Present:

São Paulo is proud to seek at the roots of its past the paths that guide us into the future. The club's football department is currently headed by Raí, one of the most important players in the history of the Tricolor and with a lot of luggage in the world of football. Recently, the club appointed Diego Lugano as Superintendent of Institutional Relations. Former Uruguayan captain and figure of great representation for the crowd, the former defender works closely with the coaching staff, but also has a responsibility to transmit the values and culture of São Paulo in spheres that extend beyond the four lines.



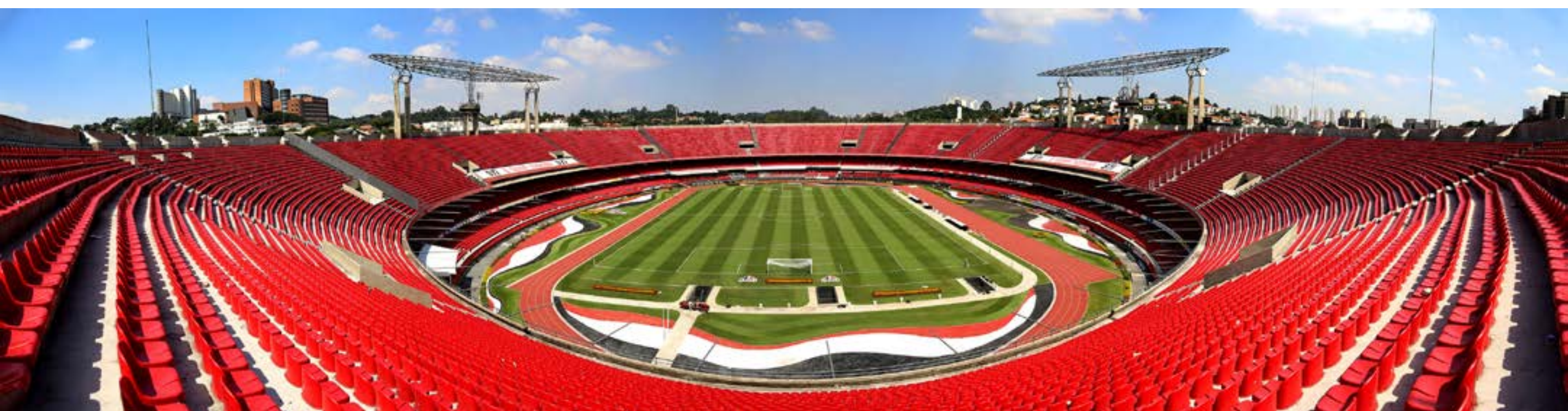
Having in the administration figures who understand our history makes us look forward without forgetting the ideals that have brought us here.



structure

## Cícero Pompeu de Toledo Stadium, the Morumbi

Cícero Pompeu de Toledo Stadium is located in one of the city's noblest areas. The 67.000 people capacity makes the Morumbi Stadium the largest concert hall of São Paulo (over 130 artists such as Aerosmith, U2, Madonna, Michael Jackson and Bruno Mars), and also have played in our home and the largest private stadium in Brazil. In 2007, the club created the "Concept Hall", a wide boulevard of services for the fans. Seven days a week, the stadium welcomes visitors and offers options for shopping and entertainment, such as bars, restaurants, shops, gym and other services.



### Technical details: Morumbi

- Beginning of construction: 1952
- Inauguration: October 2, 1960 (SPFC 1 x 0 Sporting-POR)
- Built area: 112,904 m<sup>2</sup>
- Current audience capacity: 66,795
- 81 bars and snack bars
- 51 bathrooms
- Disabled area: 470m<sup>2</sup> and 108 seats

## Barra Funda Training Ground

This is the place the team hosts its pre-season games and technical, tactical, and physical training sessions. The center is also where the team prepares for matches and houses some of the club's players



### Technical details: Barra Funda Training Ground

- 20 double apartments, all suites
- Cafeteria for 50 people
- REFFIS - Physiology and Physical Therapy Sports Rehabilitation Center
- 3 official football fields (one with the same dimensions of Morumbi's) and seats for 704 people
- Press center with media auditorium work stations and lounge

## Cotia Athlete Formation Center

Inaugurated in 2005, São Paulo FC's golden year in this century, the Youth Academy is another pioneer initiative in Tricolor's constant quest for excellence. Built over a wide area of over 230,000 square meters, place is an international reference in training and shaping highperformance athletes.



