



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



MEMBER BODY

ACTIVE
ESPORTS
LEAGUE
(IN DEVELOPMENT)

ORGANISER



GAME DEVELOPMENT SUPPORT





The **World Freestyle Football Association** is the world governing body for the sport of Freestyle Football: its main mission is to grow awareness of, and participation in, **Freestyle Football** worldwide. With this objective, the WFFA organises a wide range of Freestyle Football championships around the world

The WFFA was established in 2017 upon a backbone of **community development** and **education**: this means the Association recognises the power this exciting sport has to inspire healthy active lifestyles for young people all over the world

Aside from growing the sport as a full-time profession for the athletes, the WFFA is committed to teaching **key life skills** through the practice of Freestyle Football



WANT TO LEARN MORE? CLICK HERE!

**STEVE ELIAS****CO-FOUNDER, PRESIDENT****CAMBRIDGE, 1972**

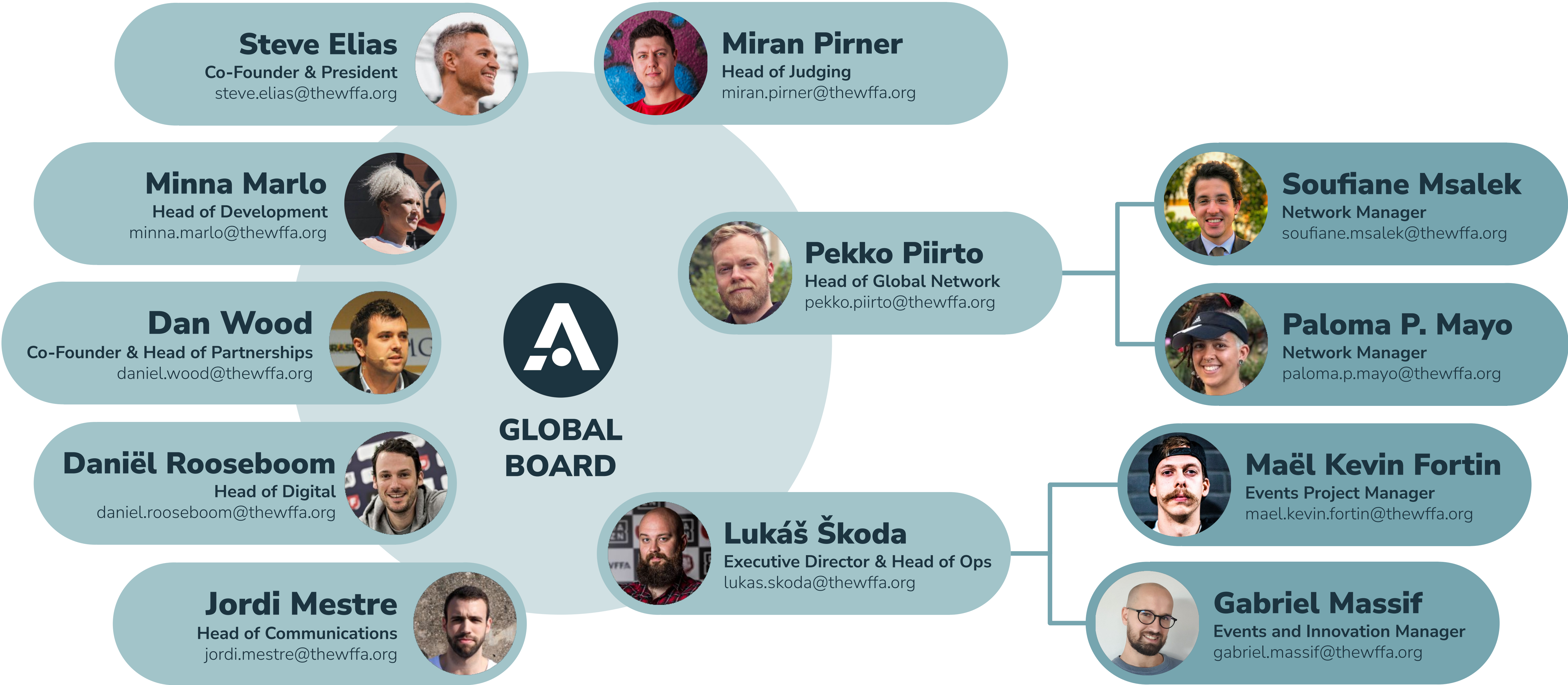
A pioneer of Freestyle Football and a business-savvy entrepreneur with a focus on sport and community development. Steve is the creator of a global movement providing B2B and B2C worldwide opportunities.

