



WFFA

WORLD FREESTYLE FOOTBALL ASSOCIATION





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

**ANCIENT TIMES****The Roots**

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

**XXTH CENTURY****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

**XXIST CENTURY****The Consolidation**

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



**Empowering
fit and
healthy
lifestyles**

**Teacher
training
materials**



**Teaching
life skills**

**Supporting
NGO projects
worldwide**

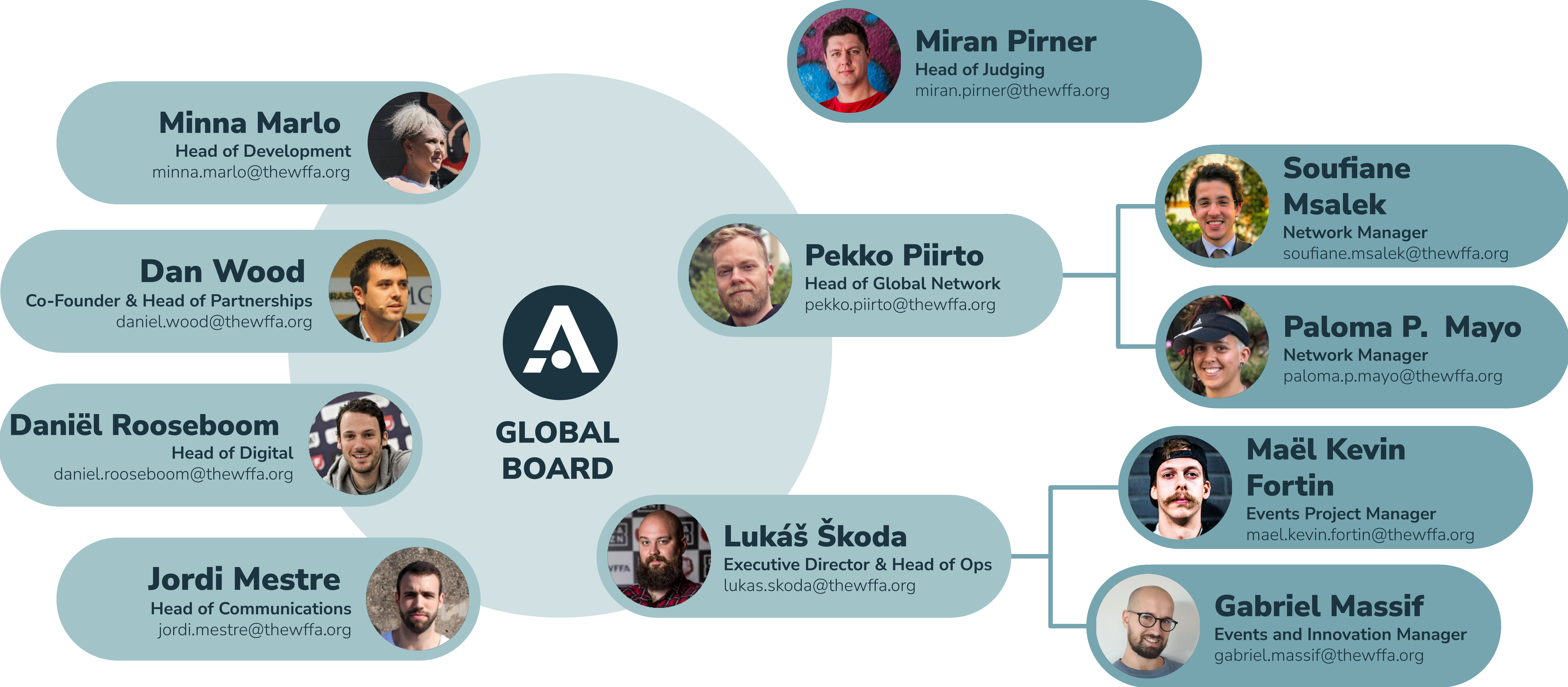


2007	First battle competitions launched with Red Bull: <i>Red Bull Reacción</i> and <i>Red Bull Fútbol de Calle</i>
2011	Foundation of the first World Governing Body, the Freestyle Football Federation (F3), with 26 country members and 600 professional athletes
2012	Launch of anti-bullying and health awareness initiatives in schools. Launch of the popular videogame <i>FIFA Street</i>
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 <i>Street Power Football</i> . 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



