

A vibrant scene at a stadium during a celebration. A woman in a yellow shirt is in the center, holding up a smartphone to take a selfie. She is smiling and giving a thumbs up. The air is filled with colorful confetti (yellow, red, purple) falling from above. In the background, other fans are visible, some with their arms raised. The stadium lights are bright, creating a festive atmosphere.

# Part of the greatest team





A man with short, light brown hair, wearing a dark suit, white shirt, and a patterned tie, is shown in profile from the chest up. He is looking out over a hazy city skyline with mountains in the background under a bright, overcast sky.

# Our world is changing right now...

The background behind this private initiative is an increasingly precarious world. Advancing poverty, social conflicts, emerging violence. Above all, the massively increased flows of refugees, with numerous unaccompanied children, are also leading to rising tensions within Europe.

For young people entering Europe, the lack of prospects and purpose in their homeland is their number one reason for migrating. Solutions are urgently being sought. This innovation in the social financing sector was created precisely for this purpose. At the core: **Luigi 1884 - the official patron saint of all footballers, football fans and stadium visitors! Connecting peoples and transcending religions.**

Here you can read how you, as a company, organisation, association or foundation, can not only support this new initiative, but also how to benefit from this in terms of business and, at the same time, achieve „image gains“. For detailed background information, visit us on the Internet at **[www.luigi1884.org](http://www.luigi1884.org)**



„Kick-off to an innovation“, which ensures help on site and, at the same time, creates new business successes for.



# Why football?

Football inspires, unites and connects! The high emotional power of football is harnessed in this new international initiative to support young people „on site“ and, at the same time, create new „competitive advantages“ for companies (see page 8).

