



KINGDOM FCA

Media Package — Sport & Education

A new standard of development: football, education and character for boys and girls who would never have an opportunity. 27 bases in Brazil and 3 international bases (United States, Italy and England).

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The Founding

Bruna D'Ettorre created Kingdom FCA with a clear purpose: to reach and help as many young people as possible, creating opportunities so they can escape crime and so talents are not lost. Football, being an expensive sport, is out of reach for many of these talents.

Kingdom FCA is a club open to everyone: it is not a club only for those who cannot pay. The difference is priority — the club prioritises and fully finances athletes who cannot afford it, ensuring that talent, never family income, is the criterion.

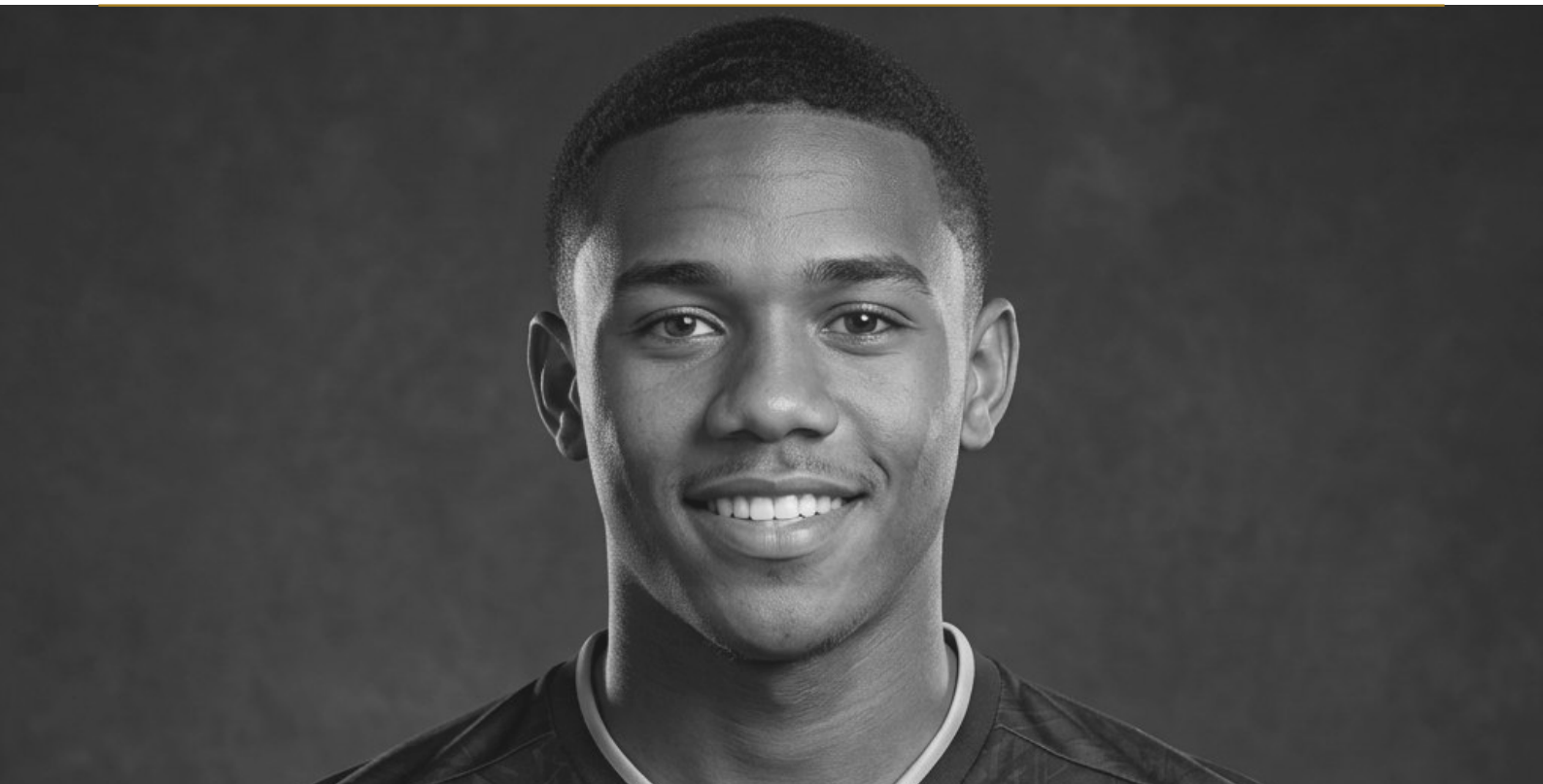
Joining forces with the honourable Toninho and Badico, and inspired by the dedication of these great men, Bruna founded Kingdom FCA — a club that develops athletes and, above all, develops people.