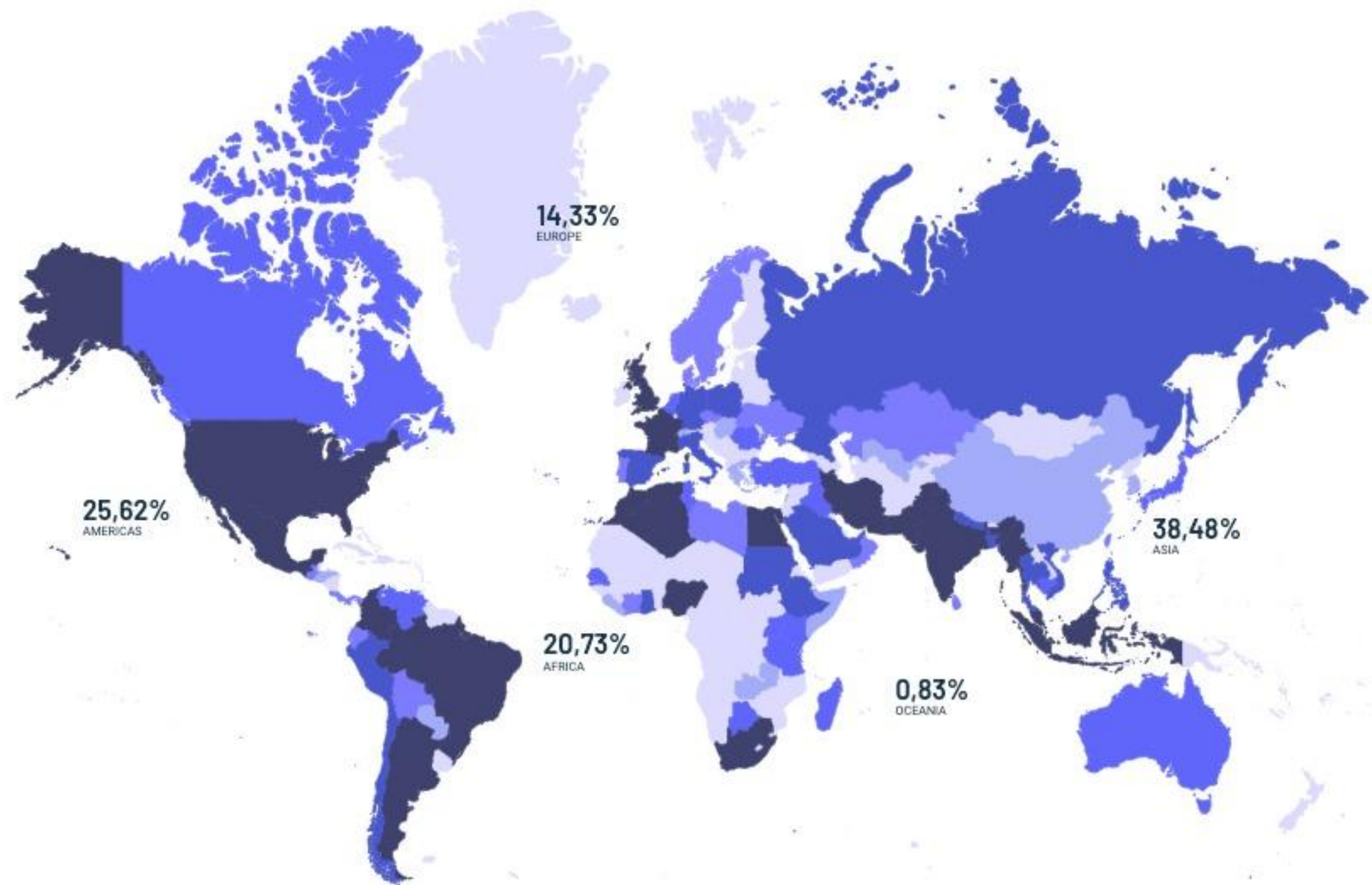


- The **World Freestyle Football Association** is the global governing body for the sport of Freestyle Football: its main mission is to grow awareness of and participation in **Freestyle Football** worldwide
- The WFFA organises a wide range of Freestyle Football championships, including the **World 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



