



São Paulo Futebol Clube



São Paulo Futebol Clube

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# The President speaks

Tricoloured greetings



Despite being one of the youngest clubs in the State of São Paulo, our club's history is crowned with glory throughout. Founded in 1930, São Paulo Futebol Clube has accumulated several local, national and international champion titles, some of them unheard of in Brazil, such as our two-times World Champion title in the Toyota Cup. We have discovered more outstanding talents than any other club in the country, and the most prominent sport stars have stepped upon our fields wearing our glorious tricoloured shirt. Besides that, as a result of a gigantic work, we were able to build the biggest private stadium in the world, an accomplishment that we exhibit with great pride.

Our inclination for growth and honouring the patrimony of our predecessors could not be restricted to our country. São Paulo (as our club is known here in Brazil) is the club that takes part in the highest number of international championships, and is the pioneer in having conducted our flag to foreign countries like Portugal, Spain, Korea, Japan and China.

Our partnership with the traditional Manchester team demonstrates clearly the purpose of the São Paulo Futebol Clube in becoming a more international team, and in crossing all the frontiers to dignify our tricoloured shirt and definitely achieving the modernity required on the rise of the new Millenium.

Marcelo Figueiredo Portugal Gouvêa  
President

**São Paulo  
players have  
always been  
present in  
the most  
relevant  
victories of  
the Brazilian  
Team.**



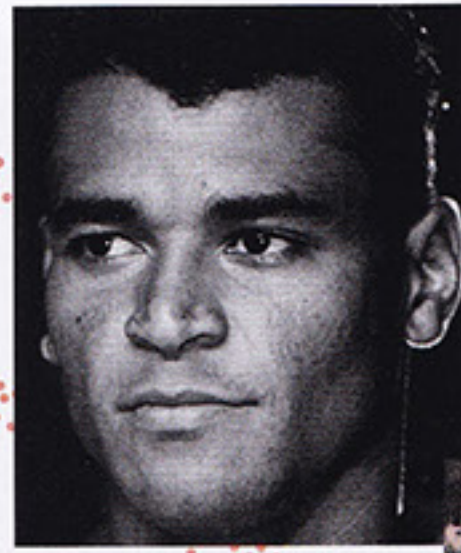
De Sordi, Mauro and Dino stand out among the world champions of the 1958 World Cup in Sweden.



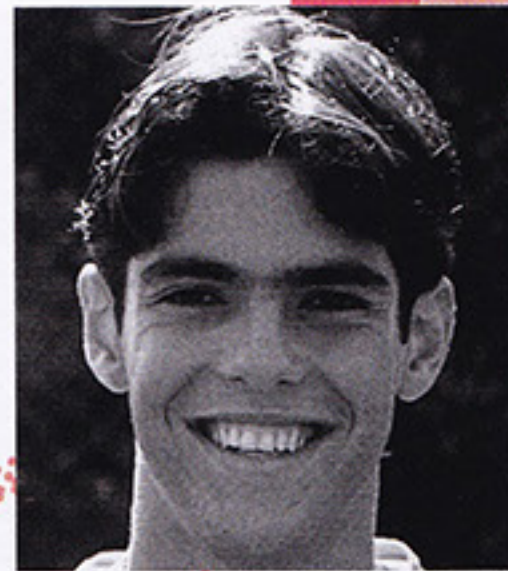
Bellini and Jurandir ranked first among the two-times-champions of the 1962 World Cup in Chile.



Gerson was the maestro of the third Brazilian World Champion title of the 1970 World Cup in Mexico.



In the 1994 World Cup, the four-times-world-champion titleholders included the goalkeeper Zetti, the defenders Cafu and Leonardo and the forward Müller.



The unique fifth soccer world champion title accomplished by the Brazilian Team was also attained with the help of outstanding São Paulo Futebol Clube players, like Rogério Ceni, Belletti and Kaká.

# Professional Soccer

Two-times world champion



São Paulo Futebol Clube – a reference in the professional soccer segment

Strategic planning and professionalism have always characterized the São Paulo Futebol Clube. We have always been internationally recognized for our pioneering initiatives, modernity, technology and sportive infrastructure.

Mixing outstanding players with young talents, São Paulo has conquered the State of São Paulo, Brazil, the three Americas, Europe and the World.