### Technical details: Cotia Athlete Formation Center

- Total area: 230.000m<sup>2</sup>
- 8 official fields
- Stadium for 1500 people
- 4 lodges for 110 players
- Cafeteria for 120 people and industrial kitchen
- REFFIS - Physiology and Physical Therapy Sports Rehabilitation Center
- Lodging for 148 guest (74 rooms)

**Alex Silva** (Alex Sandro da Silva) - DEF - Hamburg (ALE), Jorge Wilstermann (BOL)

**Breno** (Breno Vinícius Borges) - DEF - Bayern München (ALE)

**Oscar** (Oscar dos Santos Emboaba Júnior) - MID - Chelsea (ING), Shanghai SIPG (CHN)

**Caseiro** (Carlos Henrique Casimiro) - DEF MID - Real Madrid (ESP)

**Lucas** (Lucas Rodrigues Moura da Silva) - ATT - Paris Saint-Germain (FRA), Tottenham Hotspur (ING)

**Ederson** (Ederson Lúcio Santana de Moraes) - GK - Benfica (POR), Manchester City (ING)

**Gabriel Boschilia** (Gabriel Boschilia) - MC - Monaco (FRA)

**Luiz Araújo** (Luiz de Araújo Guimarães Neto) - ATT - Lille (FRA)

**João Schmidt** (João Felipe Schmidt Urbano) - DEF MID - Vitória de Setúbal (POR), Atalanta (ITA)





**Lucas Evangelista** (Lucas Evangelista Santana de Oliveira) - MC - Udinese (ITA), Panathinaikos (GRE), Estoril (POR)

**Ewandro** (Ewandro Felipe de Lima Costa) - ATT - Udinese (ITA), Estoril (POR)

**Lyanco** (Lyanco Evangelista Silveira Neves Vojnovic) - DEF - Torino (ITA)

**David Neres** (David Neres Campos) - ATT - Ajax (HOL)

**Digão** (Rodrigo Izacson Leite) - DF - Milan (ITA), Sampdoria (ITA), Standard Liège (BEL), Lecce (ITA), Crotone (ITA), Penafiel (POR), NY Red Bulls (EUA)

**Augusto** (Augusto Cesar Veríssimo Galvan) - MID - Real Madrid (ESP)

**Lucas Piazon** (Lucas Domingues Piazon) - MID - Chelsea (ING), Málaga (ESP), Vitesse (HOL), Frankfurt (ALE), Reading (ING), Fulham (ING)

**Ademilson** (Ademilson Braga Bispo Junior) - ATT - Yokohama Marinos (JAP), Gamba Osaka (JAP)



## Social

Although the main reason for São Paulo's existence is soccer, Tricolor also has one of the best entertainment and sports facilities in the city. More than 14 thousand members use a modern and planned sports complex with seven swimming pools, four gymnasiums and 21 courts, supported by the 154 thousand m<sup>2</sup> of the club.

There are more than 40 activities, in addition to about 10 events held throughout the year, making São Paulo one of the biggest and most important social clubs in the country.





