

P R A G U E 2 0 1 7

# SUPER BALL

W O R L D O P E N F R E E S T Y L E F O O T B A L L C H A M P I O N S H I P S



F I N A L R E P O R T

# SUPER BALL 2017

After 3 years spent in the northern Czech Republic city of Liberec, this special event has returned to the country's capital. This move attracted double the amount of participants, worldwide media and a large live audience. The qualification week at athletic stadium of Slavia Prague proved to be a terrific bond within the community and the final show at Jan Palach square amazed everyone including a live TV audience.





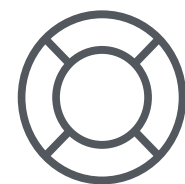
# TOURNAMENT



- The most prestigious event for athletes worldwide officially sanctioned by the World Freestyle Football Association
- Over the course of 1-week, athletes participated in 12 competitions
- Over 300 athletes from more than 50 countries
- 2017 was 8<sup>th</sup> year in succession of holding the event in Czech Republic



# EVENT GOALS



## Sport presentation

Freestyle Football is suitable for any age and gender. It is full of professional sportsmen hungry for success and willing to share their thoughts. Super ball showcases all aspects of the sport to a wide global audience.



## New generation

New competitions for beginners and intermediate levels motivated more than 80 young participants between the ages of 13 to 17 to come and be part of the big family. These athletes are the new generation, which will help the sport to grow further in years to come.



## World event

Live stream feed from both qualifications and finals went to the whole of the Czech Republic and the world. The biggest reach was seen on the social media channels of the participants.



## Connection with partners

Partners were a very important part of the event and the organisers managed to satisfy their expectations. The presentation of partners on site was very strong and the VIP lounge catered for their hospitality needs. Celebrations of the successful event moved into the official after party club Misch Masch. Organisers believe that this successful cooperation will be repeated for next year.





# MAIN COMPETITIONS



## BATTLE

*1 vs 1, 3 minutes, winner takes all*

1. Ricardinho (Brazil)
2. Pedrinho (Brazil)
3. Erlend (Norway)



## FEMALE BATTLE

*Battle in female way*

1. Liv (UK)
2. Kalina (Poland)
3. Lucia (Slovakia)



## ROUTINE

*Show synchronised with music*

1. Gautier (France)
2. Luki (Poland)
3. Yosshi (Japan)



## DOUBLE ROUTINE

*Synchronisation & cooperation of 2*

1. Erlend & Brynjar (Norway)
2. Yosshi & Yu-Ji (Japan)
3. Gautier & Matthieu (France)



# COUNTRIES REPRESENTED

Freestylers were all around the Prague. When they were not competing they performed street shows, took great pictures with Prague landmarks or just trained in the old town.



## 316 freestylers

The highest amount of freestylers was from France, UK and surprisingly from Japan and Russia.



## 53 countries

Among countries represented were participants from Brazil, Suriname, Philippines, South Africa and Mauritius..



















## 12 competitions

The most successful competitors were from Norway, Russia, France and Japan.



# MEDAL TABLE BY NATIONS

			
Norway 	3	1	2
Brazil 	2	1	
Poland 		3	2
France 	1		1
Japan 		1	1
Russia 	1		2
Sweden 	1	1	1
UK 	1		
Belarus 	1		
Mexico 		1	
Italy 		1	
USA 		1	
Slovakia 			1





# PRAGUE 2017

Placing the final setup on one of the busiest touristic spots of Prague was the best strategy to bring the event back to the capital city.

All partners were satisfied with result and 90% of them expressed interest to be part of event for next year again.

City of Prague was presented in many ways including clips on big screen, Czech TV live stream and online live stream to the whole world.





# ATHLETES INTRO VIDEOS

Top 16 battle athletes went around Prague the day before final and created special intro videos. These videos were played on big screen and live stream before they stepped on the stage.