**DAN WOOD****CO-FOUNDER, HEAD OF PARTNERSHIPS****YEOVIL, 1981**

A Sports Marketing graduate and serial entrepreneur with a passion for social impact, developing communities and education. Dan heads up all Partnerships for the WFFA with Sponsors and Government entities.

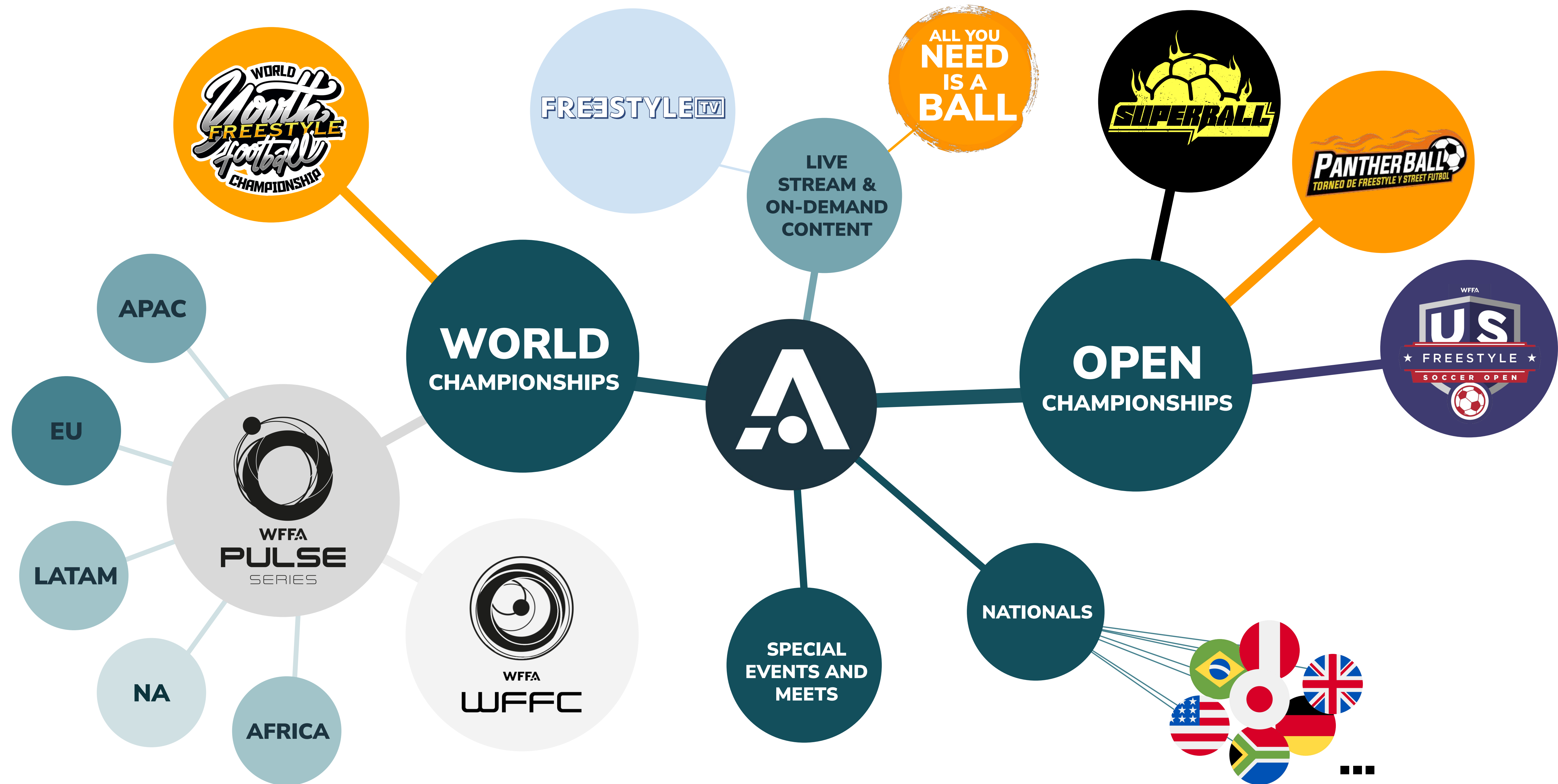
**LUCASO ŠKODA****HEAD OF OPERATIONS****LIBEREC, 1989**