greatest idols

## Rogério Ceni

Goalkeeper

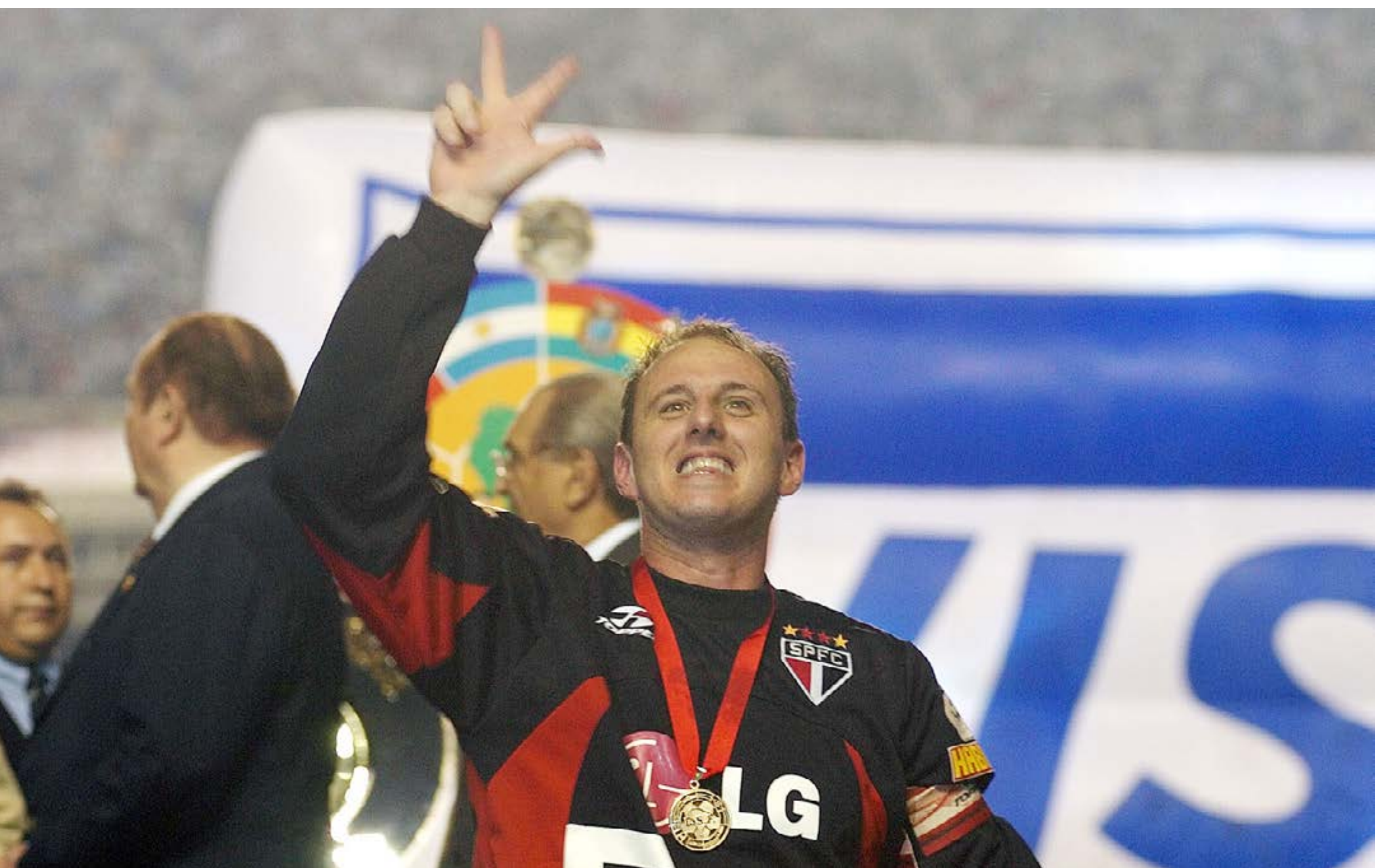
Matches: 1237

First game on SPFC: 25/06/1993

Last game on SPFC: 28/10/2015

Goals on SPFC: 131

Born: 22/01/1973, Pato Branco (PR)



**Titles on SPFC:** FIFA World Club Championship (1992 and 1993); Copa Libertadores (1993 and 2005); Copa Sudamericana (2012), Supercopa Libertadores (1993); Recopa Sudamericana (1993 and 1994); Copa Conmebol (1994); Copa Masters Conmebol (1996); Brazilian Championships (2006, 2007 e 2008), Rio-São Paulo Tournament (2001); Paulista State Championships (1992, 1998, 2000 and 2005)

## Zetti

Goalkeeper

Matches: 432

First game on SPFC: 15/07/1990

Last game on SPFC: 24/11/1996

Born: 10/01/1965, Porto Feliz, SP



**Titles on SPFC:** World Club Championship (1992 and 1993); Copa Libertadores (1992 and 1993); Supercopa Libertadores (1993); Recopa Sudamericana (1993 and 1994); Copa Masters Conmebol (1996); Brazilian Championship (1991); Paulista State Championship (1991 and 1992).

## Poy

Goalkeeper

Matches: 524

First game on SPFC: 14/06/49

Last game on SPFC: 16/12/62

Born: 16/04/1926, Rosário (Argentina)

Death: 08/02/1996, São Paulo (SP)