# QUALIFICATION

- 22. – 24. 8. 2017 athletic stadium Slavia, Praha 10 - Vrsovice
- Qualification rounds in 11 competitions (4 main ones)
- Additional competitions focused on stamina, difficulty and creativity
- Workshops for visitors and shop with Freestyle Football gear
- PR activities with the best players during the week (live performance during match Bohemians Praha 1905 vs Slavia Praha)
- Live stream was followed by 8.000 unique viewers from 120 countries









# FINAL

- Mind-blowing show featuring the best male and female Freestylers
- Final stage happening in Prague city center – Jan Palach square, Prague 1
- Main disciplines: Battle, Routine, Double Routine, Female Battle
- More than 1.400 viewers present
- Professional live stream management











# TV LIVE STREAM

Czech sport TV station O2 Sport TV brought the best of the final evening to TV audience around the whole Czech Republic.



## REACH

Live stream to Czech TV brought 125.000 viewers in households and another 15.000 in over 500 restaurant facilities where O2 Sport TV is broadcasted.



## COOPERATION

Cooperation of organisers with O2 Sport TV works for 2 consecutive years. There is a plan in place to continue this relationship for the next 2 years.



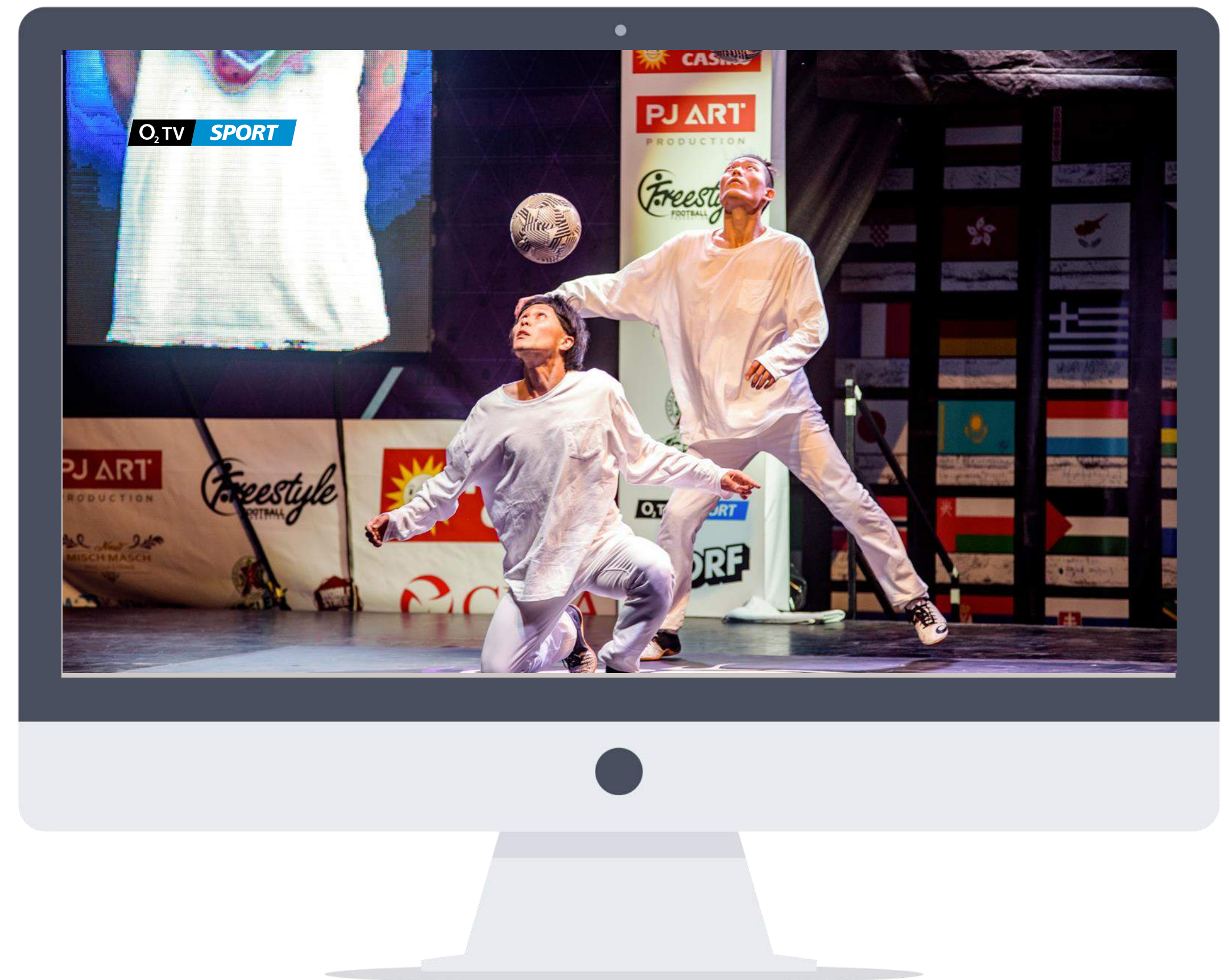
## PARTNERS

Partners were presented not only on site in printed version but also by way of promo clips and action logo animations during the whole stream.



## TARGET GROUP

Live stream reached mostly men around the country but through a wide age range (18 – 53 years)



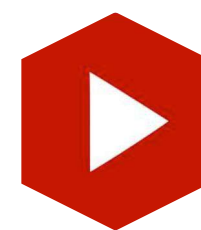


# ONLINE LIVE STREAM

Sport online channel SPORF from UK advertised the event on their social media channels actively. Whole week before the final they have been inviting their fans to watch live action which was streamed on their Facebook page.



Play SPORF teaser



Play final Live Stream



## Advertisement

SPORF official Instagram, Facebook and Twitter accounts were inviting fans to watch the final of Super Ball. This approach reached 177.500 fans during the week and another 111.000 in day of the final. The biggest impact reached 2 Instagram stories, which were seen by 598.625 people.