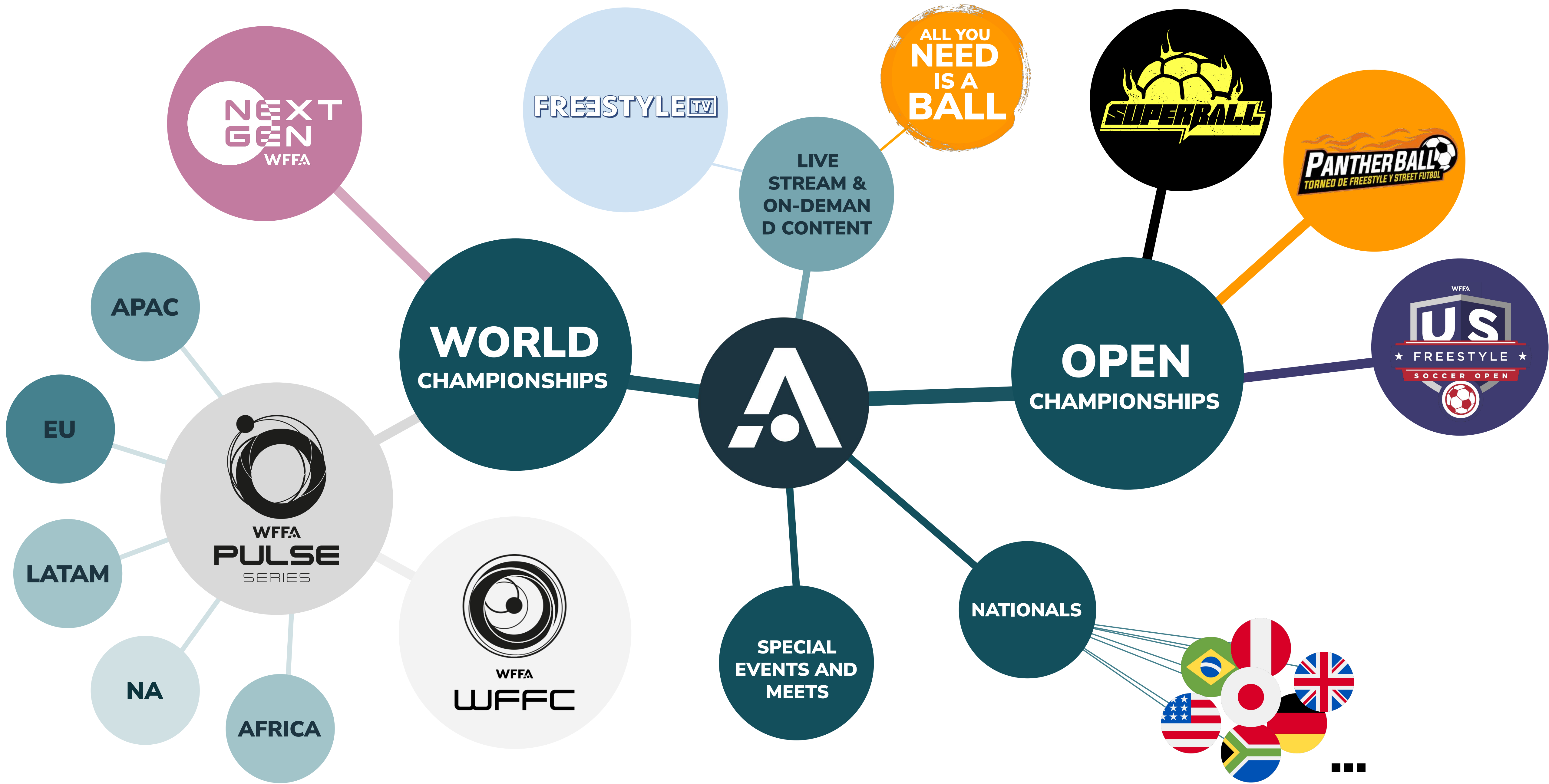


Geographic breakdown

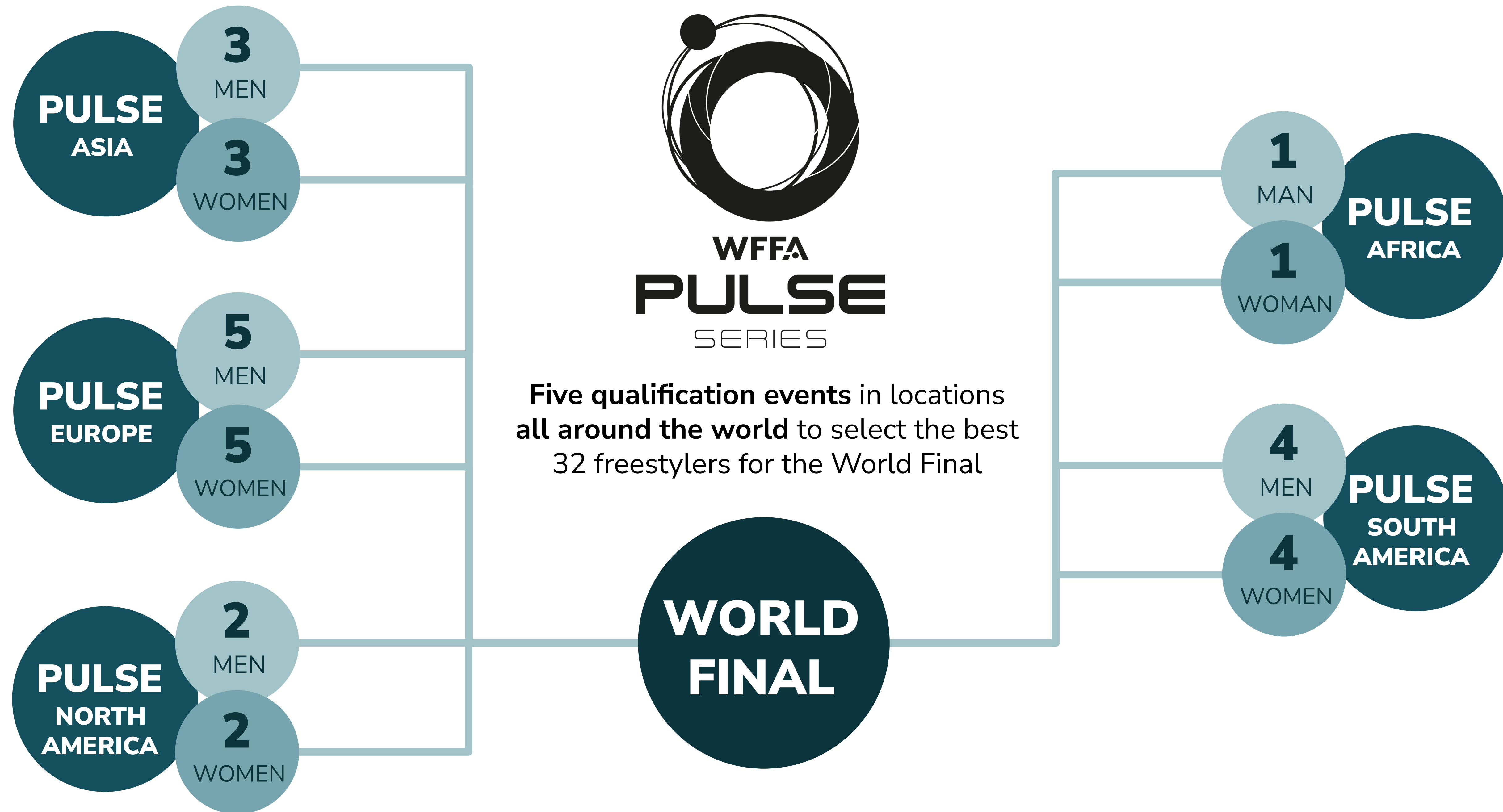


India	89.132	Algeria	35.524	South Africa	25.477	Morocco	22.817	Italy	18.773
Mexico	62.419	Indonesia	34.844	Pakistan	24.557	Iran (Islamic Republic Of)	22.450	Vietnam	17.322
United States	57.241	Malaysia	30.187	Colombia	24.217	Argentina	20.910	Spain	14.872
Brazil	44.018	Egypt	27.683	Nigeria	23.423	Bangladesh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