**Titles on SPFC:** Paulista State Championship (1949, 1953 e 1957, as a player, and 1975, as coach).

## Waldir Peres

Goalkeeper

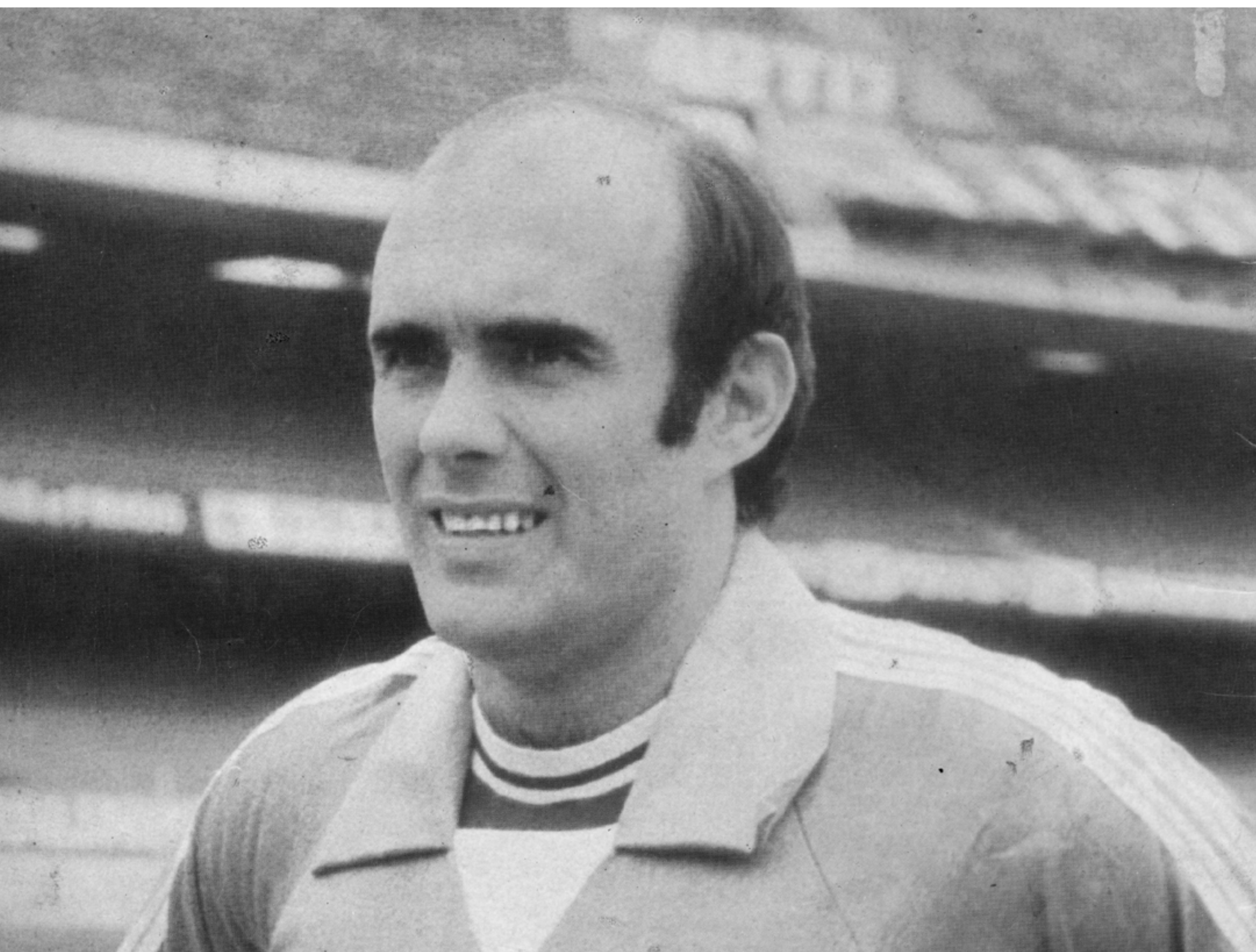
Matches: 617

First game on SPFC: 03/11/1973

Last game on SPFC: 26/05/84

Born: 02/01/1951, Garça (SP).

Death: 23/07/2017



**Titles on SPFC:** Paulista State Championship (1975, 1980, 1981) and Brazilian Championship (1977).

## Cafu

Right-back

Matches: 273

First game on SPFC: 24/09/1989

Last game on SPFC: 30/11/1994

Goals on SPFC: 38

Born: 07/06/1970. São Paulo (SP).



**Titles on SPFC:** World Club Championship (1992 and 1993); Copa Libertadores (1992 and 1993); Supercopa Libertadores (1993); Recopa Sudamericana (1993 and 1994); Copa Masters Conmebol (1996); Brazilian Championship (1991); Paulista State Championship (1991 and 1992).

## Leonardo

Left-back

Matches: 111

First game on SPFC: 11/08/1990

Last game on SPFC: 05/12/2001

Goals on SPFC: 17 gols

Born: 05/09/1969, Niterói (RJ)



**Titles on SPFC:** World Club Championship (1993), Copa Libertadores (1993); Recopa Sudamericana (1993 and 1994) and Brazilian Championship (1991).



## Forlán

Right-back

Matches: 243

First game on SPFC: 01/05/1970

Last game on SPFC: 14/09/1975

Goals on SPFC: 9

Born: 14/07/1945. Soriano (Uruguai).



**Titles on SPFC:** Paulista State Championship (1970, 1971 e 1975).

## Lugano

Defender

Matches: 213

First game on SPFC: 11/05/2003

Last game on SPFC: 03/12/2017

Goals on SPFC: 13

Born: 02/11/1980. Canelones (Uruguai).



**Titles on SPFC:** Paulista State Championship (2005); Copa Libertadores (2005); World Club Championship (2005) and Brazilian Championship (2006).

## Darío Pereyra

Defender

Matches: 453

First game on SPFC: 11/12/1977

Last game on SPFC: 28/05/1988

Goals on SPFC: 37

Born: 19/10/1956. Montevideú (Uruguai).



**Titles on SPFC:** Paulista State Championship (1980, 1981, 1985 and 1987) and Brazilian Championship (1977 and 1986).

## Oscar

Defender

Matches: 294

First game on SPFC: 05/08/1980

Last game on SPFC: 06/06/1987

Goals on SPFC: 13

Born: 20/06/1954. Monte Sião (MG).



### Oscar

“Quando cheguei ao São Paulo, vindo do New York Cosmos, em julho de 1980, o Campeonato Paulista já estava em andamento e só depois de 15 dias, entrei no ritmo do time”. José Oscar Bernardi, mineiro de Monte Sião, onde nasceu em 20 de junho de 1954, apesar de disputar somente o segundo turno, acabou sendo um dos principais responsáveis pela conquista do título de 80, uma certeza que ele só teve depois que o árbitro deu o apito final do jogo decisivo contra o Santos. Em campo, desde os tempos da Ponte Preta onde começou Oscar sempre mostrou muita classe e seu estilo assemelha-se ao de Mauro Ramos de Oliveira, um marco na história do clube. Capitão do seu time, titular na Seleção, e um dos “homens de ouro” do São Paulo, sua principal característica sempre foi a interceptação de bolas altas na área.



