



FOOTY ACCESS

Unlocking the World's Football Potential

EMPOWERING THE NEXT GENERATION

Multi-media platform focused on highlighting the **next generation** of youth soccer players through informative and entertaining **original content**.

Within two years, Footy Access united young players nationwide and reached over **200M views**, **10M likes**, and **200,000 followers** across all platforms — all fully organic.



70+ MILLION

ALL-TIME LIKES

11+ MILLION

MONTHLY REACH

200+ MILLION

ALL-TIME VIEWS

250K+

FOLLOWERS ACROSS:



Footy Access has worked with **leading organizations** and clubs to bring exposure to the youth football market **around the world.**



BRAND OFFERINGS:

- ▶ ORIGINAL CONTENT
- ▶ SPONSORED & BRANDED
- ▶ ADVERTISING
- ▶ EXPERIENTIAL
- ▶ INTERVIEW/PODCAST

WHY OUR DEMOGRAPHIC MATTERS



FOOTY ACCESS BREAKDOWN

76.1%

**audience is 18
years and older**

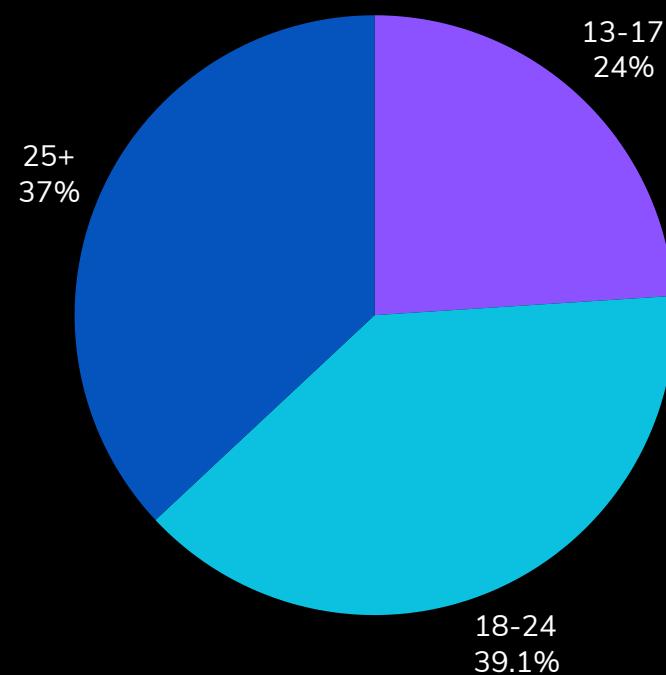
9.73%

**engagement on
Instagram (vs.
average 5.1%)**

21.67%

**engagement on
Tik Tok (vs.
average 9.37%)**

Age Range



VALUABLE CONSUMERS

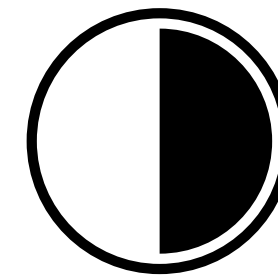
Gen Z soccer fans are prime consumers for brand activation: 95% pay attention to which brands advertise around soccer.



BRAND TRUST

36%

MADE THEIR MOST
RECENT PURCHASE
BECAUSE OF A BRANDED
CONTENT POST ON
SOCIAL MEDIA



RECEPTIVENESS

65% to 44%

DIGITAL VIDEO AND
SOCIAL MEDIA ADS HAVE
THE MOST INFLUENCE IN
COMPARISON TO
TRADITIONAL MEDIA



OPEN - MINDED

2 IN 5

ARE LIKELY TO BUY
PRODUCTS ADVERTISED
ON SOCIAL MEDIA

LONG-FORM SERIES



**BEHIND THE
PLAYER**

Delves into the journeys of top young footballers around the world. Our focus is on providing insights into who they are, delving into their upbringing, and shedding light on what the future has in store for them.

