

WFFA

WORLD FREESTYLE FOOTBALL ASSOCIATION

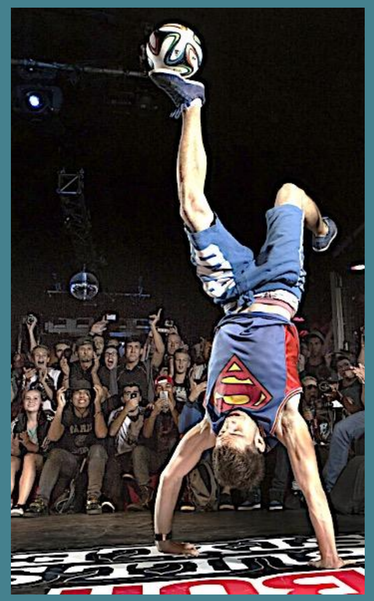

WFFA

THE ‘SPART’



SPORT

The top freestylers are respected professional athletes, dedicated to training and competing



ART

Showmanship and creativity of athletes keep pushing the boundaries of the sport



MOVEMENT

Freestyle has no gender, nationality or age; anyone can participate, anywhere



LIFESTYLE

Ingrained in popular culture, with renowned figures, merchandise, associated music styles and pro competitions

THE HISTORY







ANCIENT TIMES → **XXTH CENTURY** → **XXIST CENTURY**

The Roots

Ancient cultures create the first ball games (Jianzi, Episkyros, Sepak Takraw...) and plant the seed for Freestyle Football

The Founding Fathers

Inspired by the tricks of legends like Maradona, pioneers Mr Woo and Kang Sung Min combine art and sport around a football

The Consolidation

Official competitions such as the World Freestyle Football Championship and Super Ball establish a credible global sport

THE IMPACT ON SOCIETY



Empowering fit and healthy lifestyles

Teacher training materials





Teaching life skills

Supporting NGO projects worldwide



THE TIMELINE

2007	**First battle competitions** launched with Red Bull: *Red Bull Reacción* and *Red Bull Fútbol de Calle*
2011	**Foundation of the first World Governing Body**, the Freestyle Football Federation (F3), with 26 country members and 600 professional athletes
2012	**Launch of anti-bullying and health awareness initiatives** in schools. Launch of the popular videogame *FIFA Street*
2013	**Launch of the World Rankings** system and new event formats
2014	**Ronaldinho becomes a Global Ambassador** and embraces the sport as ‘his beach’
2015	**Contributing to fundraising** and programming of NGO projects across 3 continents
2016	**Rebranded from F3 to WFFA** (World Freestyle Football Association) with headquarters in Mississauga, Canada
2017	**A record 83 events** coordinated across the 114-member country network. Over 15,000 athletes officially recognized
2018	**Included as a Medal sport** at the inaugural African Beach Games in Sal, Cape Verde
2019	**All events moved online throughout COVID-19**. Production of Teacher/Parent training manuals to inspire active lifestyles from home anywhere. Launch of the videogame *Street Power Football*. Going for Gold launched aiming for inclusion of the Sport in the World Youth Games and other Multi-Sports events by 2026.
2021	Implementation of a **renewed global strategy** with the establishment of a variety of strategic partnerships (IMAGO, Wave S+E, Tournify, Horizm, GameDay...)
2022	**Launch of the US Open**
2023	Complete **revolution of the governance system** and **global circuit** with the introduction of the **Pulse Series**


WFFA



- The **World Freestyle Football Association** is the global governing body for the sport of Freestyle Football: its main mission is to grow awareness of and participation in **Freestyle Football** worldwide

- The WFFA organises a wide range of Freestyle Football championships, including the **World Freestyle Football Championship** and its continental qualifiers, the **Pulse Series**; the **NextGen World Championship**; and the **Super Ball World Open**, among others

- The WFFA was established in 2017 upon a backbone of **community development** and **education**, with the objective of inspiring healthy active lifestyles for young people all over the world