## Final

The whole 4 hours program of the final evening was live streamed on SPORF Facebook channel. In total it was seen by 77.000 unique viewers, 475 shares, 4.000 comments and reached 299.450 users. This all led to total number of 979.000 people which were at some point informed about Super ball duration.



## Target group

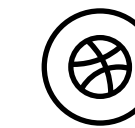
There is no surprise that most of viewers were in the United Kingdom as SPORF is a British sport channel. The main demographic reached were men aged 18 to 24 years. The final evening was watched by over 1.400 athletes around the world in the community of Freestyle Football.





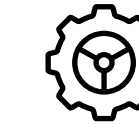
# ONLINE REACH

Super ball 2017 was followed all around the world thanks to the strongest marketing tool of modern age: Social media.



## OFFICIAL CHANNELS

@superballofficial, @flair20tv and @iamafreestyler created exclusive footage every day. #superball2017 reached over 14,000 posts.



## THIRD PARTIES

Besides SPORF advertising and live stream management other sport channels such as Urban Pitch, Goal.com and Sport Bible have expressed interest in the event.



## STATISTICS

Overall the Facebook reach went to over 260.000 users. Instagram topped it up with over 500.000 users following the event. These stats only reflect the official channels..



## ATHLETES

During the whole week over 290 individuals were publishing footage from the tournament. Approximately 240.000 followers were reached by their posts.





# 3v3 STREET SOCCER

A unique tournament for 3v3 Street Soccer under the name and management of World Street 3s was also part of qualification week. On Friday 25<sup>th</sup> August in front of Eden Shopping mall in Prague 10 there were 16 teams fighting for Super ball Street soccer champion title. Participants from Germany, USA, Iran, South Africa, Belgium, Croatia, Denmark or Japan created a brilliant atmosphere and showed that Freestyle Football and Street Soccer are part of the same community.

Berlin Panna Match took the title with them to Germany.



# PARTNER PRESENTATION

Super Ball 2017 presented all its partners in 5 different levels: General, Main, Media, Organisation and Partner.