4 MILLION+
**LIFETIME VIEWS
ACROSS ALL PLATFORMS**

LONG-FORM SERIES



INSIDE THE ACADEMY

Provides fans worldwide with exclusive behind-the-scenes content both on and off the field. We include interviews, exclusive moments, and highlights that showcase the academy's staff, coaches, players, and overall environment.

8 MILLION+
LIFETIME VIEWS
ACROSS ALL PLATFORMS

**WHO WE'VE
WORKED WITH**



SOC CERDOTCOM

SOC CER.COM

Ahead of one of the most prestigious youth soccer tournaments in the world—the 2025 Generation Adidas Cup—SOC CER.COM partnered with us to make a statement and seize the moment. Together, we created a fully integrated campaign that amplified SOC CER.COM’s voice on the ground and across digital channels, leveraging the platform and reach of Footy Access to deliver authentic, high-energy engagement. From on-site photography and videography to influencer-led challenges and strategic content rollouts, our work ensured that SOC CER.COM wasn’t just part of the conversation—they were driving it.

Our deep-rooted trust and access within the youth soccer space allowed us to create opportunities that resonated directly with players, parents, and fans. The result was a campaign that didn’t just showcase a brand—it connected it to the heartbeat of the sport’s next generation.



OUR RESULTS

2,500,000 Views **7 Days**

- ▶ Graphic Design
- ▶ Photography
- ▶ Videography

TOCA FOOTBALL



When TOCA Football set out to make an impact at the largest MLS NEXT youth tournament of the year—featuring over 10,000 of the country’s top young talents—they turned to us to bring their vision to life. We worked closely with TOCA to highlight how their innovative training technology can elevate player development—capturing authentic, high-energy moments of young athletes interacting with TOCA systems and showcasing their potential through engaging, cinematic content. We turned TOCA’s presence into an interactive moment of discovery for players and families, and amplified that excitement through strategic social storytelling.

By pairing immersive content with the power of the leading youth soccer media platform in North America, we significantly expanded TOCA’s reach both on the ground and across digital channels.