## Luis Fabiano – the goal scoring machine

Luis Fabiano is currently the most remarkable striker within the Brazilian Professional Soccer. Being the player who scored more goals in the 2002 Rio–São Paulo Championship, in the 2003 Paulista League and in the 2003 Brazilian League, the 22-year-old athlete is São Paulo Futebol Clube's chief weapon in achieving champion titles. His goal scoring average is the second highest in the history of our club to the amount of 0.76 goals per match (93 goals in 123 matches). The only player who surpassed this mark was the legendary Arthur Friedenreich, the idol of the 1920s and 1930s, holding the amazing goal scoring average of 0.81 goals per match (66 goals in 81 matches).







**We're Superchampions!**

Our tricoloured team consecrated itself champion in the Supercampeonato Paulista championship of 2002 by defeating the Ituano team at the Morumbi Stadium at its full capacity. All the ingredients of a final match full of grandeur were present. "Olé" screams, giant flag waves on the bleachers and fireworks coloured the great decision.



**Ricardinho showed what he came for**

As of August 28<sup>th</sup> 2002, Ricardinho was introduced in the CCT training center to the press and São Paulo fans and supporters. On September 1<sup>st</sup>, he made his debut with the tricoloured shirt on. Ricardinho currently represents, to São Paulo Futebol Clube's attack, the tradition of outstanding midfielders of the past, like Zininho, Gerson and Pedro Rocha.



**São Paulo, the best campaign in the Brazilian League**

The spectacular defenses of our goalkeeper Rogério Ceni and the performances of Luis Fabiano, Ricardinho, Reinaldo e Kaká turned out to be the sensation of the Brazilian League 2002. Only the champion title lacked.



**São Paulo Former Professional Players Meeting**

In November 2002, the First São Paulo Former Professional Players Meeting took place, at the suggestion of our club, within the facilities of the Morumbi Stadium. More than 100 former players took part in the event. Above, the bold midfielder Chicão.



**Mauro's Farewell**

The year of 2002 carried some sad moments. Mauro Ramos de Oliveira, one of the most elegant soccer players of all times, left the soccer field lawn for good. Despite that, he will be in the hearts of the São Paulo fans forever, as well as in the memory of every lover of the true state-of-the-art soccer technique.



# Youth Soccer

School of outstanding players



The Youth Soccer Directory was totally reorganized through the acquisition of a new Technical Committee and the rental of the Sportville Training Center, in the outskirts of São Paulo City (Barueri). The new center offers very good working conditions, in comparison to the pre-existent ones.

We have substantially reduced the number of athletes (from 250 to 120) dwelling or integrating these teams. This was the solution adopted to increase the effectiveness of the training and the players themselves.

We have not able to acquire a ground plot for the new TC yet, but we are conducting a project for the construction of lodging units in the Guarapiranga TC, and exploring it to its full extent.

## A good structure may also turn into champion titles

São Paulo Futebol Clube has always been studious to promote an ideal infrastructure with the purpose of bringing up winning teams.

Official soccer fields, first world lodging facilities, a competent medical and physiotherapy department, recreational and cultural activities, all this to improve the art of soccer playing in our athletes.



### International victory

As of June 30th 2002, the São Paulo sub-15 team (boys under 15 yo), won the champion title in the Nike Premier Cup, the most important inter-team competition within the category. Edited since 1994, the championship relied on the participation of more than 6,000 teams of all continents during its qualification phase, which means more than 100,000 boys worldwide running after the ball.

### Rai scores one more goal

A very special distinction must be given to Rai's work as the São Paulo Soccer Coordinator. Through his project of adding value to the most elementary principles of society, such as education and culture, he managed to gain the trust of the young athletes' parents. Due to that, in their majority, these parents became members of the São Paulo Futebol Clube.