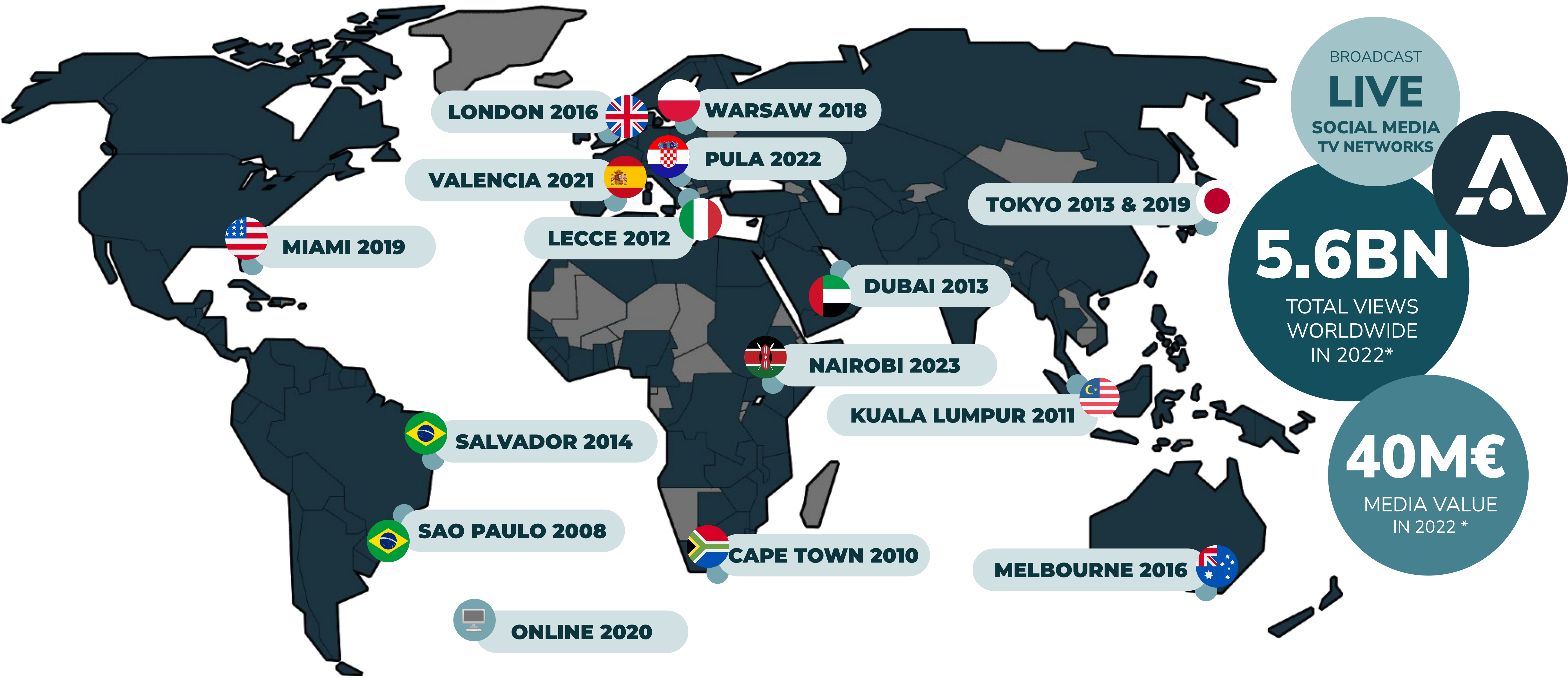
Former freestyler turned event organiser, creator of foundational events in the Freestyle Football community such as Super Ball World Open. Lucaso leads all Operations in the WFFA, liaising with production teams all around the world.