Our Results

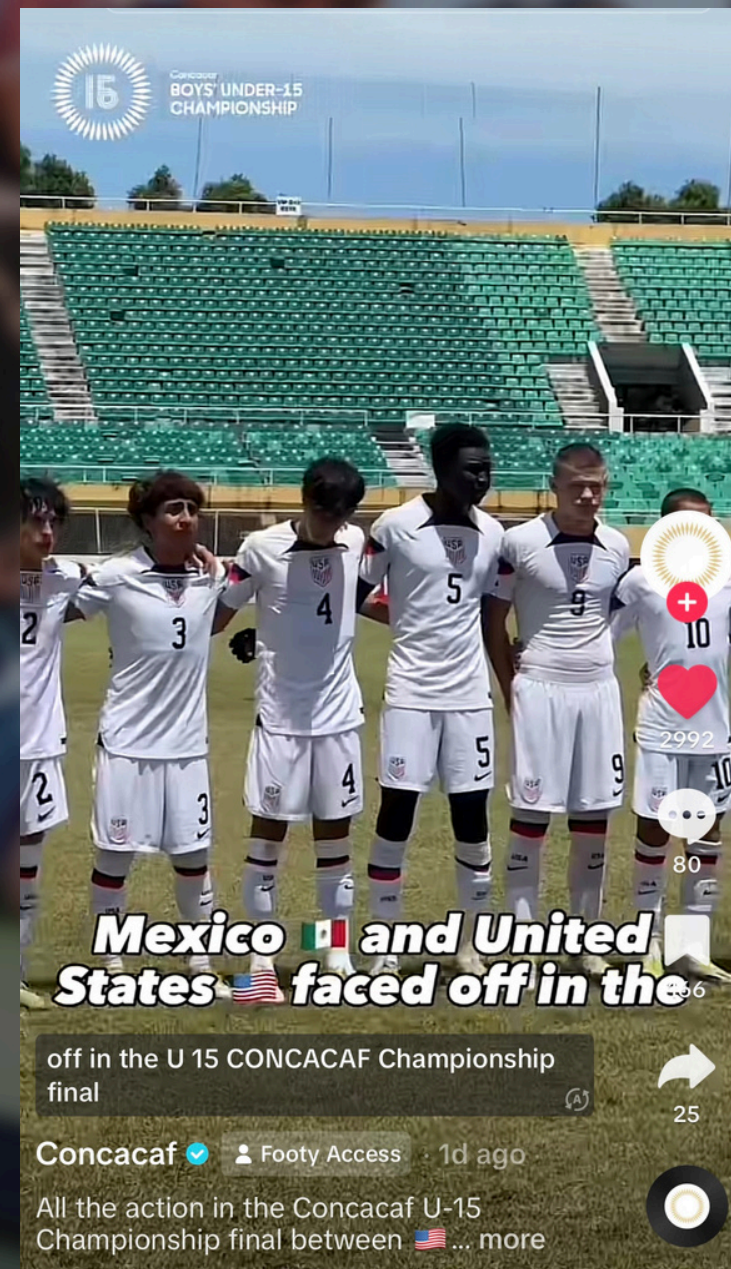
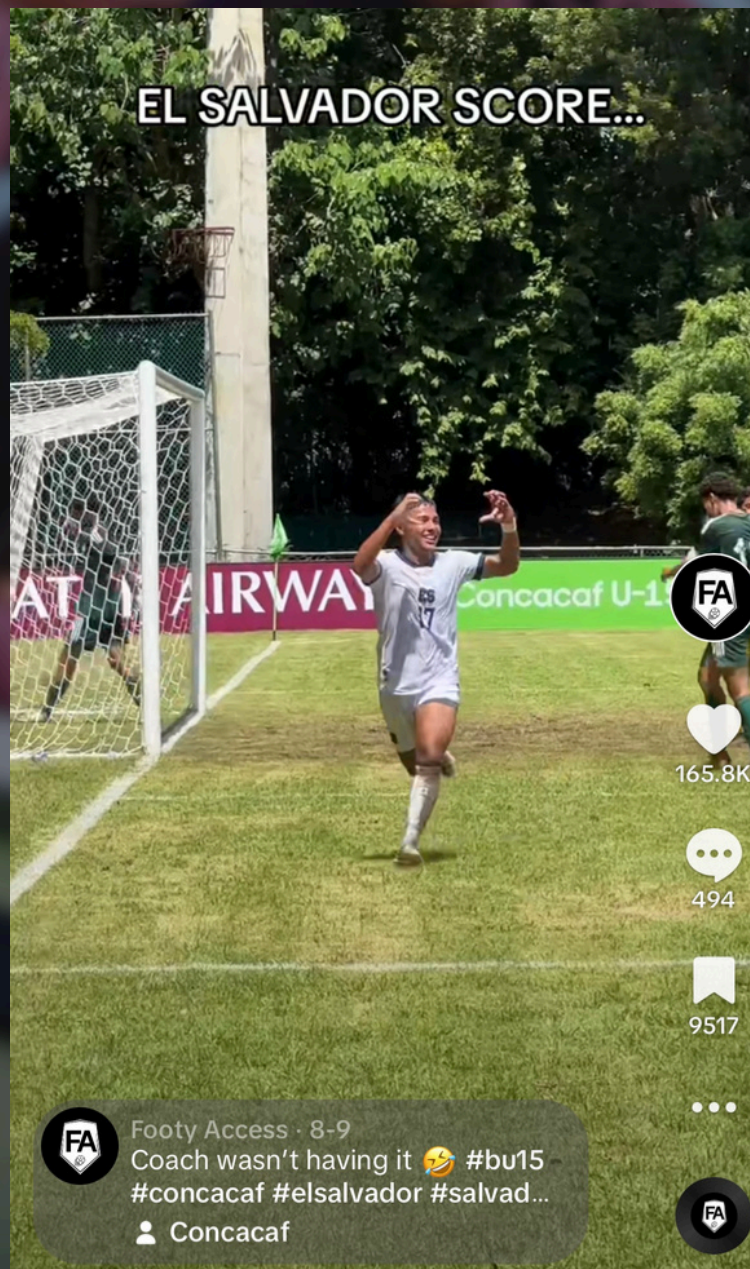
325,000 VIEWS **1,300 LEADS**

Our Deliverables

- ▶ Instagram Post
- ▶ Instagram Stories

U15 CONCACAF CHAMPIONSHIPS

Ahead of one of the most important youth development tournaments in North America, Caribbean, and Central America, the 2023 CONCACAF Championships—we partnered with CONCACAF to make a statement and seize the moment. Together, we created a fully integrated campaign that amplified the tournament's voice on the ground and across digital channels, leveraging the platform and reach of Footy Access to deliver authentic, high-energy engagement.