**TC Sportville**  
Youth Soccer's new home

*Since last September, in order to increase the interaction among all Youth Team categories, São Paulo Futebol Clube has adopted the Sportville Complex as its lodging facility and training center for the Youth Teams: infantile (14 and 15 yo), juvenile (16 and 17 yo) and junior (under 20 yo). The conditions of the complex are ideal to meet São Paulo's objective: consolidate more and more the tradition of bringing up athletes of distinction within the world's soccer scenario.*



**Campos Salles School teaching**  
in Sportville

*It seems that São Paulo Futebol Clube has succeeded in the partnership with Campos Salles School. It has been educating the athletes of the Youth Teams within the Sportville facility. The partnership resulted in adult education courses, as well as elementary and high school education in classrooms beside the lodging facilities. The next step of the project is the implementation of professionalizing courses for the athletes.*



# Maintenance and Renovation Works

Looking after the present and the future



We have carried out renovation works in our gigantic complex in all its segments, including the Barra Funda and Guarapiranga Training Centers. Special distinction should be given to the development and submission of the project for the construction of our new Social and Cultural Club House.

São Paulo Futebol Clube, mastership in huge construction works

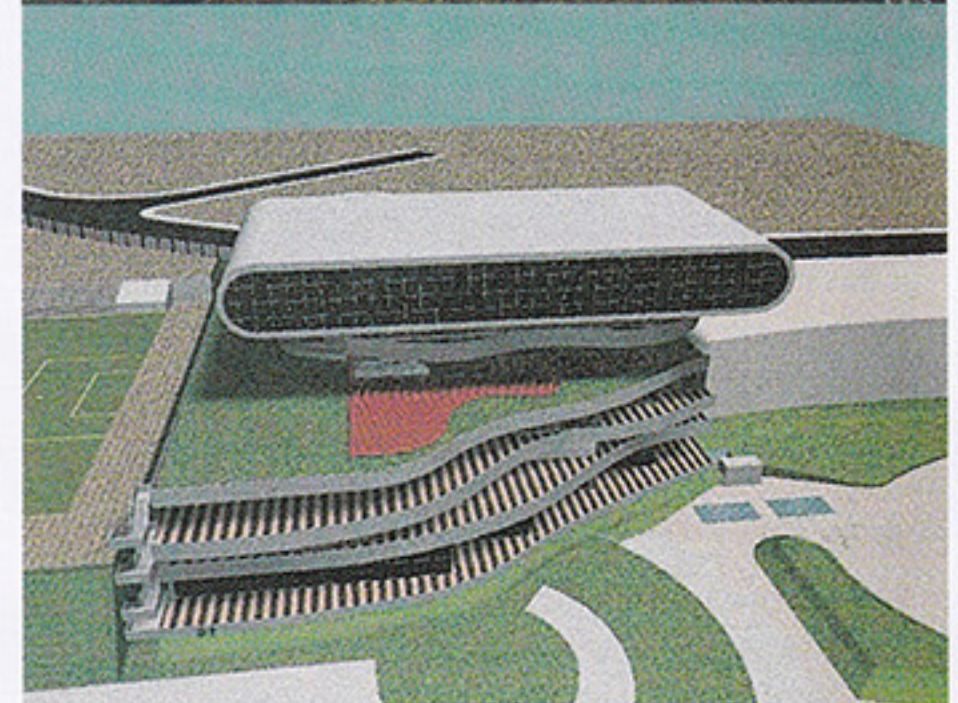
São Paulo Futebol Clube has always carried out pioneering construction works with the purpose of improving sports and leisure conditions.

The necessary support for these works comes from widely recognized engineers and architects.

A specific department takes care of the maintenance of our patrimony, making sure that the stadium and other facilities are always in pristine conditions, when it comes to electrical and hydraulic plants, painting, cleaning and other complementary works. The new Social and Cultural ClubHouse project is certainly match for our Club and its tradition.

## The Barra Funda CTC

*Our CTC – Concentration and Training Center is one of the most sophisticated on the planet and the best in Latin America, when it comes to Sportive Medicine. São Paulo Futebol Clube also owns other training centers scattered within the State of São Paulo, among which the Guarapiranga facility stands out, with its 99,000m<sup>2</sup> area, dedicated to the Youth Teams and lodging of foreign delegations.*



## The new Social and Cultural Club House

*Our president Marcelo Figueiredo Portugal Gouvêa and the architect Ruy Ohtake presented the project for the New Social and Cultural ClubHouse.*

*It is a six-story-high building, with room for countless types of sports activities.*