THE STRUCTURE

GLOBAL BOARD



Miran Pirner
Head of Judging
miran.pirner@thewffa.org



Minna Marlo
Head of Development
minna.marlo@thewffa.org



Dan Wood
Co-Founder & Head of Partnerships
daniel.wood@thewffa.org



Pekko Piirto
Head of Global Network
pekko.piirto@thewffa.org



Soufiane Msalek
Network Manager
soufiane.msalek@thewffa.org



Paloma P. Mayo
Network Manager
paloma.p.mayo@thewffa.org



Daniël Rooseboom
Head of Digital
daniel.rooseboom@thewffa.org



Lukáš Škoda
Executive Director & Head of Ops
lukas.skoda@thewffa.org



Maël Kevin Fortin
Events Project Manager
mael.kevin.fortin@thewffa.org



Jordi Mestre
Head of Communications
jordi.mestre@thewffa.org



Gabriel Massif
Events and Innovation Manager
gabriel.massif@thewffa.org

THE NETWORK

15k+
ATHLETES

119
MEMBER NATIONS

15
REGIONAL LEADERS



Simon Atli Larsen
Nordics

Pekko ‘PeGe’ Piirto
Eastern Europe

Anas el Arroudi
Western Europe

‘Cero’ Sanciprián
North America

Maël K. Fortin
Central Europe

Ahmadreza Falsafi
Middle East

Akinobu Komine
Eastern Asia

Soufiane Msalek
Northern Africa

Julio Cisneros
Caribbean

Aarish Ansari
Central Asia

Joel Asare
Central Africa