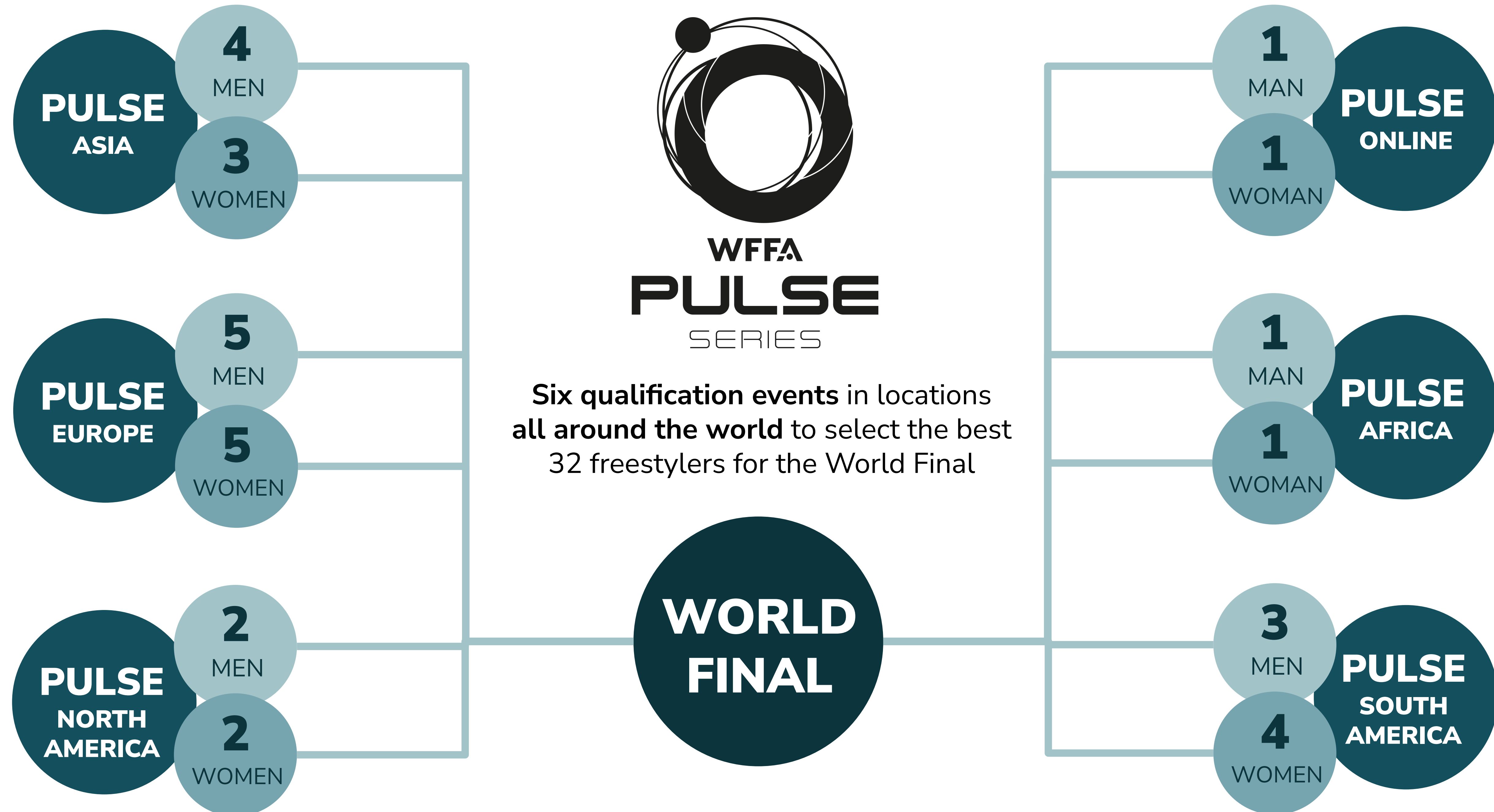








* INDEPENDENT EVALUATION PROVIDED BY AUDIENCE LABS IN DECEMBER 2022, AVAILABLE ON REQUEST





Successes in every recognized and accredited event are rewarded in the **World Rankings**