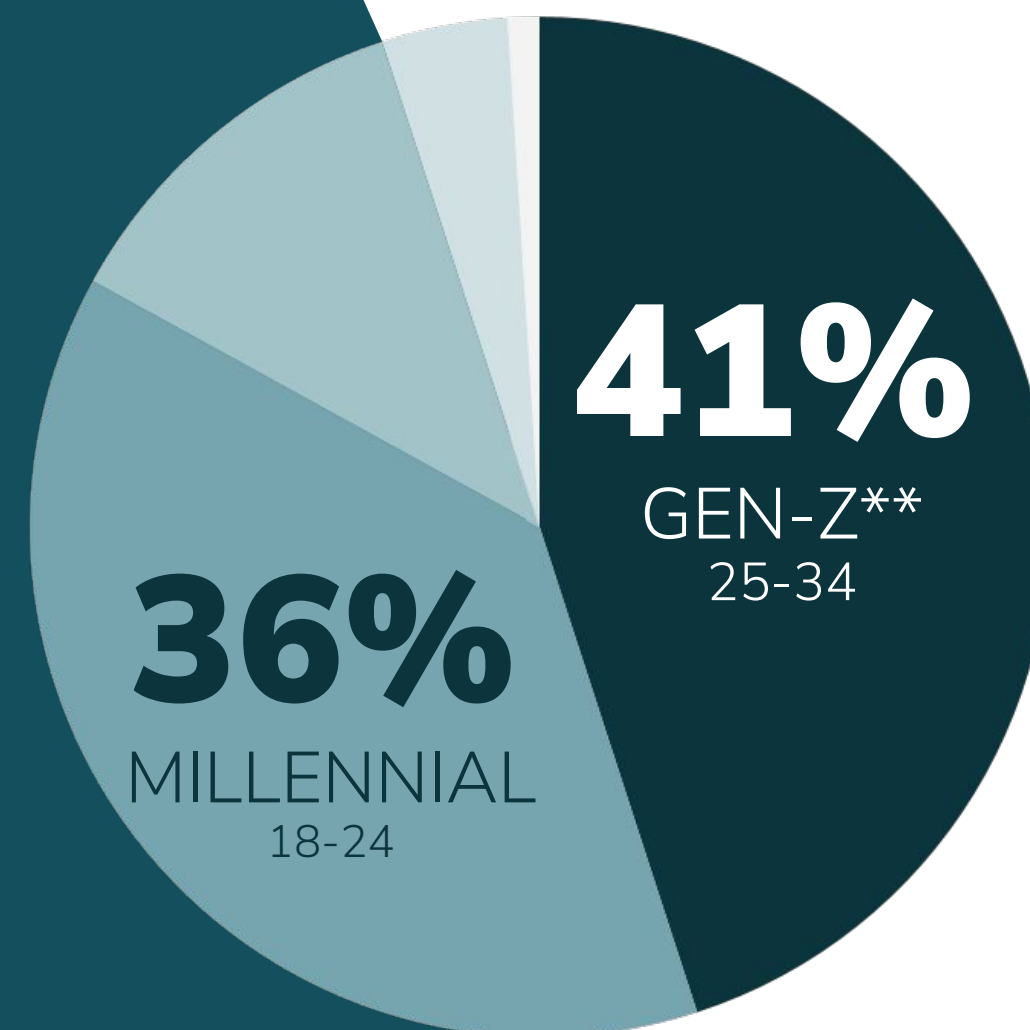
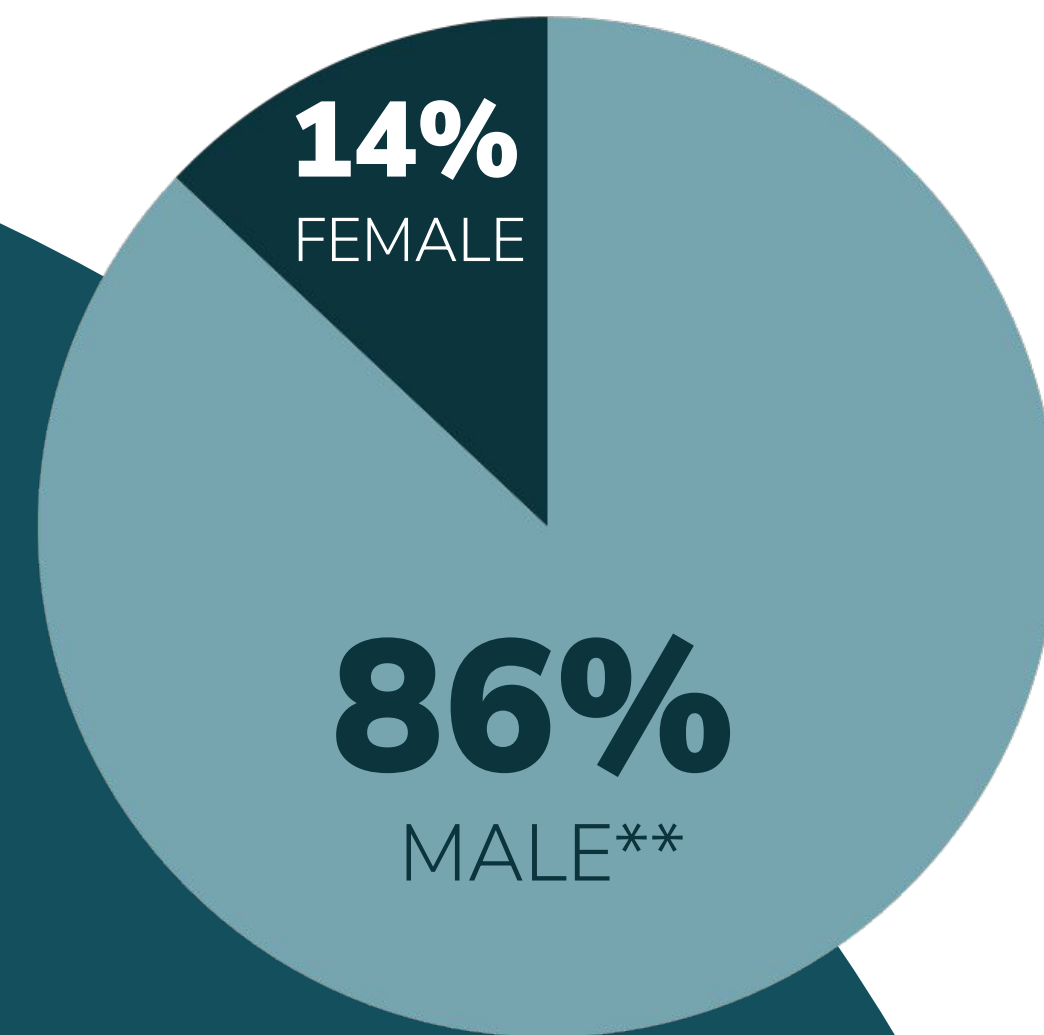