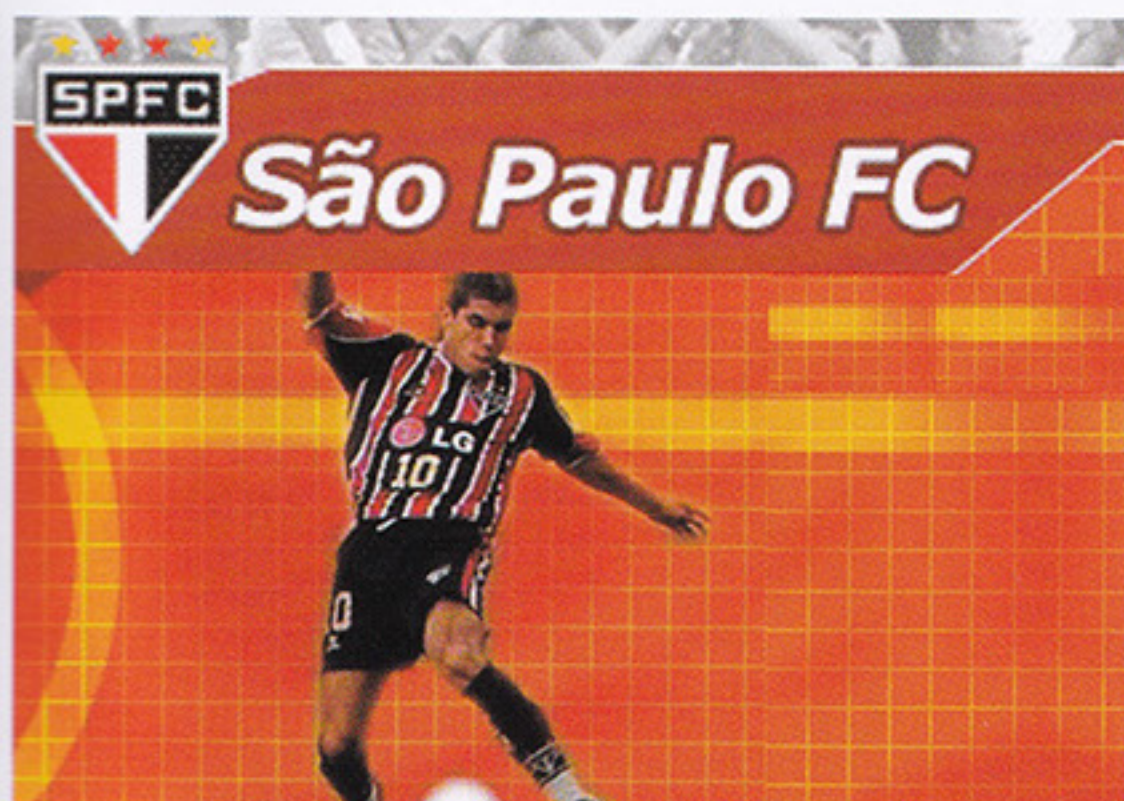
# Marketing and Communication

The soul of the business

The Marketing Department of the São Paulo Futebol Clube carried out its activities with great effectiveness, bringing new revenue sources to the club, by increasing the number of members, interchanging with partners that brought higher cash inflow to the club and new sponsorships.

The São Paulo Futebol Clube Group of Executives (GESP) was created to optimize the usage of the Stadium.

When it comes to communication affairs, besides upgrading the club's website, both the club's Magazine, published every other month and the Member's Report were re-organized and re-designed.



New Website

After finishing the contract with the company that managed our old website, we ourselves take care of it. In 2002, it was upgraded, thus becoming more dynamic and adding much more useful information. Our site reached the mark of 1,600,000 hits a month, by 300,000 different people.

## Partnerships in action

New partnerships were established with the purpose of bringing new benefits to São Paulo's members.

The partnership with Droga Raia drugstore chain brings advantages and discounts in the purchase of medicines.

The partnership with Sadia promoted the purchase of foodstuff Xmas kits for our members.

A new partnership with ITC is making possible the change of the old cabling plant existent within the club's facilities.



## Our Magazine re-designed

Our bi-monthly edited magazine and the Member's Report were completely re-organized, and currently have a totally different Graphic design, what comes to add value to all information contained in it.