Due to COVID-19 and all events merging into one global online competition in 2020, **the World Rankings were completely reset** and relaunched in 2023

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 contendants

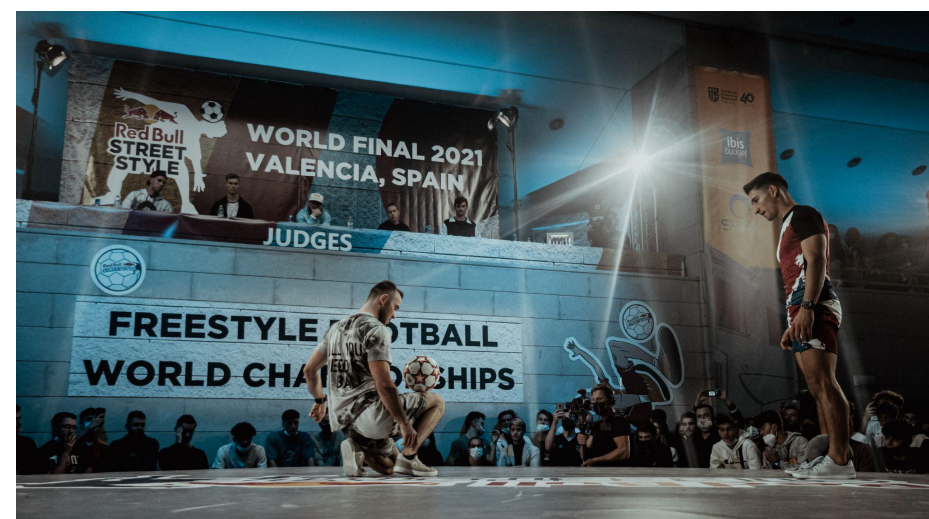


MEDIA COVERAGE



184M

GLOBAL AUDIENCE *



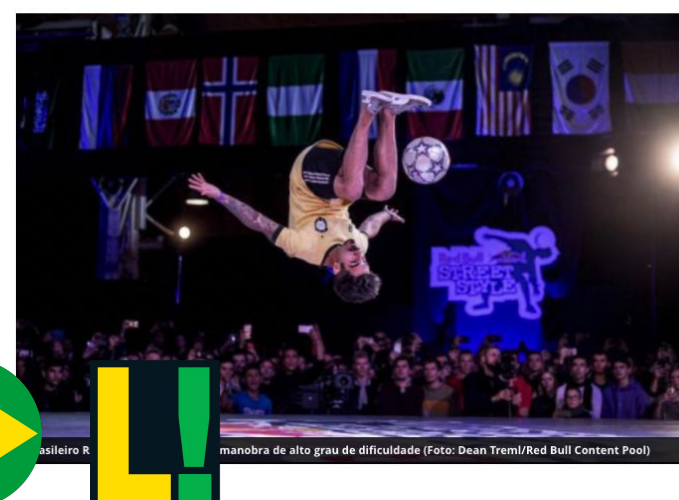
Red Bull Street Style 2018 • El freestyler español fue la sensa
Álvaro López, eliminado, número uno del mundo en Street Style