Phat Nguyen Ngoc
Southeastern Asia

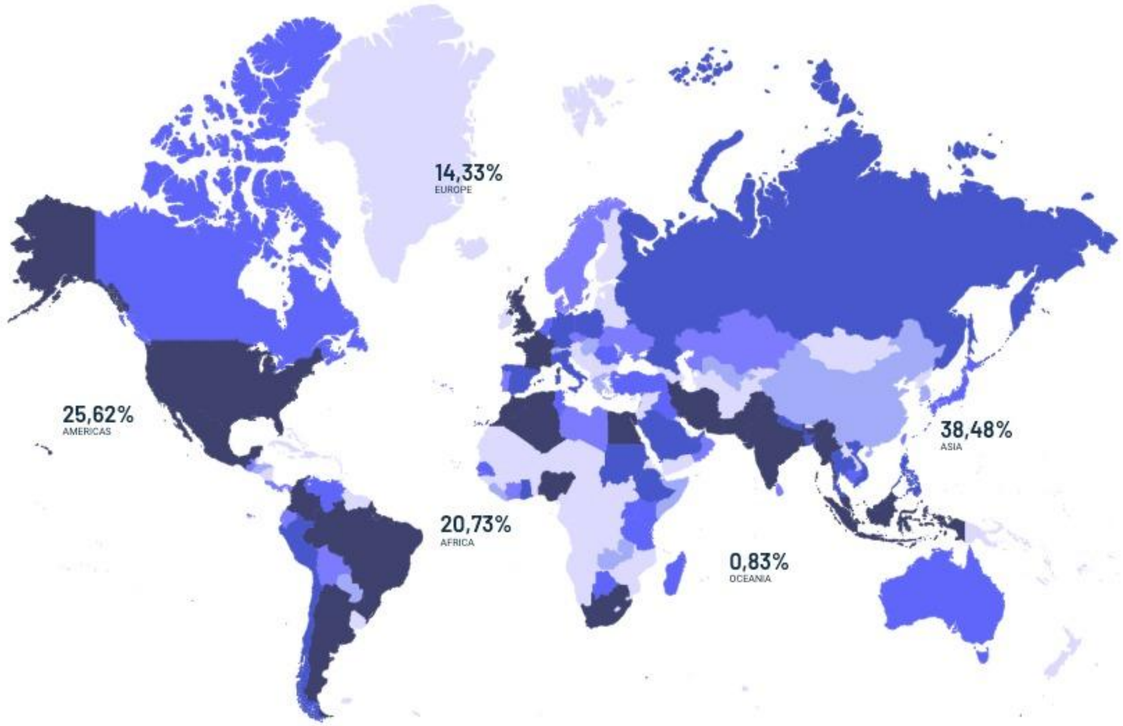
Charly Iacono
South America

Ashley Mkhize
Southern Africa

Tom Kentta
Oceania

THE GEOGRAPHIC LOCATION OF FANS

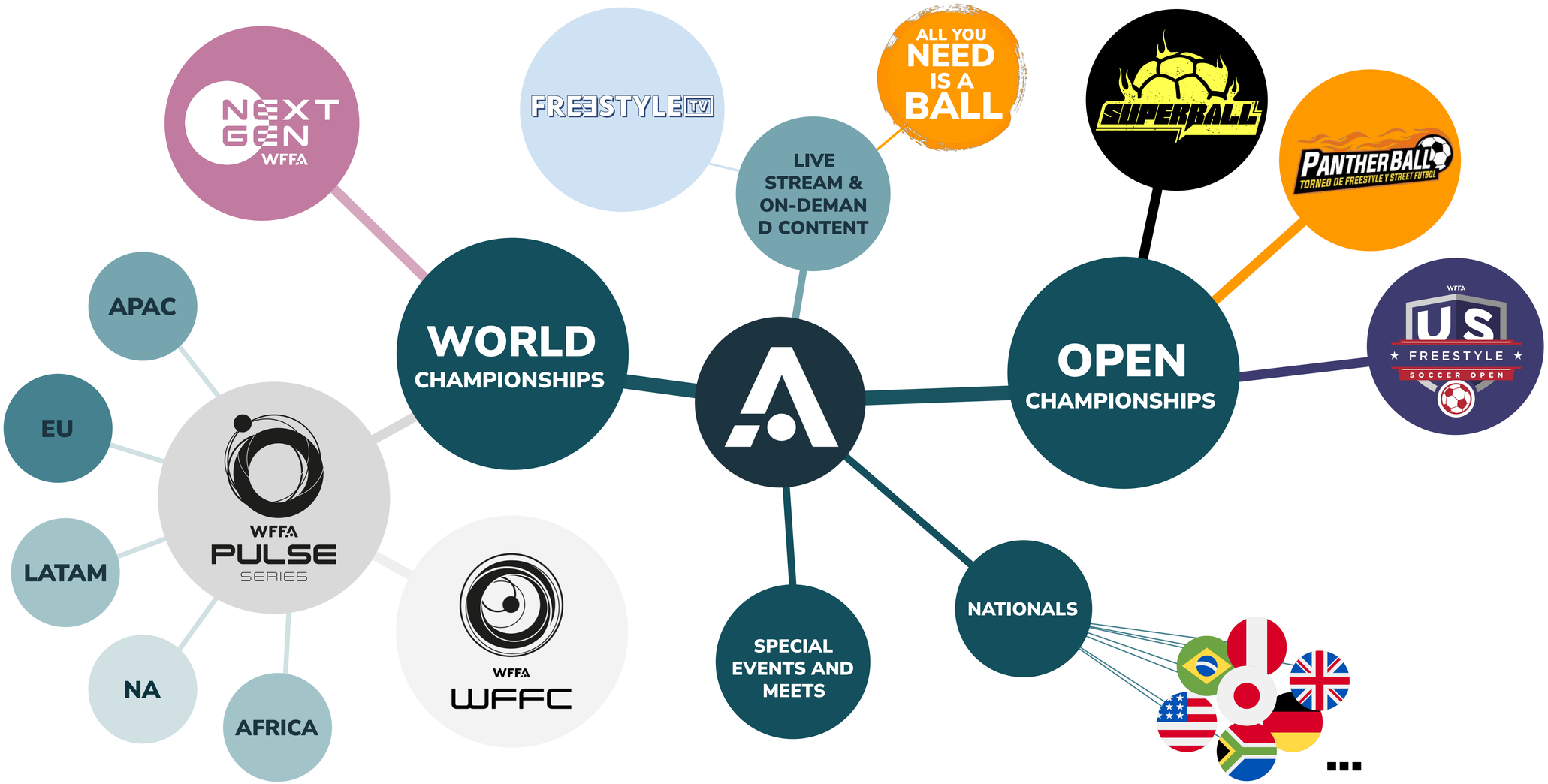
Geographic breakdown



India	89.132	Algeria	35.524	South Africa	25.477	Morocco	22.817	Italy	18.773
Mexico	62.419	Indonesia	34.844	Pakistan	24.557	Iran (Islamic Republic Of)	22.450	Vietnam	17.322
United States	57.241	Malaysia	30.187	Colombia	24.217	Argentina	20.910	Spain	14.872
Brazil	44.018	Egypt	27.683	Nigeria	23.423	Bangladesh	19.971	Germany	14.273
Myanmar	36.351	United Kingdom	26.641	France	23.185	Thailand	18.812	Poland	13.224


WFFA

THE SPORT LANDSCAPE



THE WORLD CHAMPIONSHIPS





WFFA PULSE SERIES

Five qualification events in locations **all around the world** to select the best 32 freestylers for the World Final

THE WORLD RANKINGS



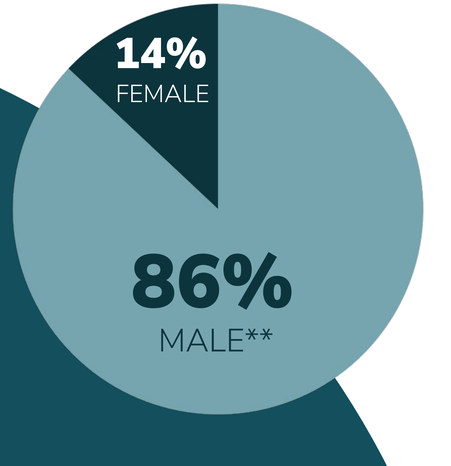
In 2023, after a hiatus due to the global pandemic, the WFFA relaunched its global **World Rankings**, a merit-based system aimed at rewarding the best athletes in the world through their results in official competitions.