## ADVERTISING



## QUALIFICATION

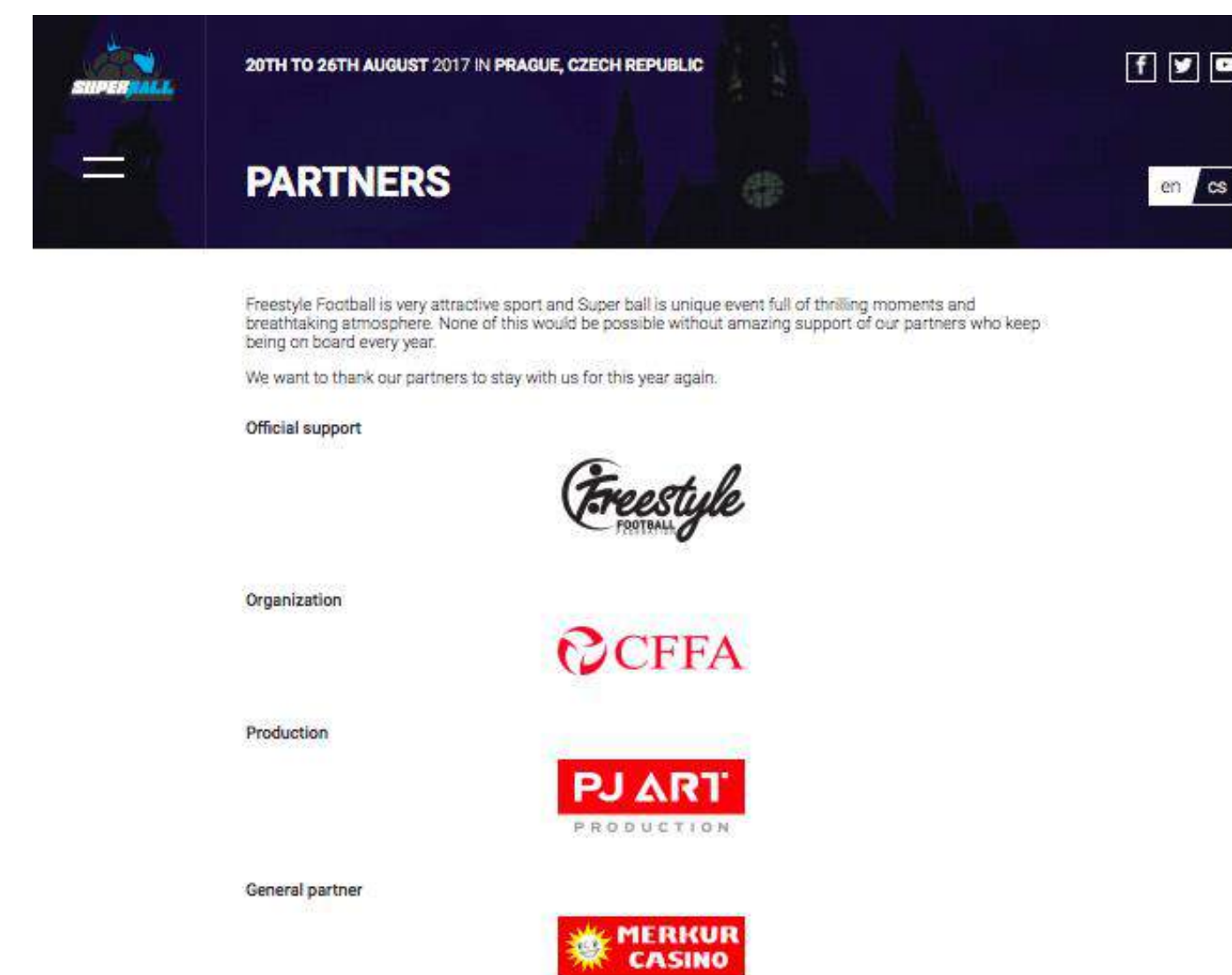
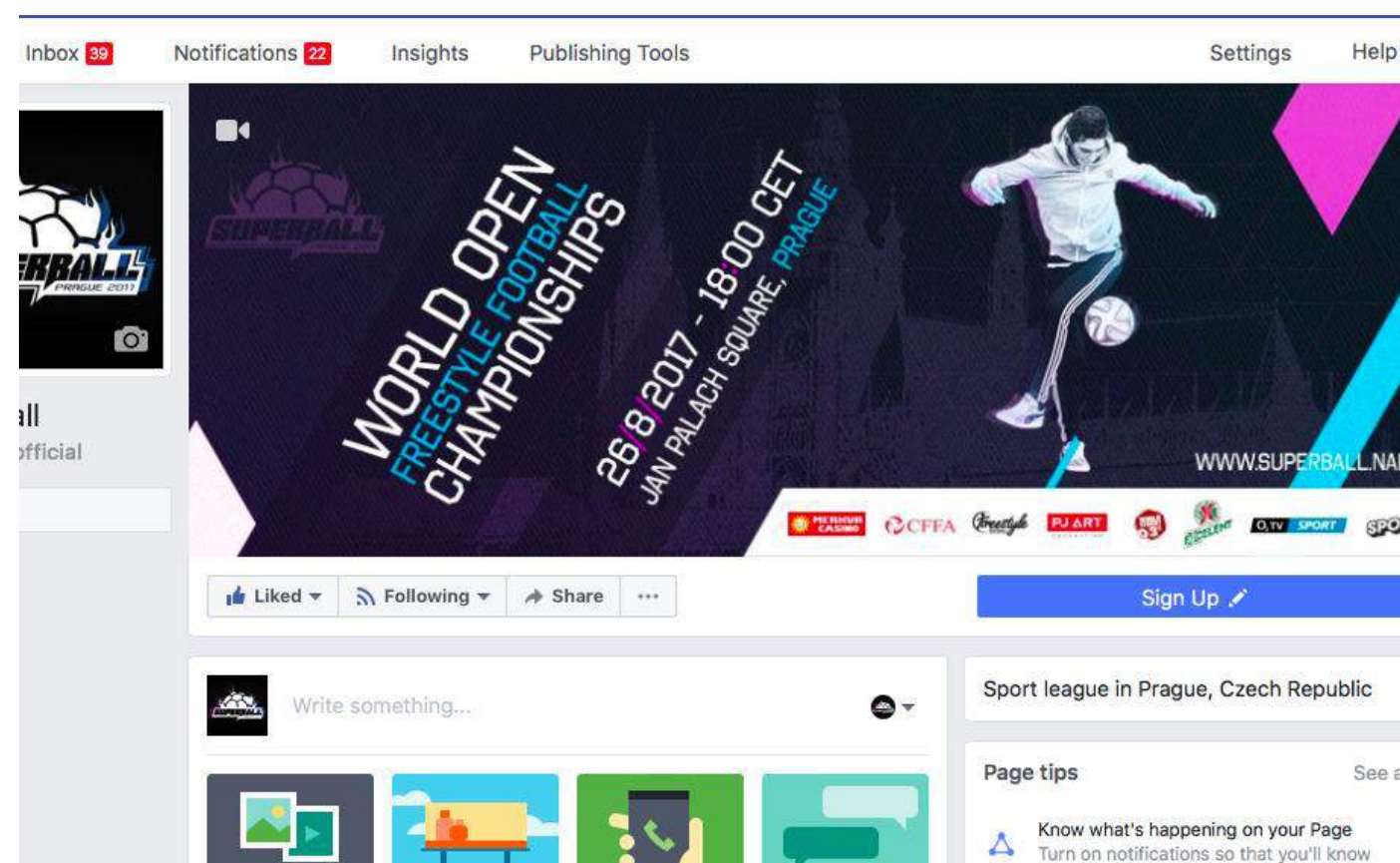