- ◆ Discipline, character and responsibility as the foundation of everything.
- ◆ Methodology with former professional players, army servicemen and volunteers.
- ◆ Even those who do not turn professional leave with a future: 3 languages, a university degree and values.



Mission, Vision and Pillars

- ◆ Mission: transform lives through sport and education.
- ◆ Vision: to be a global reference in the integral development of young athletes.
- ◆ Pillar 1 — High-level sport with a proprietary methodology.
- ◆ Pillar 2 — Mandatory education and academic monitoring.
- ◆ Pillar 3 — Character, discipline and citizenship.
- ◆ Pillar 4 — Health, nutrition and psychological support.
- ◆ Pillar 5 — Family and community inside the project.



Sport & Education Plan

No athlete trains without studying. By the end of the Development Programme, every athlete leaves fluent in 3 languages and with a university degree — beyond the sporting career.

- ◆ Minimum school attendance with monthly report-card monitoring.
- ◆ Fluency in 3 languages by the end of the programme (Portuguese, English and Spanish).
- ◆ Vocational scholarships: technology, administration, health and sport.
- ◆ University degree secured through partnerships and full scholarships.
- ◆ Parallel professional training: refereeing, fitness coaching, management.
- ◆ Employability programme with partner companies.



Bases: 27 in Brazil + 3 International

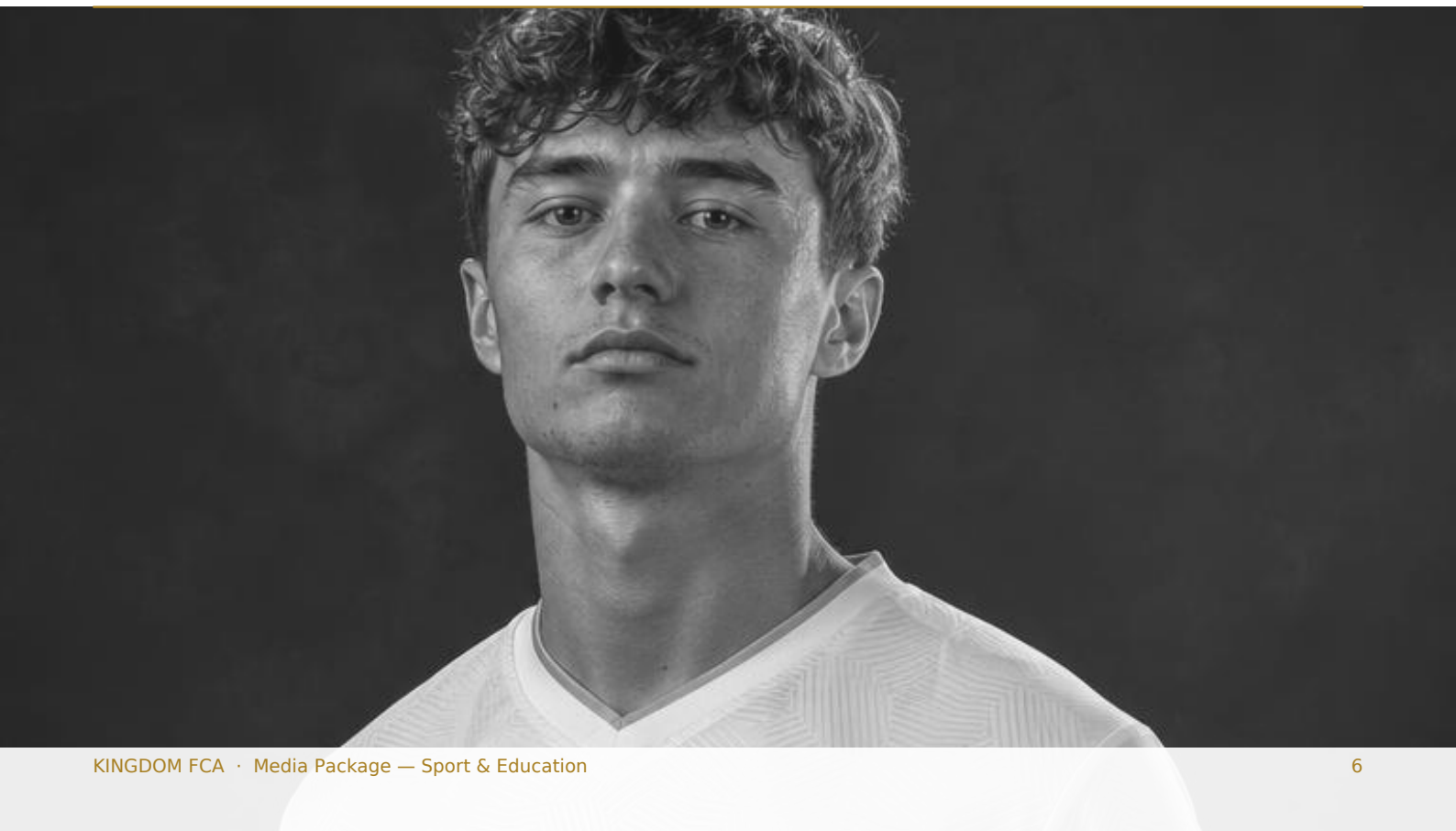
Headquarters in Búzios (RJ) and planned expansion to one base in every Brazilian state, plus three international bases.