The current World Rankings work using the **ELO system**, in which victories against higher-placed freestylers mean the winners move up the list; victories against lower-ranked athletes simply help adjusting the position of both contendant.


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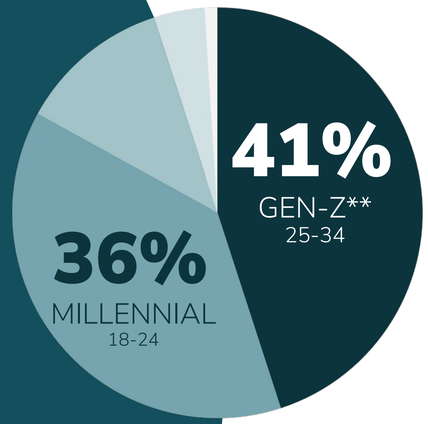


WORLDWIDE EVENTS



184M

GLOBAL AUDIENCE*



* FIGURES FROM AN INDEPENDENT EVALUATION BY AUDIENCE LABS IN LATE 2022
** FIGURES FROM AN ANALYSIS OF THE WFFA OWNED AND AFFILIATE CHANNELS

SWRL

MEDUCA

FOREVERLUTION

URBAN BALL

COMMUNITY BRANDS

CREATED BY THE COMMUNITY, FOR THE COMMUNITY, WITH FREESTYLE-SPECIFIC PRODUCTS

MEDIA COVERAGE

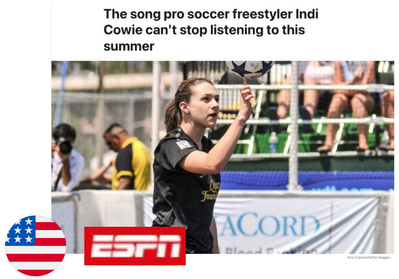












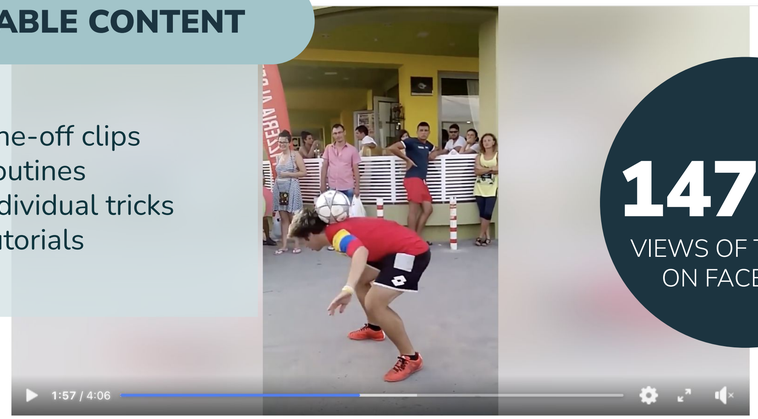


184M
GLOBAL AUDIENCE *

5.6B
TOTAL VIDEO VIEWS *

SNACKABLE CONTENT

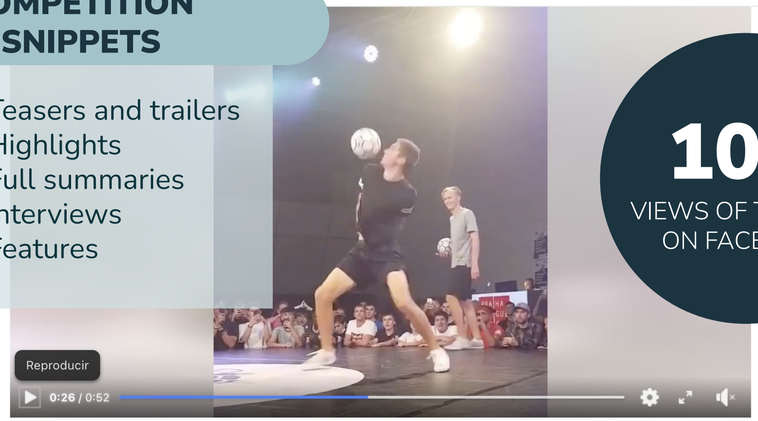
- One-off clips
- Routines
- Individual tricks
- Tutorials