Jed Del Rio | Valencia

**MARCA**

Brasileiro é vice-campeão mundial de futebol estilo livre

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



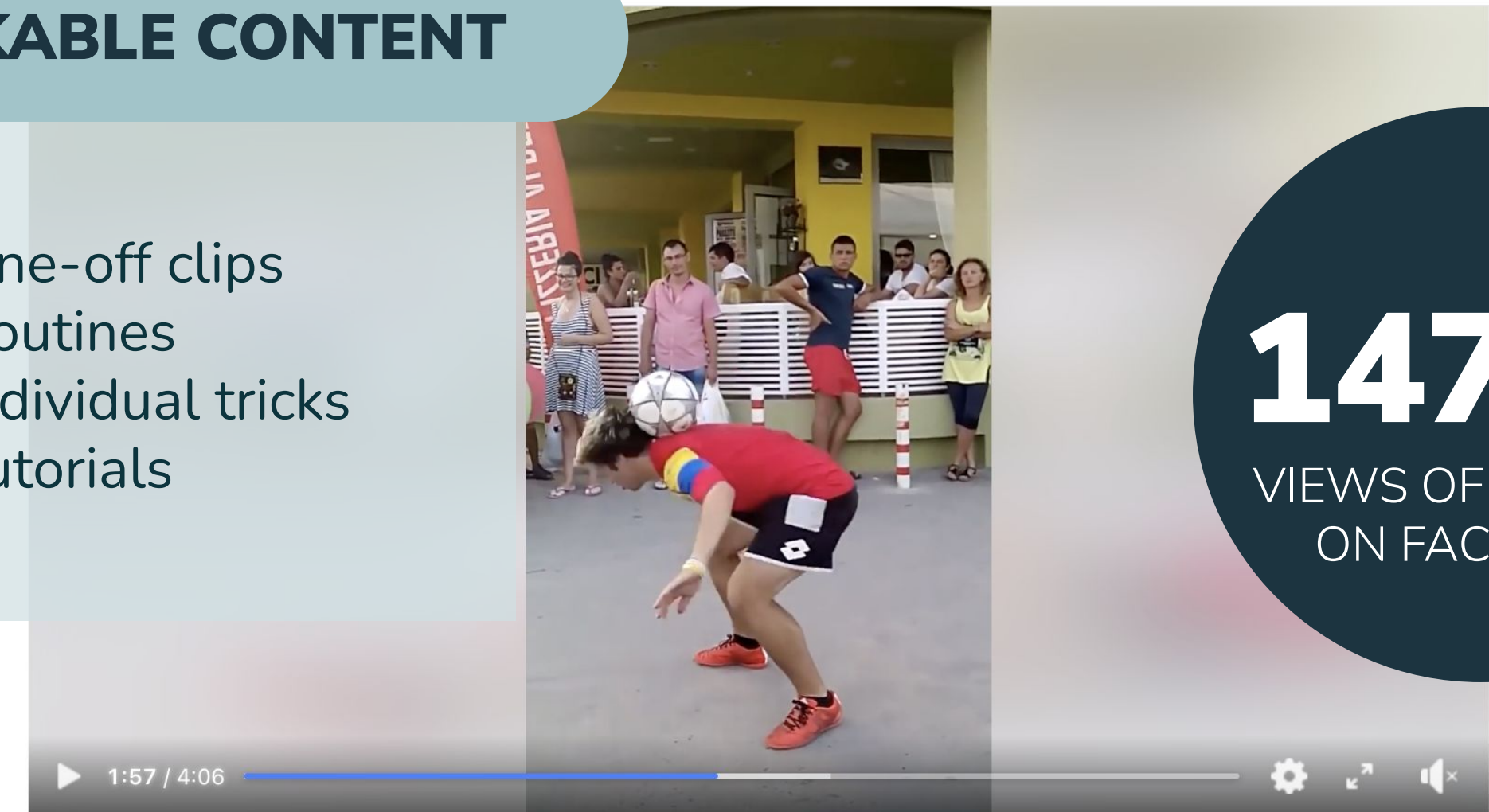
Freestyle-Fußballerinnen und -Fußballer an, um die besten unter sich zu zeigen. Kickbox-Star Lia Lewis zum WM-Titel. In der Klasse der