In 2023, after a hiatus due to the global pandemic, the WFFA relaunched its global **World Rankings**, a merit-based system aimed at rewarding the best athletes in the world through their results in official competitions.

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 contestant.



184M
GLOBAL
AUDIENCE*



COMMUNITY BRANDS

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

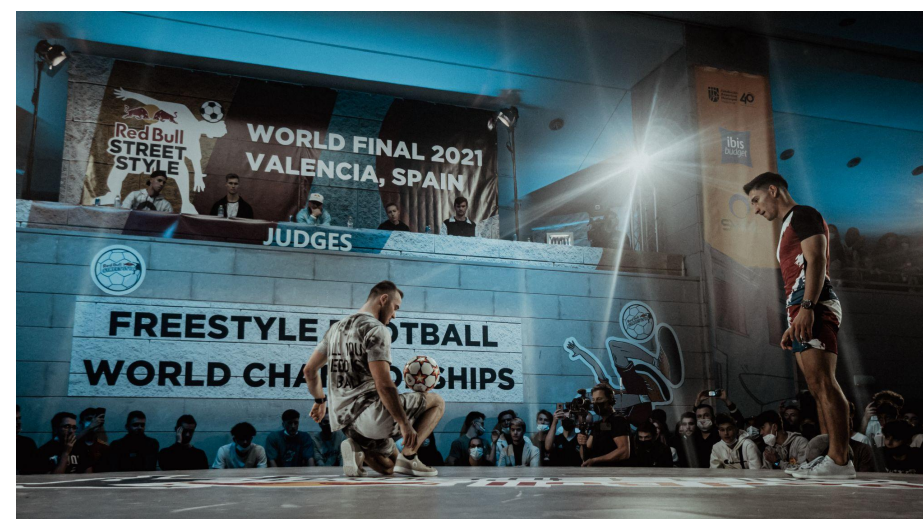
* FIGURES FROM AN INDEPENDENT EVALUATION BY AUDIENCE LABS IN LATE 2022
** FIGURES FROM AN ANALYSIS OF THE WFFA OWNED AND AFFILIATE CHANNELS

MEDIA COVERAGE



184M

GLOBAL AUDIENCE *



Red Bull Street Style 2018 • El freestyler español fue la sensa
Álvaro López, eliminado, número uno del mundo en Street Style

Jed Del Rio | Valencia



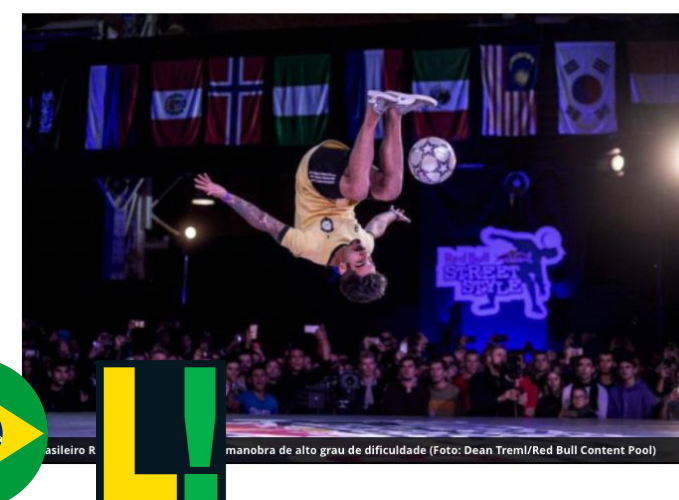
álvaro López y Erlend Fagerli
ible: la brutal combinación de Erlend Fagerli para
ed Bull Street Style 2018



MARCA

Brasileiro é vice-campeão mundial de futebol estilo livre

Com pentacampeão Roberto Carlos no juri, polonesa e norueguesas conquistam o lugar mais
alto do pódio no Red Bull Street Style