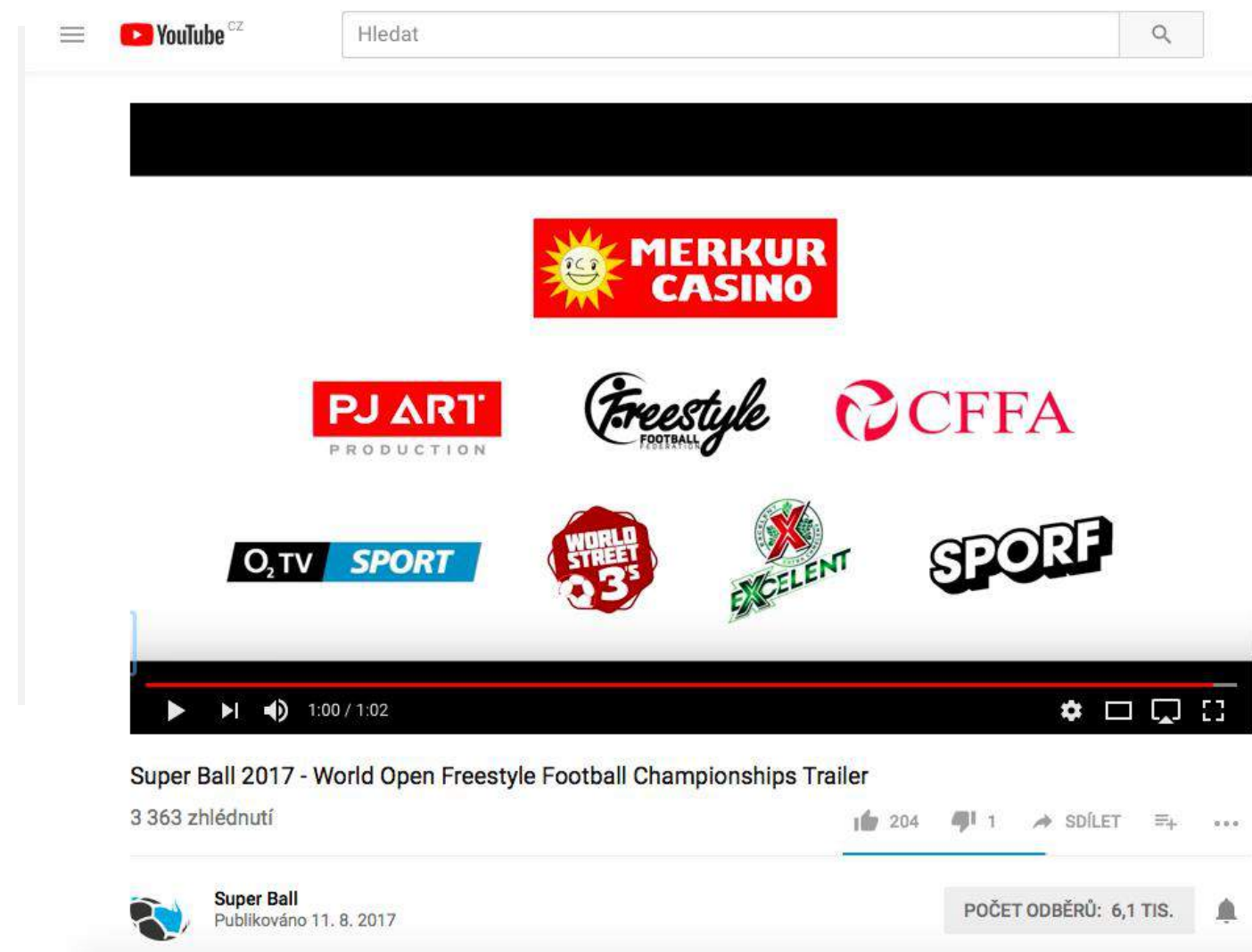