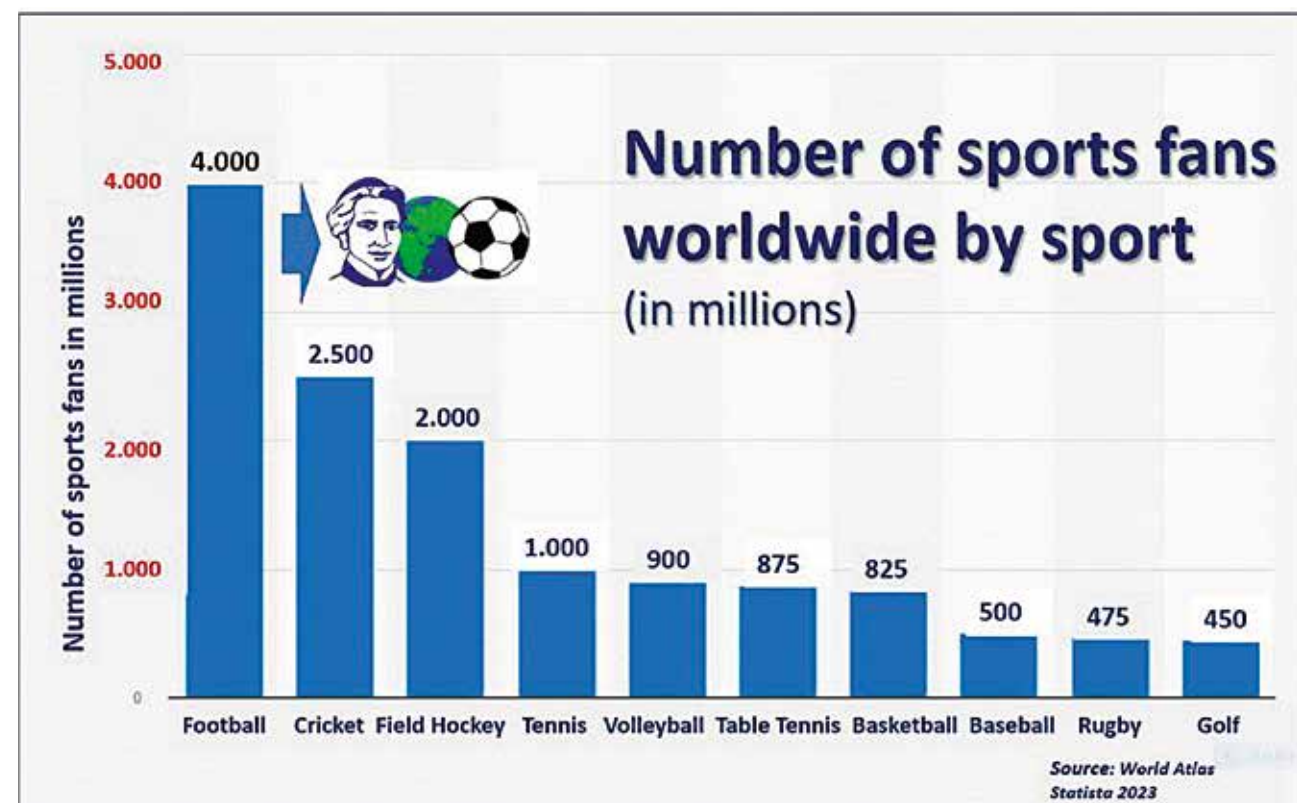
The main focus



## Part of the greatest team in the world: 4 billion football fans!

Football's global reach includes 4 billion football fans. That's why the „greatest team in the world“ has the power to bring about positive changes with results -just like a football game. Under this motto, disadvantaged children are supported „on site“ in their respective countries in order to be able to build a future for themselves and thus curb migration at its roots.

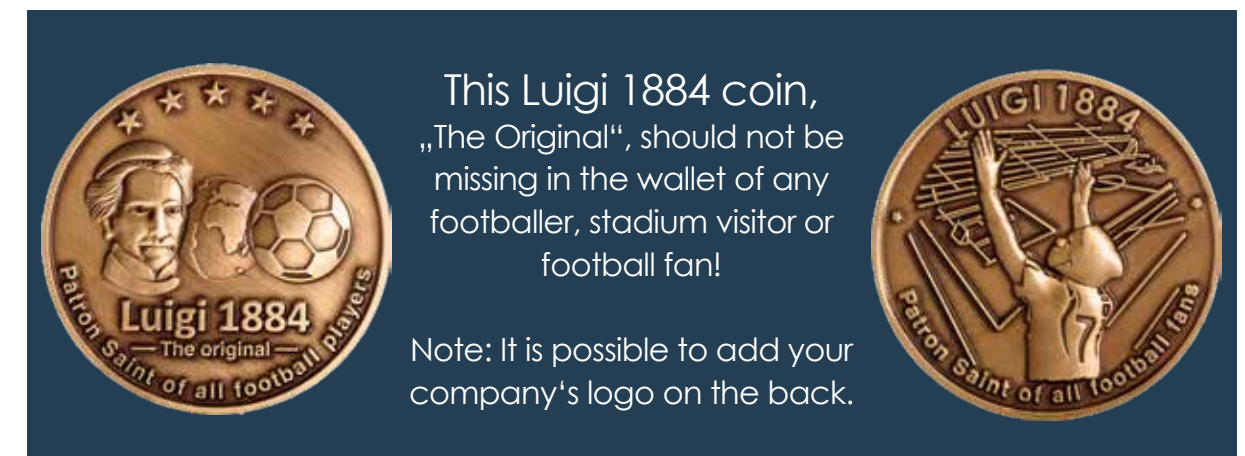
A new innovative business model simultaneously opens up many new business and image opportunities for companies!



Connecting peoples and transcending religions.

## The worldwide patron saint of football

Luigi 1884 is the official patron saint of all footballers, football fans and stadium visitors. He committed himself in an exemplary and sacrificial way for disadvantaged children and adolescents. Particularly progressive was his idea to teach disadvantaged children skills through early support, which help the individual to build an „independent“ life.



He is a role model for youth and the values that sports imparts; like fairness, solidarity, mutual support, hard work perseverance and respect. Role model functions that the sport of football takes over today. Football turns lone fighters into a team and brings young and old, poor and rich together in „peaceful competition“. It creates cohesion, both in the team and in the global „football fan communities“. And an important thing: Luigi 1884 has an „interfaith“ effect and is therefore there for everyone!

His year of death, 1884, symbolises his pioneering work already at that time, which is now being lifted into the present and future.



4 billion customers are waiting for your licensed products!

# A new brand for a new era:

## „The largest target group in the world“ is opening up for companies

In the daily match for market and competitive advantages, „new market opportunities“ are now opening up for companies with the new Luigi 1884 brand!

The worldwide patron saint of all footballers, football fans and stadium visitors



**Luigi 1884**  
— The original —

With Luigi 1884, you can now address the largest target group in the world - „4 billion football fans“. Football has the largest media presence (TV, print, etc.). Football brings together the most „live“ viewers in stadiums and in front of TV screens. And football creates the strongest emotions. Suddenly, completely new business opportunities in many areas are opening up for you thanks to the new brand in your ranks!