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ntv

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In Val
Kopen

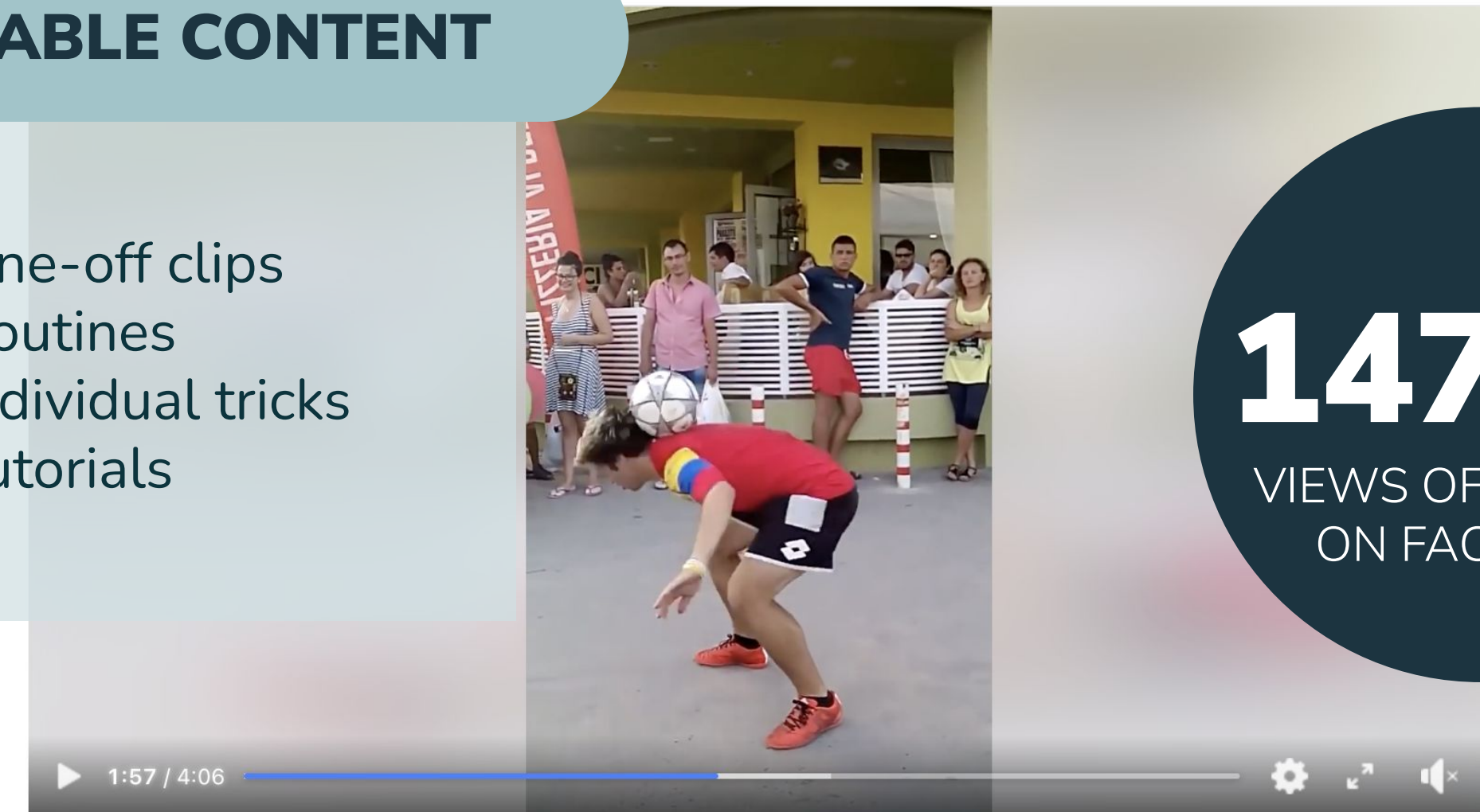
The song pro soccer freestyler Indi
Cowie can't stop listening to this
summer