147M+
VIEWS OF THIS CLIP ON FACEBOOK

COMPETITION SNIPPETS

- Teasers and trailers
- Highlights
- Full summaries
- Interviews
- Features



10M
VIEWS OF THIS CLIP ON FACEBOOK

* INDEPENDENT EVALUATION PROVIDED BY AUDIENCE LABS IN DECEMBER 2022, AVAILABLE ON REQUEST

THE CONTENT CREATORS



Sean
Garnier
20.5M+
ACROSS ALL PLATFORMS



Raquel
Freestyle
6M+
ACROSS ALL PLATFORMS



Javi
Sanz
3M+
ACROSS ALL PLATFORMS



Aguska
Mnich
4M+
ACROSS ALL PLATFORMS



Andrew
Henderson
4.5M+
ACROSS ALL PLATFORMS



Caitlyn
Schrepfer
2M+
ACROSS ALL PLATFORMS



Zeem
Ahmad
2M+
ACROSS ALL PLATFORMS



Yoanna
Dallier
5.5M+
ACROSS ALL PLATFORMS



Stylers
Crew
1.5M+
ACROSS ALL PLATFORMS



Liv
Cooke
6.5M+
ACROSS ALL PLATFORMS

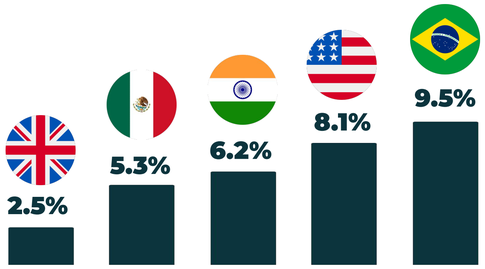


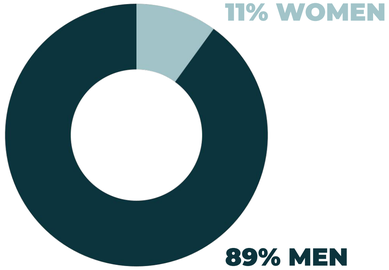
Do Kim
Phúc
6.5M+
ACROSS ALL PLATFORMS

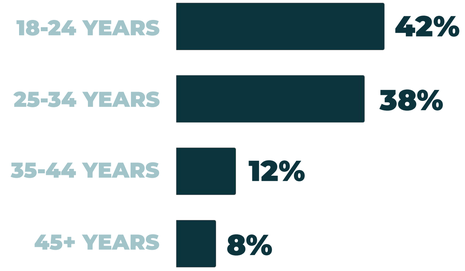


Mercedes
Roa
12M+
ACROSS ALL PLATFORMS

THE FREESTYLERS IN THIS SLIDE ARE AN EXAMPLE OF THE WIDE RANGE OF ATHLETES AND CONTENT CREATORS IN THE FREESTYLE FOOTBALL SPACE. THE FIGURES HAVE BEEN CALCULATED USING THEIR AGGREGATED FOLLOWING.















ESPN
ntv
MARCA
SPORF
L'ÉQUIPE
GOAL
yahoo!
90
ge
SuperSport
World of Champion
Clarín
DAZN
7
4
La Gazzetta dello Sport


WFFA
SPEEN

THE ULTIMATE ENTERTAINMENT

VIP Hospitality entertainment

Corporate Social Responsibility

Fan Park events

Road Shows

Brand activation and Fan Engagement for the football industry with 20+ years of experience



THE INVOLVEMENT IN ESPORTS



Global Esports FEDERATION

MEMBER BODY

ACTIVE ESPORTS LEAGUE (IN DEVELOPMENT)

ORGANISER

FIFA Street

STREET POWER FOOTBALL

EA SPORTS VOLTA FOOTBALL

GAME DEVELOPMENT SUPPORT

EVENTS IN ICONIC LOCATIONS AROUND THE WORLD

INSERTION IN SCHOOL CURRICULUMS WORLDWIDE

FIRST COMMUNITY-GOVERNED SPORT IN THE OLYMPICS

THE LEGACY: AN INDEPENDENT, PURPOSEFUL SPORT FOR THE NEXT GENERATIONS


WFFA



WFFA

General inquiries: **info@thewffa.org**
Press inquiries: **media@thewffa.org**

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