## FINAL





# ADVERTISING



## PARTNER LOGO PRESENTATION

- Posters
- Official event online trailer
- Tournament website
- Event Facebook page + direct Facebook advertisement with reach above 34.000 users



# QUALIFICATION



## PARTNER LOGO PRESENTATION

- Backwall on stage
- Brandwall in live stream feed 5 times/day
- Advertising subjects around the area



# FINAL - STAGE

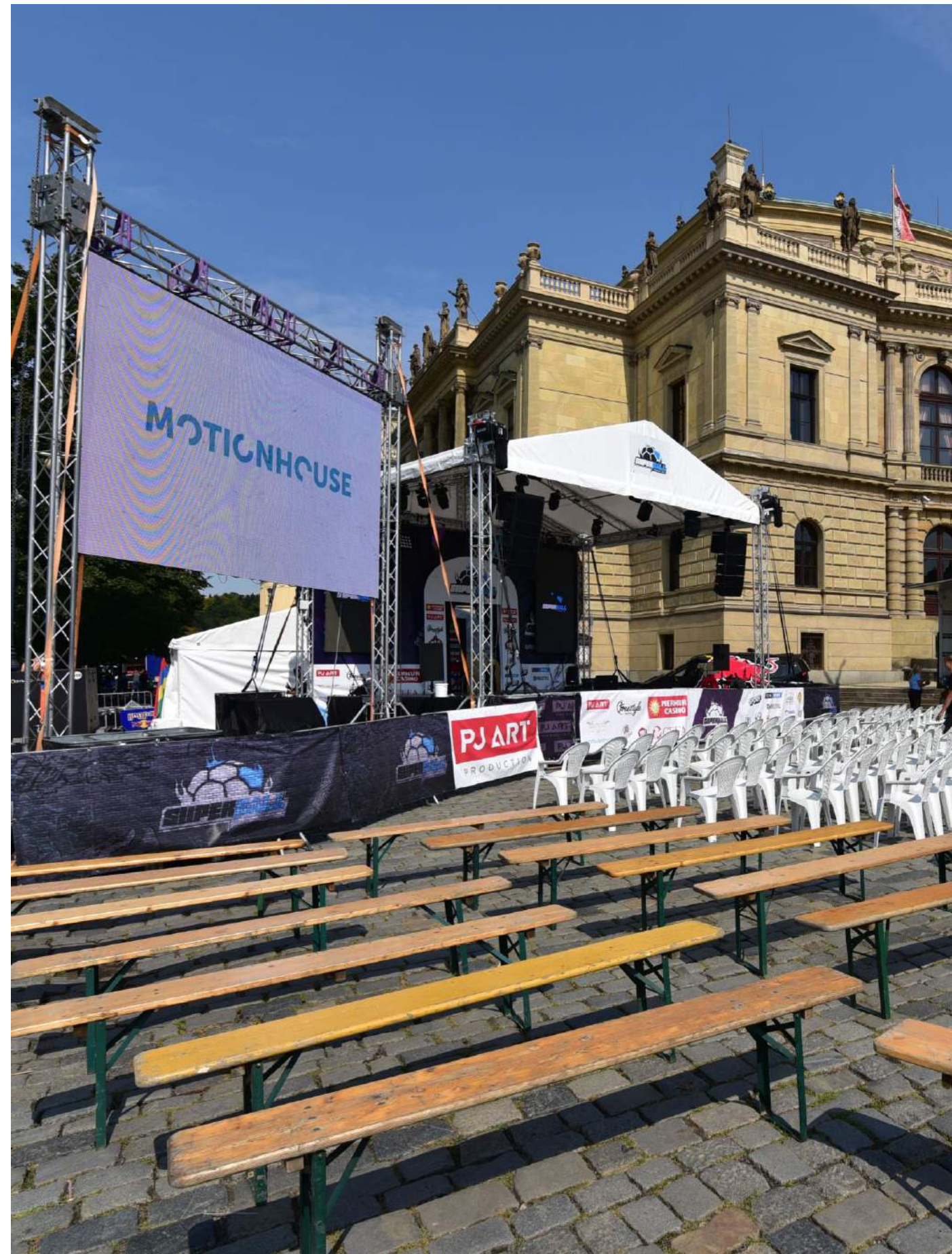


## PARTNER LOGO PRESENTATION

- Backwall of stage
- Entrance gate for players
- Front side of stage



# FINAL - AROUND



## PARTNER LOGO PRESENTATION

- Big screen (logo loop before the start, partners mentioned by host during the action on stage)
- Brandwall in VIP lounge
- Front side of judges lounge
- Banners on fencing





# VIDEO TOP FINAL SUPER BALL 2017



# THANK YOU ALL PARTNERS

## General



## Main



## Organisation



## Media



## Clothing



## Partners





# CONTACT



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