OUR RESULTS

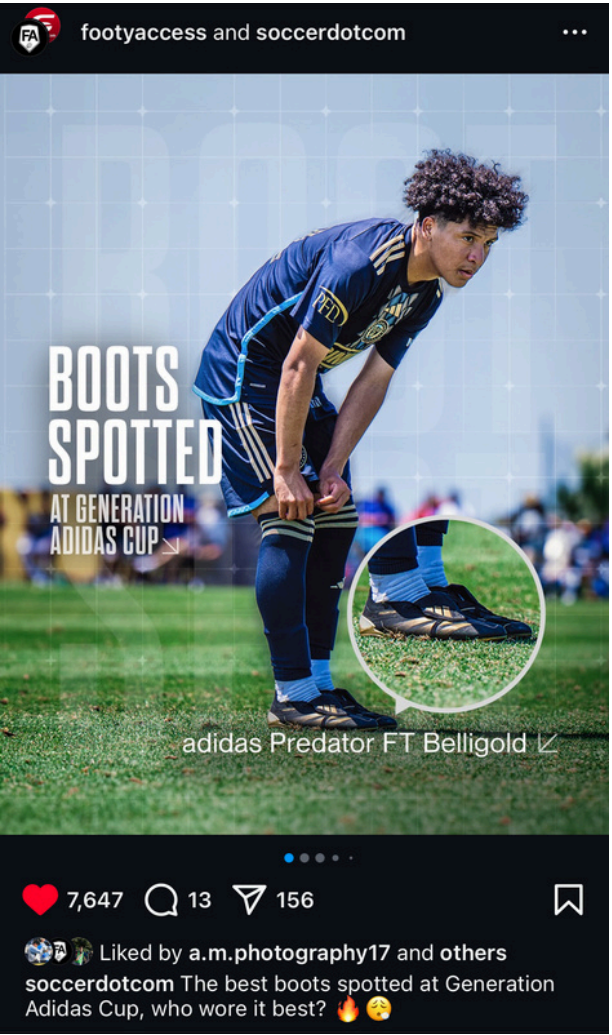
4,100,00
Views

2,000,000
Unique Reach

700,000
Likes

IMPACTFUL COLLABORATIONS

We've established ourselves as the **#1 trusted** platform in the youth soccer space collaborating with some of the most **globally recognizable** brands.