## Supporting Members on the rise

We have revitalized the Supporting Member Project, which currently relies on four categories.

- Master Supporting Member
- Gold Supporting Member
- Silver Supporting Member
- Bronze Supporting Member

Thanks to the innovations adopted, which guaranteed new benefits to our supporting members. It was possible to increase the club's revenues.



## Supporting Member Participation

Month	Enrolled	Payers	Revenues
July 2003	13,309	5,306	R\$ 77,506.63
August 2003	14,862	5,919	R\$ 89,517.88
September 2003	11,061	6,254	R\$ 92,100.72
October 2003	12,434	5,939	R\$ 87,659.42

# The Social Club

São Paulo Futebol Clube



We have implemented a campaign aiming at the re-admittance of former members and the attraction of new ones. The social membership fee has been raised but, in counterpart, both the number of attractions and the club's availability to our members have been improved. Following this trend, we have adapted the Stadium's gate 7 to the access of automobiles and renovated both the recreational and the competition swimming pools. The project of duplicating the area dedicated to the practice of Gymnastics and Bodybuilding and the construction of the female sauna has been completed.

Other high-profile events are regularly promoted by our department, such as the festivities of both Mother's and Father's Days and the Italian and the German Festivals, among others.

The Female League Directory has been founded, a long-time craving of our female members, as well as the DASP, department of assistance for the São Paulo employees, with the purpose of promptly satisfying their needs.

## Morumbi City

Morumbi City is a complex of architectural works, among which stand out the Cícero Pompeu de Toledo Stadium, fields and courts dedicated to several types of sports, Acqua Park, administrative complex and the interactive memorial.

Morumbi is also the stage for many international and national artists, shows and performances. Its infrastructure relies on a state-of-the-art medical treatment unit, relying upon ambulances, helicopter equipped with ICU and an emergency surgical center.



## New Acqua Park

*As of January 25<sup>th</sup> 2003, exactly when the São Paulo Futebol Clube commemorated its anniversary, the new Acqua Park was publicly opened. Totally reformulated, the new space was restructured in terms of design and organization. Besides the adult and children swimming pools, the park relies on fountains, a stone portal with artificial waterfalls and a big playground slide.*



# Social Field Soccer

The year's biggest highlight

Social Field Soccer is the most democratic variation of soccer. Structurally, it comprises all age groups in a grassy field with eleven players on each team. We hold 5 categories, from A to E, with no inferior or superior age limit. All categories had their championships with a significant number of associates, with fierce competitions and an enthusiastic end-of-championship awarding party.

## Soccer for all ages

The Social Field Soccer Department annually promotes really disputed championships. The A and B series hold 9 and 10 teams respectively, with no age limit. The C series hold 10 teams with ages ranging from 33 to 43. The D series has 10 teams and age band from 44 to 53, and the E series participants, with 8 teams, are above 53 years old.



## Total cheerfulness

*The Social Field Soccer category is like this: total cheerfulness and rivalry on one side, friendship and leisure on the other. Fiercely disputed matches and beautiful goals are watched by the vivacious crowds that attend our soccer matches. Over 2,000 people are involved, divided in two age group categories, under and above 18 years old.*

## Partner School Team boys raised the cup in Japan

*The 11<sup>th</sup> year of our cultural/sportive exchange program with Japanese cities was crowned with a noticeable performance from the boys studying in our Partner Schools. During the 20 days in which our delegation traveled around Japan, three champion titles were accomplished. The team took part in 18 matches and won 17, drawing just one of them. They have scored the amazing number of 120 goals, and suffered just one goal from the Japanese competitors.*



# Amateur Sports

One victory lures further victories



Without impairing the regular course of activities, we have developed new partnerships achieving, among others, the vice-champion titles of the Paulista League and Futsal Brazilian League, along with the Brazilian champion title of the Brazilian Female Basketball League and the Brazilian Female Handball League, facts that come to attract new partnerships to our club.

Other sports are being studied and implemented, once we consider them feasible and adequate to our planning strategies.

The Red, White and Black Olympic Games, developed in partnership with both the Social and V7 soccer directories, had been a success, with special distinction to the Miss São Paulo and Miss Olympic Games beauty pageants.