- ◆ Búzios (RJ) — Headquarters and development centre.
- ◆ 27 bases in Brazil — one per state + Federal District.
- ◆ Miami, United States — showcase and exchange.
- ◆ Milan, Italy — European technical development.
- ◆ London, England — scouting and education.



Other Sports & Roadmap

- ◆ 2026 — Youth football (U13 to U23) and educational hub.
- ◆ 2027 — Futsal, athletics and volleyball in regional bases.
- ◆ 2028 — Judo, Olympic boxing and swimming with partners.
- ◆ 2029 — High-performance women's football in all bases.
- ◆ 2030 — Kingdom Olympic Centre with educational boarding.



Board, Coordination & Team

Bruna D'Ettorre

Founder & Executive Board

Founded Kingdom FCA to reach as many young people as possible, creating real opportunities for talents who would never otherwise get a chance.

Toninho

Coordinator · Heart of the Project

A reference of character and dedication, he coordinates the daily work of technical and social teams and inspires the club's methodology.

Badico

Technical Coordinator · Heart of the Project

Alongside Toninho, he is the developmental soul of the project: discipline, technique and care in forming boys and girls.

Marcos Victor

Public Relations · Former Professional Athlete

Former athlete (Corinthians, Fluminense, Botafogo, Atlas-MEX), connecting the club with partners, federations, press and communities.

Rodrigo Terra

National Executive Coordinator

PhD in Exercise Science and Post-Doctor in Movement Science; former State Secretary of Sport of MS and Immortal Member of the Brazilian Academy of Physical Education.

Luiz Carlos

Coordinator

Coordinates projects and closely follows athlete development in the youth categories.



Rodrigo Barbosa Terra

National Executive Coordinator of Kingdom FCA. A national reference in public sport policy, physical education and high performance.

Academic Background

- ◆ Degree in Physical Education, UFRJ.
- ◆ Specialist in Higher Education Didactics and Methodology — UCDB.
- ◆ Master in Education — UCDB.
- ◆ PhD in Exercise and Sport Science — UERJ.
- ◆ Post-Doctor in Movement Science — UFMS.

Public Management & Sport

- ◆ Six years as State Secretary of Sport of Mato Grosso do Sul.
- ◆ Four years as Municipal Secretary of Sport of Campo Grande/MS.
- ◆ Former member of the National Sports Council.
- ◆ Consultant to the Ministry of Sport for twelve years.
- ◆ Author of several books and articles on public policy for Sport and Leisure.
- ◆ Immortal Member of the Brazilian Academy of Physical Education.
- ◆ State Secretary of Representation of MS in Brasília for two years.
- ◆ Municipal Secretary of Innovation, Economic Development and Agribusiness of Campo Grande/MS for two years.

High Performance — Karate

- ◆ Former Strength & Conditioning Coach of the Brazilian Karate Team for three years.
- ◆ Former Head Coach of the Brazilian Karate Team for seven years.
- ◆ Winner of every Karate world title as coach of the Brazilian National Team.



Our Athletes



Kingdom FCA athletes — U13 to U23

Become a Partner & Contact

Every sponsorship converts into scholarships, equipment, transport and education. We invite companies, institutions and individuals to invest in talent and purpose.

- ◆ Gold Tier — base naming rights, kit branding and institutional actions.
- ◆ Education Tier — direct funding of school and university scholarships.
- ◆ Institutional Tier — support for transport, meals and sports equipment.

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