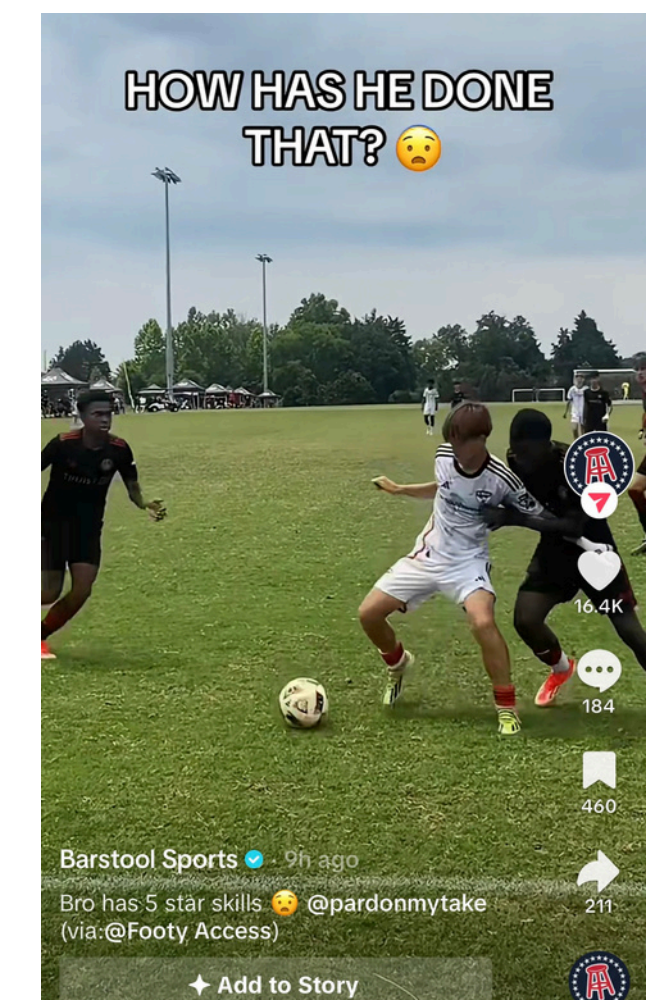
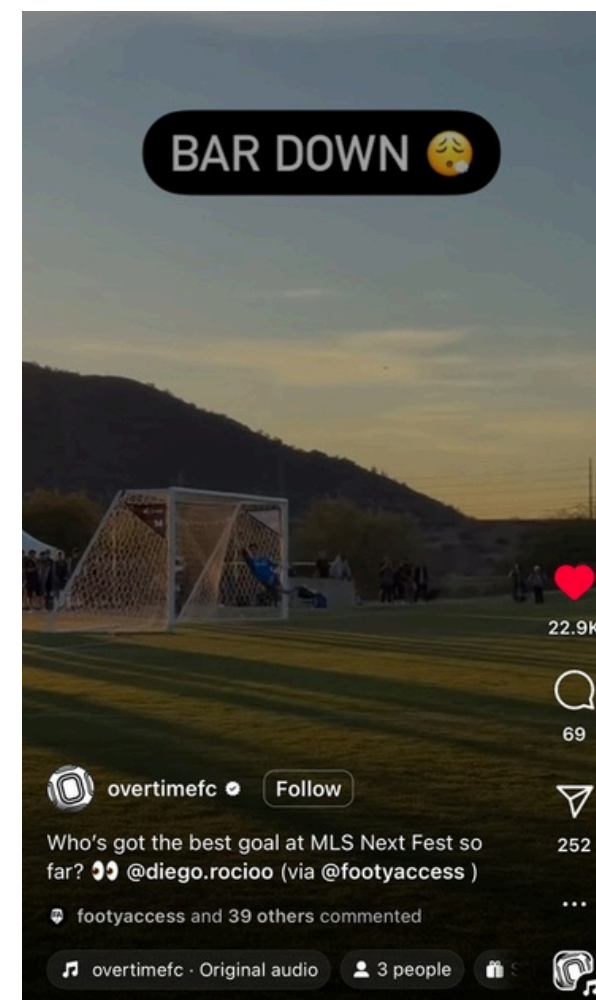
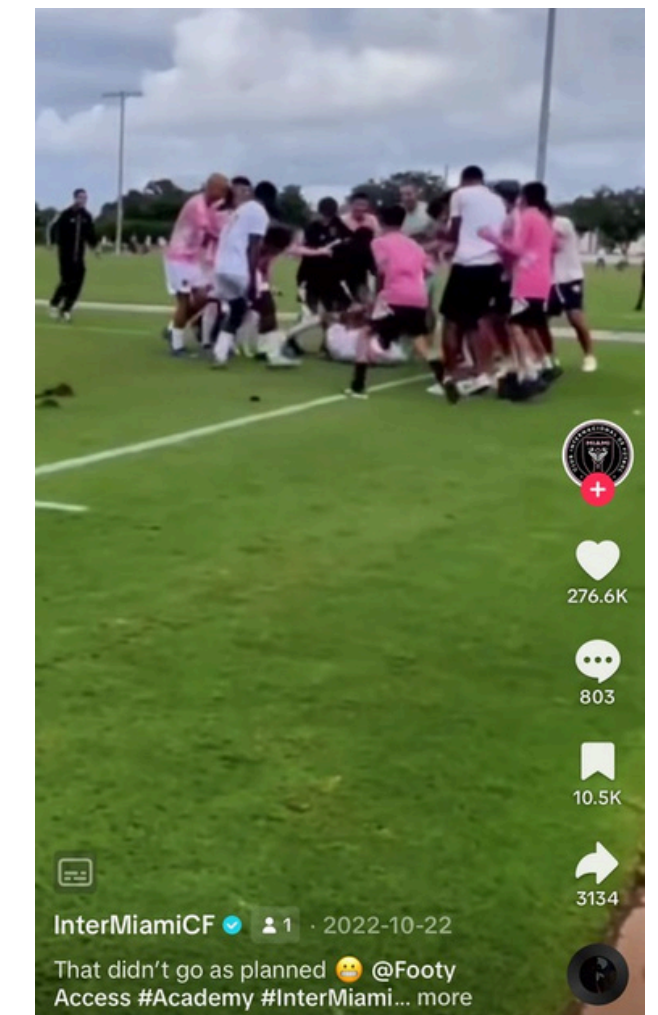
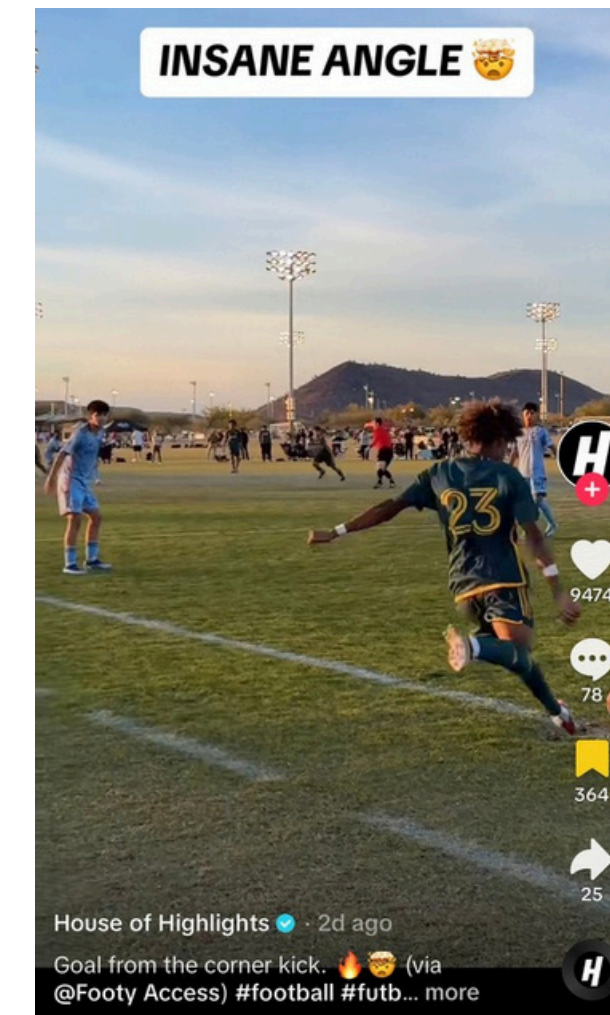


WHY ORIGINAL CONTENT MATTERS









CONTENT CAPTURE

In a digital landscape where brands often depend on finding and repurposing content, we stand out by being the content creators. By generating original content, we position ourselves as the go-to source for highlights, news, and entertainment. Our expertise in capturing, curating, and deploying content transforms us into master storytellers.



SHOW ME THE RESULTS

Through our ability to capture content, we've become the primary platform for brands seeking to align themselves with unique material that can enhance their visibility.

	Views	Likes	Comments
	8.5M	760K	2.3K
	9.1M	1.1M	3.5K
MARCH 30-APRIL 7, 2024			
	682K	370K	500
	4.1M	1.1M	5.4K
AUGUST 6-13, 2023			
	1.6M	235K	433
	2.5M	404K	2.4K
DECEMBER 5-10, 2023			

THANK YOU