Football accounts for 60% of the total sports coverage.



# Luigi 1884

## Top opportunity for many industries!

Whether jewellery, textiles, beverages, food, sports equipment, etc.: with the new „Luigi 1884“ licence brand - The Original - 4 billion customers are now waiting for their new branded products!



The patron saint of football's logo on high-quality jewellery. The wearers distinguish themselves as „noble people“.



The patron saint of football on beverage labels or fashionable sweatshirts. With „your products“, football fans will now always have their patron saint with them! And at the same time, they will distinguish themselves through a „good deed“!



The innovation:

# Buyers and companies alike doing a „good deed!“

The selling company and the customer are „in good shape!“ Sellers and customers alike know that Luigi 1884 Fonds supports disadvantaged children through the sale and purchase of these licensed products.

## Good deeds go down well!

„Good to know“: „Good deeds“ go down well! Why? Quite simply because „facts“ show that consumers do reward this visible added value with „a simultaneous good deed“ of your products, i.e., buyers will prefer your product over purchasing a comparable product from a competitor!

And don't forget: When delivering your product, you are simultaneously always including the official patron saint of all football fans (buyers!)



„When compared“, football fans prefer to reach out to their patron saint!

Top opportunity for many industries!





# Other industry/product examples:



Football constantly generates enthusiasm and emotions and touches the hearts of millions around the world. The well-known gesture of football stars with their „hands to the sky“ can now also be seen as a connection to the now well-known patron saint of all footballers!



## Example from the food and beverage industry:

A new distinguishing feature. The new added value for a new era! A good reason to choose this product now!

Top opportunity for many industries!

## Examples from the financial industry:

New added value on your credit card: The customer always has „their patron saint“ with them!



## Examples from the sports and leisure industry:

New distinguishing feature: The customer has their patron saint with them! Both buyers and suppliers will distinguish themselves through a „good deed“ at the same time! 4 billion football fans are waiting for it!



# The „Luigi 1884 Coin“ – The Original

Join the greatest team in the world: This coin ought not to be amiss in the wallet of any footballer, stadium visitor or football fan!



**Connecting peoples and transcending religions.**

**Wherever Luigi is, that's where the future is!**

With the Luigi 1884 coin, the purchaser always has „their patron saint of football“ with them. But this coin also identifies them as an exemplary and far-sighted person. Because, through the purchase, „a good deed“ was done. The Luigi 1884 Fonds e.V. is giving disadvantaged children in the countries from which migrants come a future

**Description:** Coin in an antique gold finish, embossed on both sides in a 2D/3D look, brushed and polished for a radiant lustre; diameter 35 x 3 mm; packed in a round transparent coin case complete with a protective rubberised border.

**Note:** Requests are already being received for this „world premiere coin“. You can pre-order through our website [www.luigi1884.org](http://www.luigi1884.org).



## NEW: Luxury with a clear conscience!

**High-quality luxury accessories now appear even more valuable! Whether bags, watches, bracelets, pendants or rings: with the patron saint of football at one's side and this „good deed“, luxury can now also be presented to the outside world. Those wearing the products receive exemplary recognition. Social responsibility becomes visible!**

All licensees receive brand safety and the highest level of brand protection, which also covers the reputation and dignity of Luigi 1884 as a person. This is documented internationally in a separate „Code of Conduct“ (see [www.luigi1884.org/Code of Conduct](http://www.luigi1884.org/Code of Conduct)).

In the high-quality jewellery and watch industry, an „exclusive licence“ can be purchased, which allows many new customers in this luxury segment to be won worldwide. By featuring this theme, you can expect increased frequencies in both brick-and-mortar and online retail.



# The brand in detail:



## The figure – The Original

For the construction and artistic design of the statue „Luigi 1884 – patron saint of all footballers, football fans and stadium visitors“ –The Original – one of the most internationally renowned companies in this area was commissioned: the workshop for sacred art, Ferdinand Stuflesser 1875, in Ortisei in Val Gardena/South Tyrol.

The „purveyor to the papal household“ has been restoring works of art and delivering them all over the world for five generations already and has a list of testimonials which is both long and impressive. The figure is protected by international copyright law and may only be reproduced in various materials and sizes with the consent of the rights holder, the Luigi 1884 Fonds.



## Book about the patron saint

We now have one – a „patron saint of footballers, football fans and stadium visitors“! It is St Luigi Scrosoppi, or „Luigi 1884“ for short. For motorists, it is Saint Christopher, worn by some well-known Formula 1 racers as a pendant around their neck. But for footballers and fans, a penalty, the goal that saves the game, that decisive move is just as important, at least, as a „safe drive“. But who is Luigi?