**Titles on SPFC:** Brazilian Championship (1986); Paulista State Championship (1980, 1981, 1985 and 1987).

## Mauro

Defender

Matches: 498

First game on SPFC: 21/03/1948

Last game on SPFC: 16/12/1959

Goals on SPFC: 2

Born: 30/08/1930. Poços de Caldas (MG).

Death: 18/09/2002. Poços de Caldas (MG).



**Titles on SPFC:** Paulista State Championship (1948, 1949, 1953 and 1957).

## Bellini

Defender

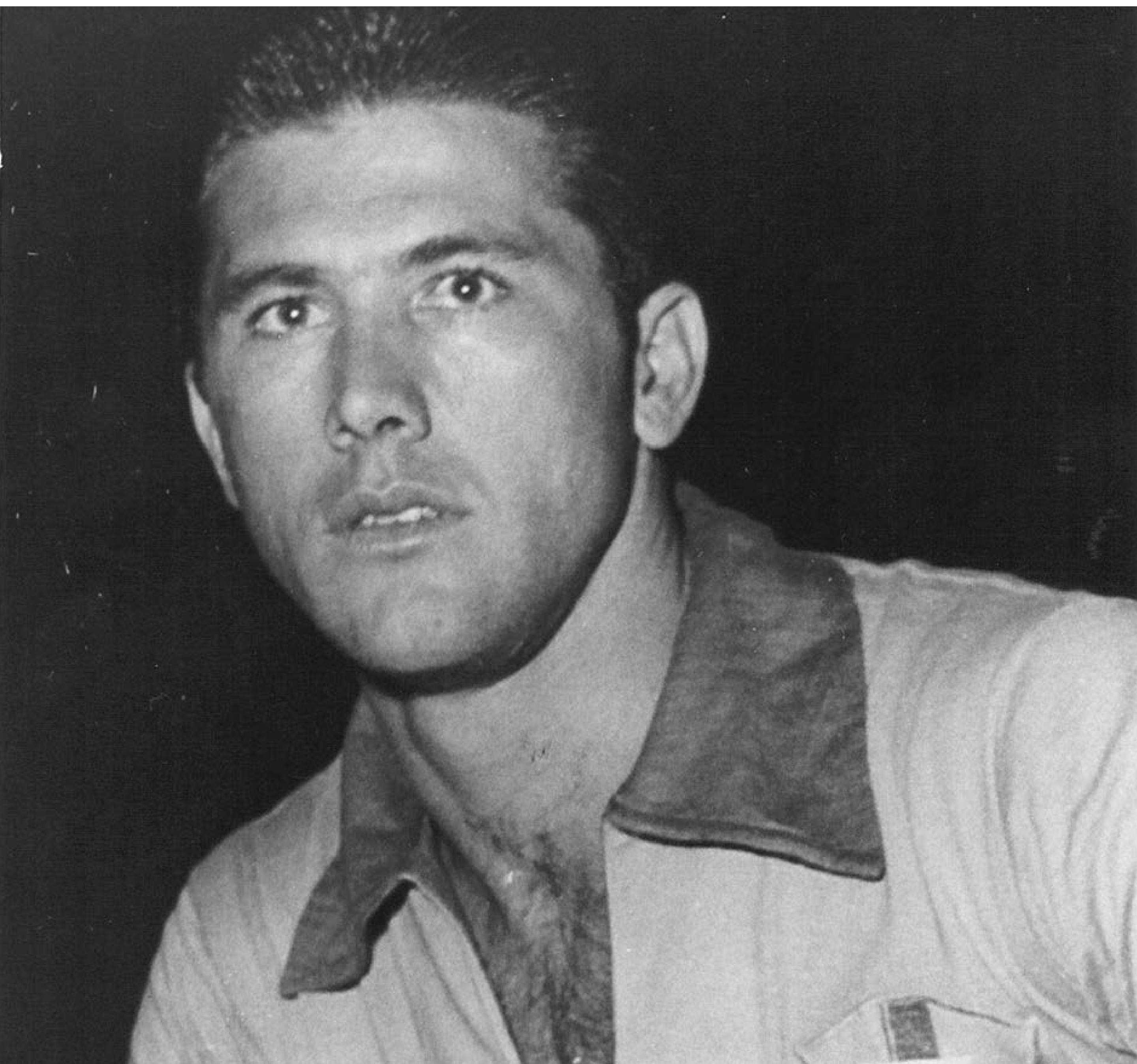
Matches: 214

First game on SPFC: 17/03/1962

Last game on SPFC: 14/01/1968

Goals on SPFC: 1

Born: 21/06/30, Itapira (SP).



**Titles on SPFC:** none

## Bauer

Defensive midfielder

Matches: 400

First game on SPFC: 05/11/1944

Last game on SPFC: 29/06/1957

Goals on SPFC: 18

Born: 21/11/1925, São Paulo (SP).

Death: 04/02/2007, São Paulo (SP).