ESPN

SNACKABLE CONTENT

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



147M+

VIEWS OF THIS CLIP
ON FACEBOOK

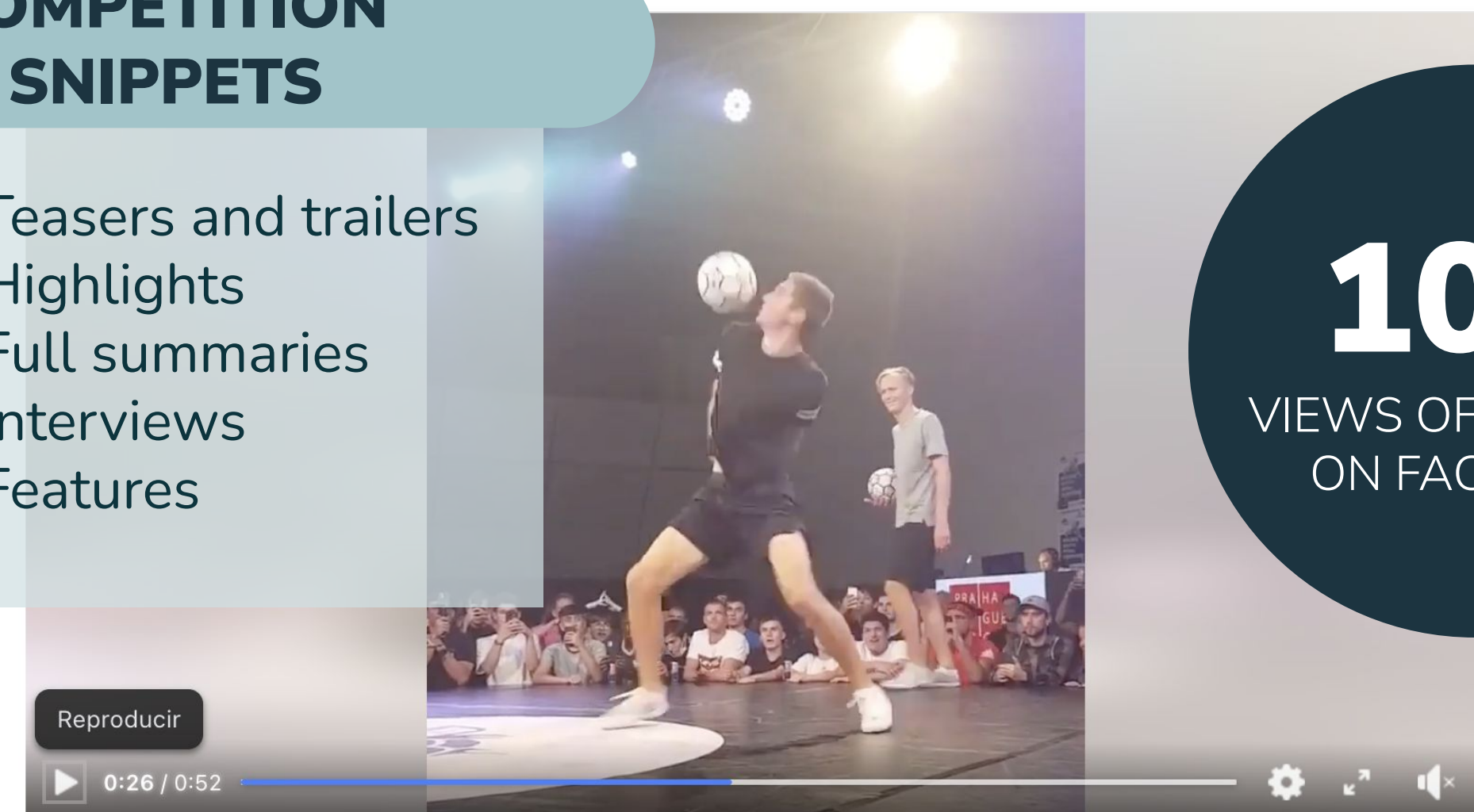
Insane football skills

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1,7 mill. · 29 mil comentarios · 113 mill. reproducciones

COMPETITION
SNIPPETS

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



10M

VIEWS OF THIS CLIP
ON FACEBOOK

Erlend is the new World Champion 2021!

Me gusta Comentar Compartir

125 mil · 4449 comentarios · 8,9 mill. reproducciones

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



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



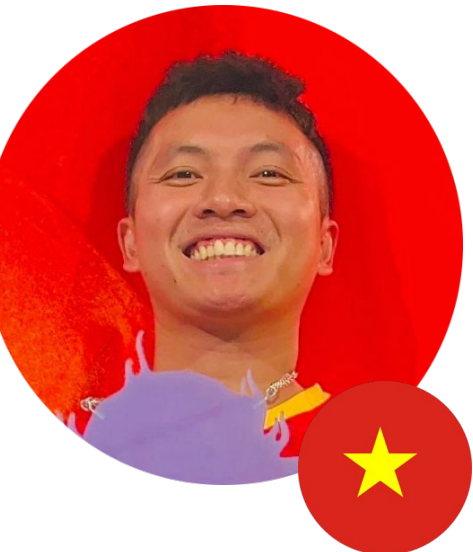
Yoanna
Dallier
5.5M+
ACROSS ALL PLATFORMS