This booklet provides answers and also tells the story of how the patron saint of footballers, football fans and stadium visitors was found. Available in brick-and-mortar and online bookshops.

## The word and figurative mark:



## The word brand:

**Luigi 1884**  
— The original —

The short word and the four-digit number come together in a harmonious and attractive form. Due to the high degree of conciseness of what is expressed, this word/number combination fulfils the requirements for a rapid build-up of fame as well as good recall value. The brand is also clearly understandable at the international level, and with its sound pattern of three vowels, it is also phonetically ideal. The addition „The Original“ ensures exclusivity for licence partners as well as their customers.



# Goals and Background

# Gallery and events

## Curbing migration and conveying values

Luigi 1884 Fonds e.V. is a non-profit society whose activities are not aimed at making profit. Thanks to the global „motivational power of football“, it aims at implementing concrete and sustainable educational and sports projects in the countries from which migrants come. This creates a platform on which young people can create their own livelihoods in their home country. Credo: Curb migration sustainably „at its root“!

Fundraising “for this aid on site” is achieved by granting trademark licences in the form of a new figurative mark including words or a pure word mark to selected licence partners in many industries. At the core of the brand: the **official patron saint** of all footballers, football fans and stadium visitors: **Luigi 1884**. **Connecting peoples and transcending religions.**

As well as the much-needed innovation in social financing, it is just as important to the Luigi 1884 Fonds e.V. Board of Directors to convey the values associated with this new brand to young people. What is meant by that? Quite simply, the patron saint of all footballers, Luigi 1884, was an exemplary role model for young people, endowed with exactly those values that football also embodies: **fairness, team spirit, mutual support, helpfulness, diligence, trust, and above all**

## Innovation on the forefront

The combination of new innovative fundraising with the simultaneous provision of new commercial successes and image gains for cooperation partners aims to raise this innovation into a social financing future category.

### Board Members



**Manfred Pesek**  
Business Development  
Marketing & Sales



**Univ.-Lekt. Mag. Erhard Laussegger**  
Finance



**Dr. Ullrich Saurer**  
Legal / Compliance



*Renowned aid organisations working „on site“ are supported by this new movement.*



*During several audiences at the Vatican, this cooperation is also maintained on an ongoing basis.*

*The patron saint of football has already been officially installed in Vienna's Allianz Arena*





The team manager of Austria's National Team, Ralf Rangnick, was awarded a „Luigi 1884 Original Coin“ by the Luigi 1884 Fonds Board of Directors. He supports, for example, long-term projects for children and adolescents. The successful football trainer thanks with a personally signed original jersey of the Austrian national football team.

## It's easy to get involved...

**What is the procedure? Simply contact us without obligation and let us know your questions and wishes. Afterwards, you will receive a non-binding offer tailored exactly to your requirements.**

We will be happy to then get in touch with you again (personal meeting, video conference or telephone call) to explain this offer in person or discuss it with you. When doing so, we strive to flesh out your body of information as much as possible, which, in turn, provides the necessary assurance and the basis for you to be able to make successful decisions „with a good feeling“.

Afterwards, you will receive a non-binding contract sample for your estimated examination. Once this has been signed, you will receive the licence approval and the original graphics subjects for your use.



**The RSC Anderlecht** was presented with an „original figure“ of the official and worldwide patron saint of all footballers, football fans and stadium visitors. In the picture, captain Jan Vertonghen, coach Brian Riemer and goalkeeper Hendrik Van Crombrugge with Luigi 1884 Fonds representative Stefan Ulbing.



# Come to the greatest

# team in the world!



Whether a company, organisation, football association, football club, foundation or private individual: everyone can now be part of the „greatest team in the world“.

Companies and trade organisations benefit particularly strongly from this. Their new licensed products quickly generate new sales. The „uninterrupted advertising“ (60% of sports coverage concerns „football“) offers you sales support you will find in no other area!



## Numerous industries now receive a „competitive advantage“

Amidst tough and cut-throat competition, unique competitive advantages are becoming more and more important. The same is true of emotions, since every purchase decision is associated with „feelings“. With this product and licence innovation, licensees immediately receive lots of new business „and“ image benefits in a huge market!