**Titles on SPFC:** Paulista State Championship (1945, 1946, 1948, 1949 e 1953).

## Hernanes

Midfielder

Matches: 242 jogos

First game on SPFC: 02/06/2004

Last game on SPFC: 15/11/2017

Goals on SPFC: 47 gols

Born: 29/05/1985, Recife (PE)



**Titles on SPFC:** Brazilian Championship (2007 and 2008)



## Kaká

Attacking Midfielder

Matches: 155 jogos

First game on SPFC: 01/02/2001

Last game on SPFC: 30/11/2014

Goals on SPFC: 51 gols

Born: 22/04/1982, Brasília (DF).



**Titles on SPFC:** Rio-São Paulo Tournament (2001)

## Raí

Midfielder

Matches: 395

First game on SPFC: 18/10/1987

Last game on SPFC: 22/07/2000

Goals on SPFC: 128

Born: 15/05/1965. Ribeirão Preto (SP).



**Titles on SPFC:** World Club Championship (1992), Copa Libertadores (1992 and 1993), Brazilian Championship (1991) and Paulista State Championship (1989, 1991, 1992, 1998 and 2000).

## Pedro Rocha

Midfielder

Matches: 393

First game on SPFC: 27/09/1970

Last game on SPFC: 02/10/1977

Goals on SPFC: 119

Born: 03/12/1942. Salto (Uruguai).



**Titles on SPFC:** Paulista State Championship (1971 and 1975) and Brazilian Championship (1977)

## Sastre

Midfielder

Matches: 128

First game on SPFC: 18/04/1943

Last game on SPFC: 15/12/1946

Goals on SPFC: 56

Born: 27/04/1911. Lomas de Zamora (Argentina).



**Titles on SPFC:** Paulista State Championship (1943, 1945 and 1946).

## Zizinho

Midfielder

Matches: 67

First game on SPFC: 10/11/1957

Last game on SPFC: 09/11/1958

Goals on SPFC: 27

Born: 14/09/1921. São Gonçalo (RJ).



**Titles on SPFC:** Paulista State Championship (1957).

## Luis Fabiano

Centre-forward

Matches: 352

First game on SPFC: 18/02/2001

Last game on SPFC: 28/11/2015

Goals on SPFC: 212 goals

Born:08/11/1980, Campinas (SP).



**Titles on SPFC:** Rio-São Paulo Tournament (2001), Copa Sudamericana (2012)

## Müller

Right-winger

Matches: 386

First game on SPFC: 15/11/1984

Last game on SPFC: 24/11/1996

Goals on SPFC: 160

Born: 31/01/1966, Campo Grande (MS).



**Titles on SPFC:** World Club Championship (1992 and 1993); Copa Libertadores; (1992 and 1993); Supercopa Libertadores (1993); Brazilian Championship (1986 and 1991); Paulista State Championship (1985, 1987, 1991 and 1992)

## Careca

Striker

Matches: 191

First game on SPFC: 30/01/1983

Last game on SPFC: 16/06/1987

Goals on SPFC: 115

Born: 05/10/1960, Araraquara (SP).



**Titles on SPFC:** Paulista State Championship of 1985 and 1987, Brazilian Championship of 1986.



## Serginho Chulapa

Centre-forward

Matches: 399

First game on SPFC: 06/06/1973

Last game on SPFC: 12/12/1982

Goals on SPFC: 242

Born: 23/12/1953, São Paulo (SP).



**Titles on SPFC:** Paulista State Championship (1975, 1980 and 1981) and Brazilian Championship (1977).

## Leônidas

Striker

Matches: 211

First game on SPFC: 24/05/1942

Last game on SPFC: 03/12/1950

Goals on SPFC: 144

Born: 06/09/1913. Rio de Janeiro (RJ).



**Titles on SPFC:** Paulista State Championship (1943, 1945, 1946, 1948 and 1949).

## Friedenreich

Centroavante

Matches: 127

First game on SPFC: 16/03/1930

Last game on SPFC: 24/03/1935

Goals on SPFC: 103

Born: 18/07/1892, São Paulo (SP).