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



SNACKABLE CONTENT

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



147M+

VIEWS OF THIS CLIP
ON FACEBOOK

COMPETITION SNIPPETS

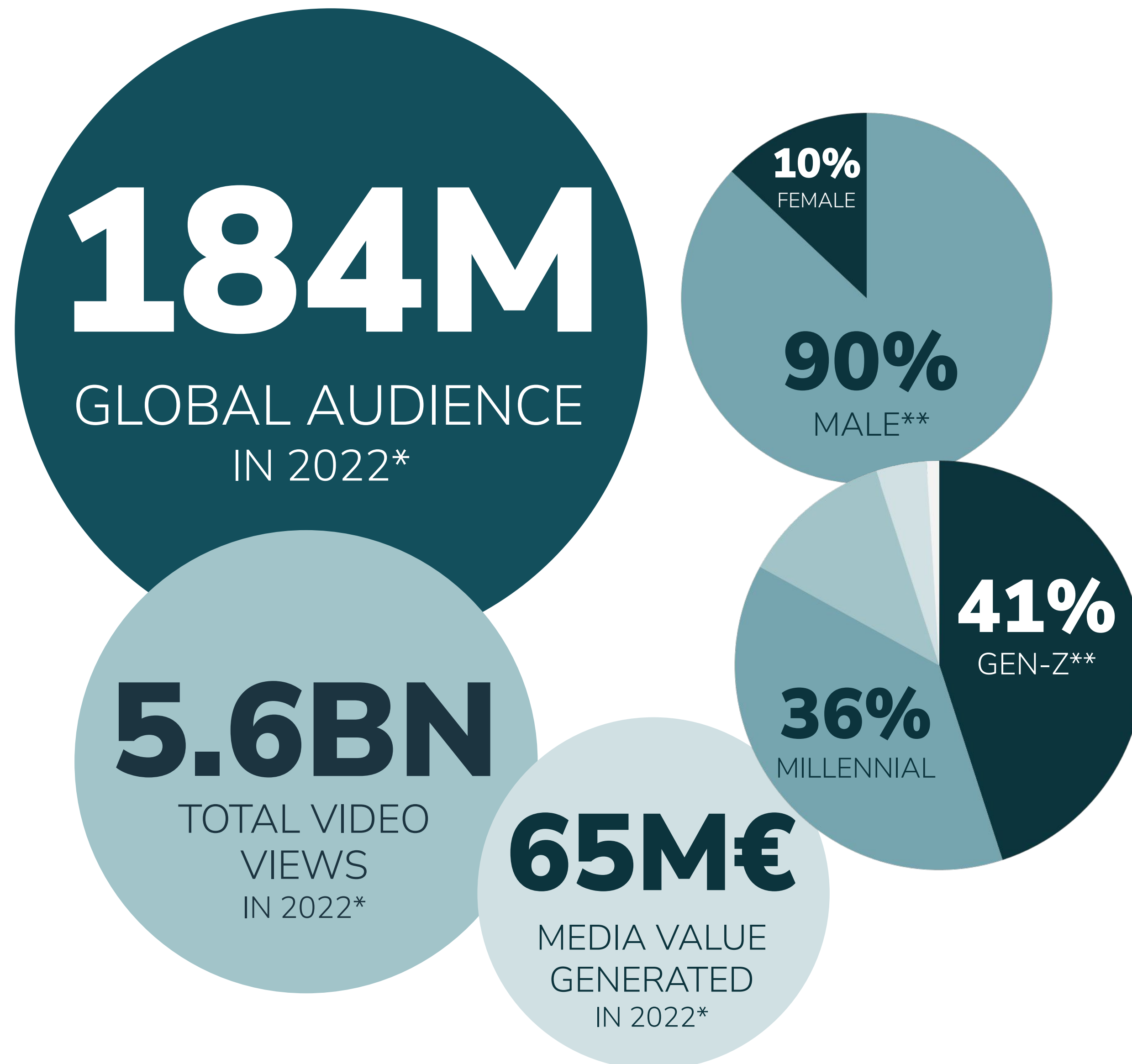
- Teasers and trailers
- Highlights
- Full summaries
- Interviews
- Features



10M

VIEWS OF THIS CLIP
ON FACEBOOK

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



* FIGURES FROM AN INDEPENDENT EVALUATION BY AUDIENCE LABS IN LATE 2022

** FIGURES FROM AN ANALYSIS OF THE WFFA OWNED AND AFFILIATE CHANNELS









WFFA

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