## Very successful events

The year of 2002 was scattered with victories in several sportive categories. Great athletes displayed the tricoloured shirt as a symbol of pride and, by the side of our members, took part in really successful projects, bringing new blood to our department.



## 21<sup>st</sup> Tricoloured Olympic Games

Within the period from November 21<sup>st</sup> to December 1<sup>st</sup> of last year, the Amateur Sports Department promoted the 21<sup>st</sup> Red, White and Blue Olympic Games, bringing the slogan "On the rise to Glory". The champion title went to the White team, adding to the score of 107 points, followed by the Red team with 85 points and the Black team with 78 points.

## An excellent team

In the Futsal category, São Paulo Futebol Clube placed an excellent team in the court, relying on some Brazilian team stars like Falcão, and set up a deal with São Caetano do Sul City, widely recognized as one of the most potential sportive centers in the country.





#### Basketball: the fruits of boldness

As soon as the first year of the partnership between São Paulo Futebol Clube and Guarú Athletic Association, the first fruits of this partnership have been harvested. The team conducted by the amazing players Janeth and Erika won the Brazilian Basketball League of the category. The partnership extends its limits to the sub-21 (years old) team that holds the champion title of the Open Games and the three-times-champion of the Regional Games.

#### Victory for Athletics

The Partnership with Mizuno has shown its winning potential. The team displayed an excellent performance in the 78th São Silvestre Marathon. In the female category, Adriana de Souza e Zeferina Baldaia finished the marathon in the second and third places respectively.

#### Marcela is the queen of the world

In April, the athlete Marcela Matos of our tricoloured Aerobics team was the star in the Suzuki World Cup that took place Tokyo, Japan. Our athlete holds the two-times-champion title in the individual female category.

# Morumbi Stadium

Tricoloured pride



Cícero Pompeu de Toledo Stadium – The Morumbi Stadium

An authentic postcard reference from the state of São Paulo and from Brazil, Morumbi Stadium has already been the biggest private soccer stadium in the world, with capacity to receive 146,083 people (as of October 13<sup>th</sup> 1977). Aiming at providing more comfort to the incoming soccer fans, its capacity has been reduced to 80,000 seats. Currently, it is the most modern within the country. The Morumbi stadium opened its activities partially as of October 6<sup>th</sup> 1960, and definitely as of January 25<sup>th</sup> 1970.

## The dimensions of a giant

Morumbi was constructed to meet all the FIFA Regulation standards. The field measures 108x72 meters, its lawn watering system is computer controlled, and the lighting system is one of the best in the world, with 256 reflectors. The score displays and the internal sound system, in addition to the complete structure of locker rooms, press cabins, honorable members tribune, bathrooms, cafés, parking lot for more than 800 automobiles and easy-access gates stand for the complete security and comfort for all spectators and soccer fans. Morumbi Complex also houses the Noble Hall, an auditorium for 240 people and the administrative area of the São Paulo Futebol Clube.



São Paulo Futebol Clube and Alpha Vision – Full Color Screen project

Covering an area of 50 square meters, the screen is identical to the ones utilized in the Japan World Cup. The screen displays matches on real time, besides broadcasting television commercials. The screen may spin 180 degrees to the direction of Giovanni Gronchi Avenue, broadcasting public utility relevant information and media films, with high-resolution images.



Foyer boxes

Currently, some companies have already rented some foyer boxes in the Morumbi Stadium, thus generating income to the club. They will be equipped with air-conditioning system, carpeted floor, refrigerator, upholstered chairs and TV monitors, providing the spectators with great comfort and security. The guests may rely on an exclusive access gate to the Stadium, as well as transportation and parking lot.

The Morumbi Premium Club

In 2003, São Paulo Futebol Clube has created Morumbi Premium Club, a new concept in terms of space and comfort to the spectators of a soccer match. The spectator who chooses this service will have independent access into the stadium, specially upholstered and numbered chairs, customized bathrooms, snack bar and a gadget store with official SPFC products and Supporting Member Project.





**DIGITALIZAÇÃO, TRATAMENTO, EDIÇÃO E MONTAGEM**  
**MICHAEL SERRA**

**ARQUIVO HISTÓRICO DO**  
**SÃO PAULO FUTEBOL CLUBE**  
**2023**



**ONDE A MOEDA CAI DE PÉ**