**Titles on SPFC:** Paulista State Championship (1931)

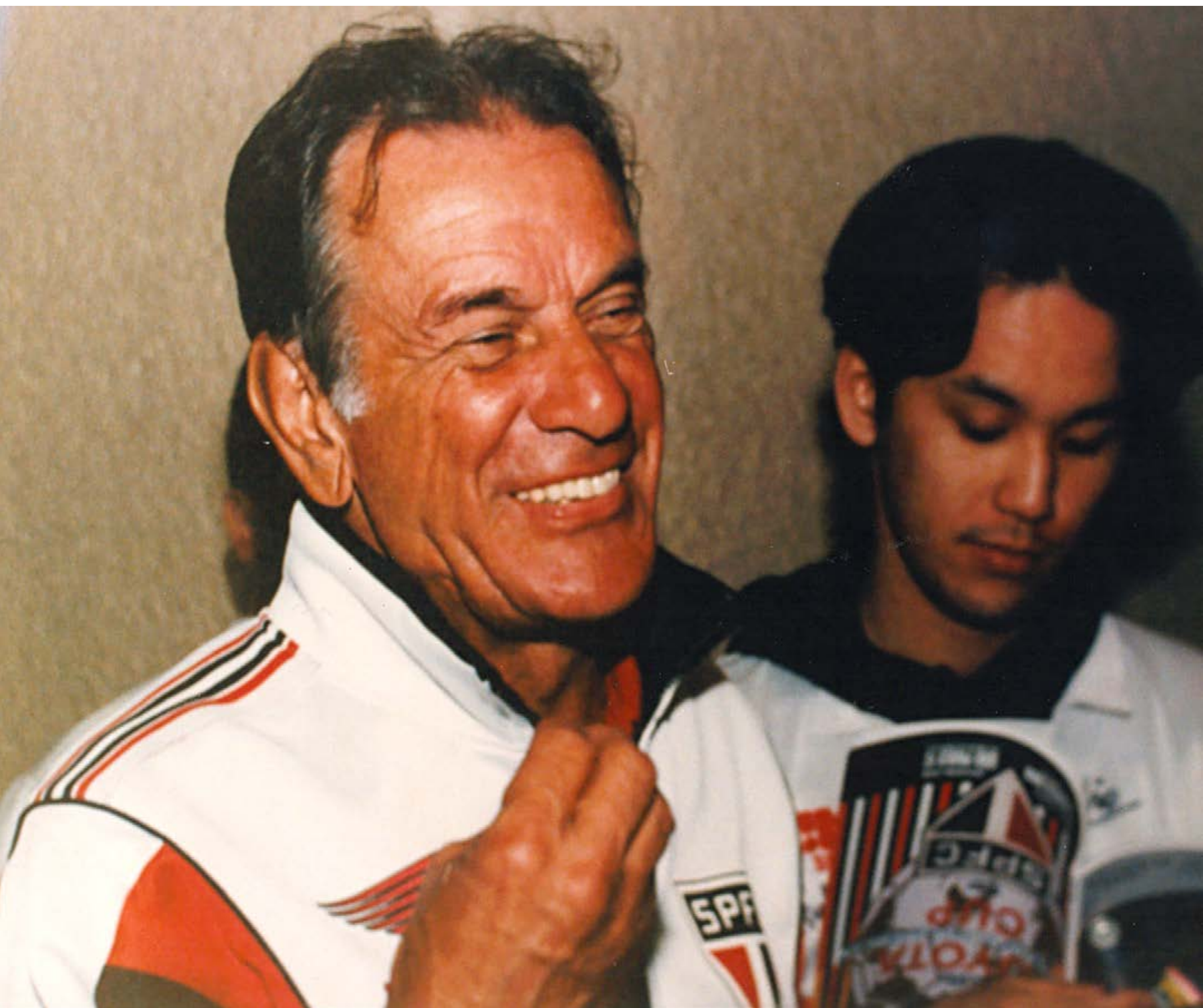
## Telê Santana

Coach

1973 and 1990 - 1996

Born: 26/07/1931, Itabirito (MG)

Death: 21/04/2006, Belo Horizonte (MG)



**Titles on SPFC:** World Club Championship (1992 and 1993); Copa Libertadores (1992 and 1993); Supercopa Libertadores (1993); Recopa Sudamericana (1993 and 1994); Brazilian Championship (1991); Paulista State Championship (1991 and 1992).

## Muricy Ramalho

Coach

1993, 1996-1997, 2006-2009, 2013-2015

Born: 30/11/1955, São Paulo (SP)



**Titles on SPFC:** Brazilian Championship (2006, 2007 e 2008);  
Copa Conmebol (1994) and Copa Masters Conmebol (1996)

## Vicente Feola

Coach

1937 a 1960 (several moments).

Born: 01/11/1909, São Paulo (SP)

Death: 06/11/1975, São Paulo (SP)



**Titles on SPFC:** Paulista State Championship (1948 and 1949).

## Formiga

Defensive midfielder

Born: 03/03/1978. Salvador (BA)



**Titles on SPFC:** Women's Brazilian Championship and Women's Paulista State Championship (1997 and 1999)

## Sissi

Midfielder

Born: 02/06/1967. Esplanada (BA)



**Titles on SPFC:** Women's Brazilian Championship and Women's Paulista State Championship (1997)



## Adhemar Ferreira da Silva

Athlete – Triple Jump

Born: São Paulo, 29 de setembro de 1927

Death: São Paulo, 12 de janeiro de 2001



**Titles on SPFC:** World record triple jump (1952 and 1955); Olympic Games Gold Medal (1952); Pan-American Games (1951 and 1955); Universíades (1953, 1955); South-American Championship (1949, 1951, 1952, 1953), 1955; Brazilian Championship (1947, 1949, 1950, 1951, 1952, 1953, 1954, 1955); Paulista State Championship: (1947, 1948, 1949, 1950 and 1951)

