



# LEGENDARY CLUB OWNER

A skill-based football management game for verified users.

## ABOUT THE GAME

# Legendary Club Owner



Legendary Club Owner · Global



Efsane Başkan · Türkiye

Legendary Club Owner is a free-to-play, skill-based football management game. Users own and run their virtual club by handling tactics, transfers, staff and stadium and compete on a global leaderboard across seasons of 1 to 3 months. At the end of each rewarded season, real cash rewards are distributed to every player on the leaderboard, funded by advertising and sponsorship revenue rather than user contributions.

## Key Facts

Genre	Sports Management · Strategy
Platforms	iOS · Android
Price Model	Free-to-play · No pay-to-win
Match Cadence	2 matches per day
Season Length	Approx. 3 months
Reward Model	Skill-based; every leaderboard rank earns a prize
Languages	Turkish, English

## What Makes It Different

- Verified users, not anonymous accounts. No bots, no multi-accounting.
- Everyone on the leaderboard wins. Prize amounts decrease with rank, but the 50,000<sup>th</sup> player still earns a reward.
- Not pay-to-win. The only in-app purchase is an ad-skip ticket, capped daily — paying players cannot outpace free players.
- Deterministic match engine. Match outcomes are derived from real football statistics; the same inputs always produce the same result. No chance, no randomness.
- Region-appropriate reward flow. In rewarded countries, prizes are paid via a licensed financial partner in that country, fully compliant with local regulation. In freemium regions the game runs without rewards — always free-to-play.

TRACTION

# Turkey by the Numbers

Our MVP ran a full 90-day rewarded season in Turkey. All users were acquired organically, with zero paid marketing support from our financial partner.

<p><b>199,638</b></p> <p>Total users</p>	<p><b>24,861</b></p> <p>Verified users</p>	<p><b>45M+</b></p> <p>Social media reach</p>
<p><b>94 min</b></p> <p>Avg. play time / day</p>	<p><b>37%</b></p> <p>D30 retention</p>	<p><b>16.77%</b></p> <p>D90 retention</p>
<p><b>48%</b></p> <p>New to financial partner</p>	<p><b>41%</b></p> <p>Reactivated users</p>	<p><b>11%</b></p> <p>Existing active users</p>

*The 11% existing active cohort alone represents \$11B in historical trading volume on the financial partner's platform. Data covers 8 July – 23 October 2025.*



# NO SURRENDER

We build rewarded games for verified users.

**ABOUT THE STUDIO**

# No Surrender Studio

No Surrender Studio builds the next generation of skill-based, regulation-compliant mobile gaming. Our thesis is simple: real players, real skill, real rewards. We combine game design, fintech integration and identity verification to create a category we call rewarded gaming — a model that respects players, complies with regulation, and delivers a superior tier of user quality with LTVs that outperform traditional mobile games.

**Company Facts**

Founded	2021
Founder	Berke Dikmen
Parent Entity	No Surrender Inc. (Delaware, USA)
Operating Entity	No Surrender Yazılım ve Ticaret A.Ş. (İstanbul, Türkiye)
Flagship Product	Legendary Club Owner (Efsane Başkan in Türkiye)

**Brand — Studio**

Studio Name	No Surrender Studio
Heading Font	Ubuntu
Body Font	Open Sans
Accent Color	#D10276
Background	#FDFDFE
Body Text	#272728

**Brand — Game (Legendary Club Owner / Efsane Başkan)**

Game Name (EN)	Legendary Club Owner
Game Name (TR)	Efsane Başkan
Primary Font	Galano Grotesque
Gold	#C5AB86
Navy (single)	#081426
Navy (gradient)	#0C192F → #060D15

**BRAND GUIDELINES**

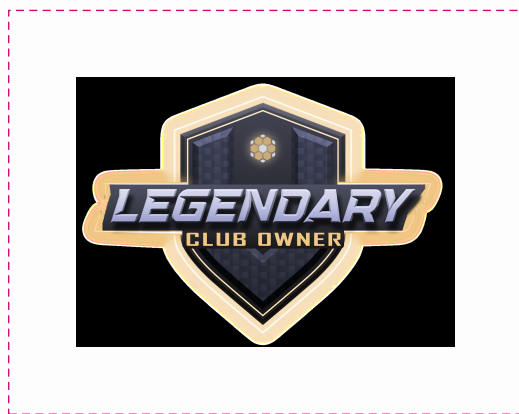
# Logo Usage

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Please follow these guidelines when using our logos in editorial coverage, reviews, partnerships or marketing materials.

## Clear Space

Maintain clear space of at least 25% of the logo's height on all sides. Do not place text, images or other graphics inside this zone.



Legendary Club Owner — 25% clear space



No Surrender — 25% clear space

## Minimum Size

**Digital** Minimum 80 px in height. Use SVG or 2× / 3× PNG for retina.

**Print** Minimum 20 mm in height.

## Backgrounds

- The Legendary Club Owner and Efsane Başkan logos are designed for dark or neutral backgrounds. Avoid placing them on busy or high-saturation surfaces.
- The No Surrender logo is designed for light or white backgrounds. Its pink accent should retain full contrast.
- Always maintain sufficient contrast; if unsure, place the logo on a plain neutral surface.

## Do Not

- Do not rotate, stretch, skew or otherwise distort the logo.
- Do not recolor the logo or replace any part of its palette.
- Do not add drop shadows, glows, outlines or other effects.
- Do not place text, other logos or graphics on top of the logo.
- Do not use the logo as part of a sentence or as a substitute for the game name in body text.

**MEDIA & CONTACT**

# Assets and Press Contact

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## Downloadable Assets

- Game logo — Legendary Club Owner (PNG, transparent background)
- Game logo — Efsane Başkan (PNG, transparent background)
- Studio logo — No Surrender (PNG, transparent background)
- This press kit (PDF)

All assets are distributed as a single ZIP package alongside this PDF. For higher-resolution masters or vector (SVG) versions, contact us at [community@nosurrender.studio](mailto:community@nosurrender.studio).

## Press Contact

<b>Email</b>	<a href="mailto:community@nosurrender.studio">community@nosurrender.studio</a>
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<b>WhatsApp Support Line</b>	+90 533 319 05 72
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<b>Website</b>	<a href="https://nosurrender.studio">nosurrender.studio</a>
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For interview requests, review builds or additional information, please reach us at [community@nosurrender.studio](mailto:community@nosurrender.studio). We respond within one business day.