## Secure your USP!

Many companies and organisations are now generating a „new and sustainable USP“ in their industry. In addition to new business successes, social responsibility is also „acquired and visible“. Licence partners get immediate access to the world's largest buyer group: 4 billion football fans!

Licence partners benefit from the following industries benefit in particular:

- Beverages • Textiles • Telecommunications • Credit cards • Insurance
- Banks • Food • Sports equipment • Cars • Jewellery • Energy
- Luxury accessories • Sports equipment suppliers, among others

Licensees also take part continuously in all football events and reports! Note: Football accounts for 60% of sports coverage worldwide and boasts 4 billion fans worldwide!



Service and trade companies also benefit from „bearing the emblem to the outside world:

## How to increase your image and your ESG engagement now!



Many service and trade companies, foundations, organisations, associations, football clubs, etc., channel funds into social or CSR (corporate social responsibility) activities. According to a survey, however, „more and more“ are dissatisfied with the external effect. Why?

The answer: In many cases, your customers, your suppliers, important authorities, and even your own employees, know nothing about it. Why? Simply because there is no public perception!

Now use the „Luigi 1884“ emblem as a new, eye-catching symbol to the outside world. In doing so, make your social sponsorship visible. Take advantage of this emotional distribution through football. Show „your good deed“ on your website and all your communication media. Digital and visible to everyone!

**Example:** Clicking on the emblem on your website opens the webpage of the Luigi 1884 Fonds e.V., where your exemplary social commitment as an „official partner“ is immediately visible and also explained. And it's this simple...



Whether banking, insurance, energy, media, telecommunications or Internet company:

# Your social responsibility (ESG) will now become!

The ESG criteria established by the United Nations include considering the areas of the environment, social affairs and responsible corporate governance. These are now also rated by rating agencies. This is why both private and institutional investors are increasingly investing in companies that are verifiably compliant with ESG aspects, now and in the future.

For more and more companies, the increased awareness of their social commitment „to the outside world“ is also becoming an increasingly important distinguishing feature. The solution: Displaying your „Luigi 1884 emblem“.



Football and its enthusiasm are now ubiquitous in one of the largest target groups in the world (4 billion). Use this distribution turbo for your business! But also increase your reputation, your image and your impact on the outside world!



## An image boost that stays!

By bearing the „Luigi 1884“ emblem in the image sector, you anchor yourself in the image group of „social, sporting and entrepreneurial role model ethics“. You benefit from the profile it gives you: **fairness, trust, team spirit, sincerity, solidarity, as well as cross-border collaboration.**

## Transmission of values

This new brand or emblem is associated with conveying values to today's youth, which Luigi exemplified in 1884: **Mutual support, respectful interaction with each other, honesty and integrity in all actions and decisions, solidarity, diligence and trust.**

## Why image matters!

A good image gives the customer peace of mind when making a purchase decision! This ensures more „inflow and turnover“.

Even searching for employees will become more successful: „According to studies, the best minds always apply to a company with a „good image“ first!“

## Migration containment

The „Luigi 1884 - Official Partner“ emblem also has a solution for one of the most pressing problems of our time visible: containing migration by supporting and educating disadvantaged children on site in their homeland!



# „Football live“ -

exclusive invitation for licence partners and supporters!

It is important to the Board of Directors of the Luigi 1884 Fonds to maintain personal contact with its partners and supporters. These receive an exclusive invitation to a top European football match in one of the five top European leagues (Serie A, Premier League, La Liga, the German Bundesliga, Ligue 1) and are personally looked after by a member of the board of Luigi 1884 Fonds e.V.



Experience a top football match „live“ in a European stadium.

## Exclusive gift

Partners and supporters will also receive an „original figure“ of Luigi 1884, the worldwide patron saint of all footballers, stadium visitors and football fans. Manufactured by the famous workshop for sacred art, Ferdinand Stuflesser 1875, the purveyor to the papal household from Italy. Including certificate of authenticity.



Each figure is handmade and unique



„Wherever  
Luigi 1884  
is, that's  
where the  
future is!







# Hope — Education — Future



## Contact

Luigi 1884 Fonds e.V.  
Rooseveltplatz 10  
1090 Vienna  
Phone: +43-50-8060-291

Mail: [office@luigi1884.org](mailto:office@luigi1884.org)

Luigi 1884 Fonds e.V.  
Karmeliterplatz 4 c  
8010 Graz  
Phone: +43-50-8060-291

Mail: [office@luigi1884.org](mailto:office@luigi1884.org)

[www.luigi1884.org](http://www.luigi1884.org)