## Éder Jofre

Boxer

Born: São Paulo, 26 de março de 1936



**Titles on SPFC:** World Championship (featherweight - World Boxing Council): 1973; Unified World Championship (bantamweight World Boxing Association and European Boxing Union): 1962; World Championship (bantamweight - World Boxing Association): 1960; Latin-America Championship: 1956; Sul-Americano Championship (bantamweight): 1960; Brazilian Championship (bantamweight): 1958

## Melânia Luz

Athlete

Born: 01/06/1928. São Paulo (SP)



**Titles on SPFC:** South American Champion Relay 4x100 meters and first black Brazilian athlete at the Olympic Games

## Maurren Maggi

Athlete

Born: 25/06/1976



**Titles on SPFC:** World Championship Meeting Trofeo Caja de Ávila (Spain), 2010; I Festival Speed and jumps of São Paulo, 2011; Grande Prêmio Internacional de Atletismo de São Paulo, 2011; Grande Premio do Brasil, Rio de Janeiro, 2011; South America Championships of Athletics, Buenos Aires (Argentina), 2011; Troféu Brasil de Atletismo, São Paulo, 2011; Pan American Games, Guadalajara (México), 2011; Grande Prêmio do Brasil, Belém, 2012; Grande Prêmio Internacional de Atletismo de São Paulo, 2012; Grande Prêmio do Brasil, Rio de Janeiro, 2012

## Marketing

Club known internationally, the SPFC is also an powerful partner for those who see in the sport an investment opportunity. The case of Banco Inter, the team's sponsor, gives a sense of the return that the São Paulo brand offers: in one year, the number of account holders increased by almost 400%, driven mainly by sponsorship of the Tricolor.

Recently, adidas returned to supply sports equipment after 20 years. The Tricolor also had its relationship with the companies in relation to the name and the victorious trajectory of the São Paulo Futebol Clube.

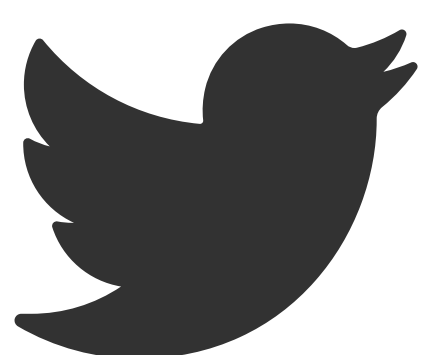


## Communication

São Paulo has been at the forefront of innovations and technologies throughout its history, which also includes the communication with fans in social networks. The club was a pioneer in having a behind-the-scenes coverage before and after matches on its Youtube channel, the SPFC TV, and was also one of the first to narrate the matches best moments in its Twitter account.

The club strives to intensify and enhance the way we speak to our community and improve the tools to reach our fans to get a close approach.

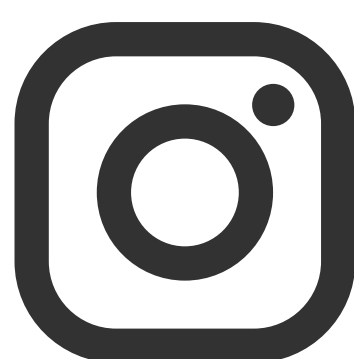
Some numbers:



**4,2 million**  
followers on  
Twitter



**662 thousand**  
subscribed fans on  
Youtube



**1,4 million**  
followers on  
Instagram



**6,7 million**  
fans on Facebook

## Social responsibility

In 2018, São Paulo FC launched a social responsibility department to transcend the institution's performance as just a football club and act as an agent of social transformation that cares about other themes. Since then, two initiatives have been created:

The first is related to International Women's Day, which aims not only to increase security and democracy for fans within the Morumbi stadium, but also extends its efforts to women victims of domestic violence, promoting monthly meetings with the support of voluntary groups.



The second, opens the doors of Morumbi for a photographic project, which aims at the professionalization and insertion in the job market of young people and adults with mental disorders. A volunteer teacher and two students with down can experience the experience of working in the field equally as professionals of the press.

The Tricolor also started to support the project "Adopt a Good Night", whose main objective is to help and stimulate the late adoption (children older than seven years old). The club will feature on its channels successful stories of adoptions of this type and will also present the profile of children and teenagers waiting for a family to encourage people to give a chance to these much-needed young people.

The screenshot shows the Facebook profile of São Paulo FC. The profile picture is the club's crest, and the name is "São Paulo FC" with the handle "@saopaulofc". The page is set to "Página inicial".

Two posts are visible:

- Post 1 (March 21):** Titled "Dia Internacional da Síndrome de Down - O SPFC se importa". The text discusses the club's role in society and its commitment to social transformation through football. It mentions that on March 21, the club celebrates the International Day of Down Syndrome.
- Post 2 (March 8):** Titled "Manifesto: Dia da Mulher - O SPFC se importa". The text discusses the International Day of the Girl, noting that it is often celebrated with superficial gestures. It states that the club does not see it as a mere commemorative day but as a movement for mobilization to fight for rights, equality, and against gender discrimination.





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SÃO PAULO F.C.

PELO