Stylers
Crew
1.5M+
ACROSS ALL PLATFORMS



Liv
Cooke
6.5M+
ACROSS ALL PLATFORMS

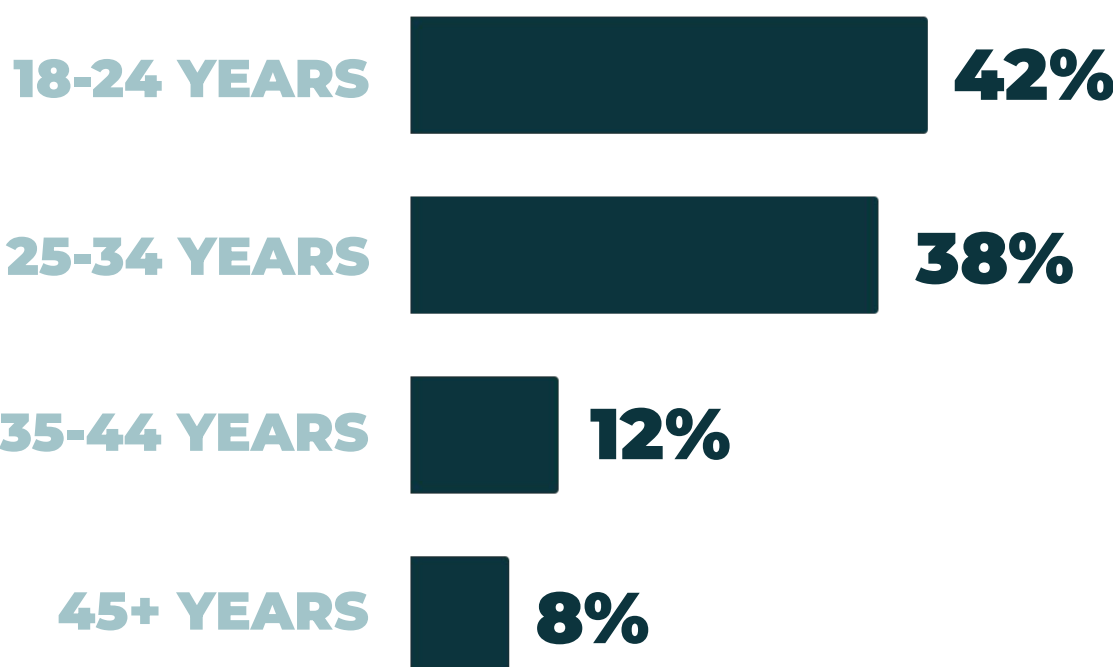
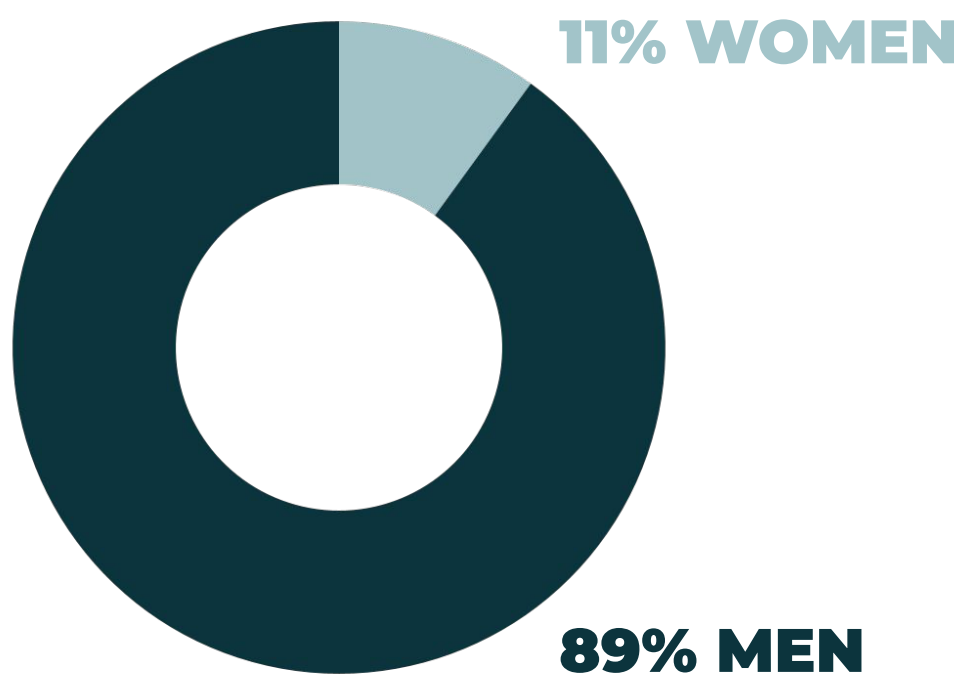
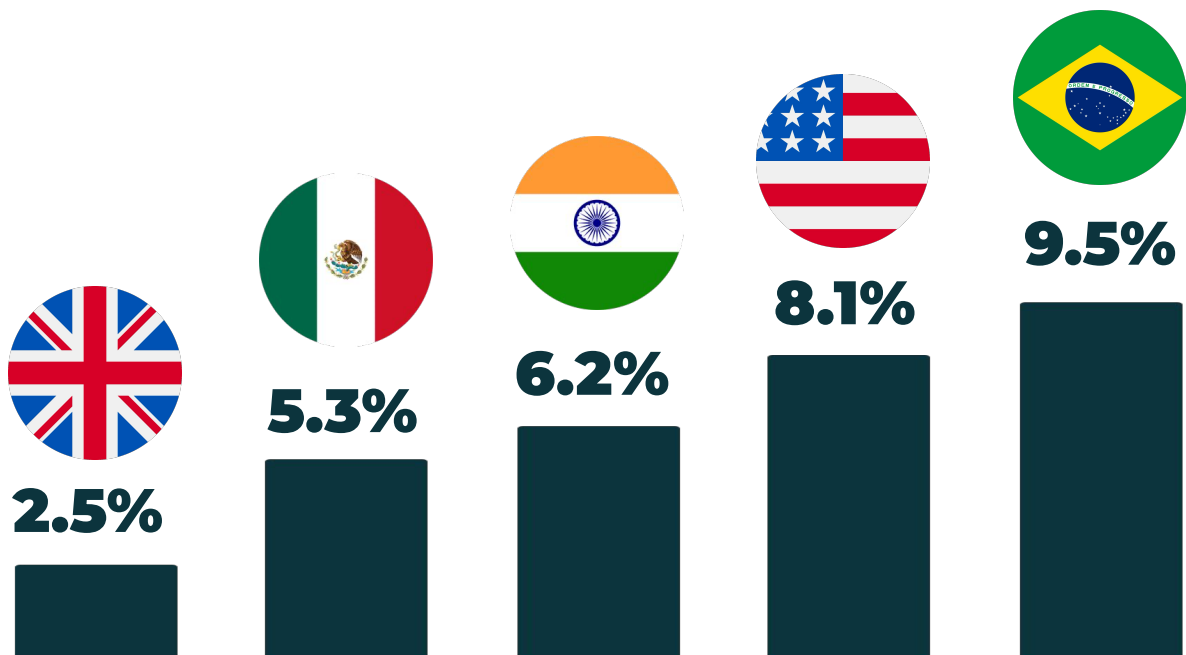


Do Kim
Phúc
6.5M+
ACROSS ALL PLATFORMS



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.

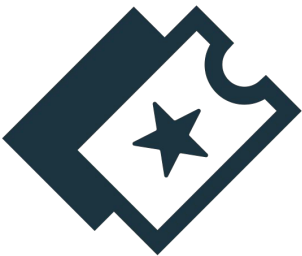








VIP Hospitality entertainment



Corporate Social Responsibility

Fan Park events



Road Shows

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





MEMBER BODY

ACTIVE
ESPORTS
LEAGUE
(IN DEVELOPMENT)

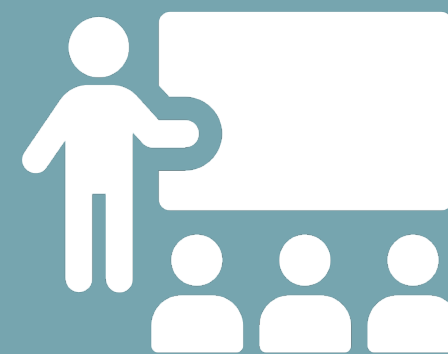
ORGANISER



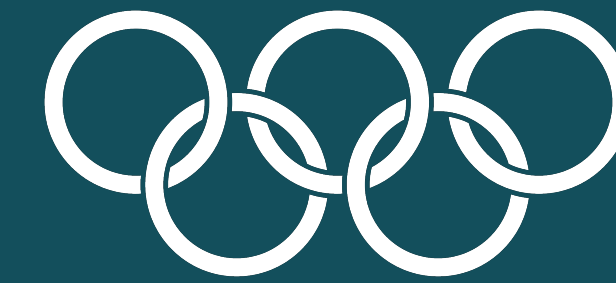
GAME DEVELOPMENT
SUPPORT



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

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