

# GOOD FUTBOL



# ABOUT US

THE BEST OF FUTBOL, BEYOND THE PITCH



## OUR VALUES

**People first (Culture)**

**Everyone included (Customer)**

**Innovate, listen, then respond & repeat (Data)**



## OUR VISION

**A world where futbol in America(s) is a unifying force**



## OUR MISSION

**A connected futbol content & experiences platform inspiring values driven results via a spotlight on the best of futbol, beyond the pitch**

- **Inclusion**
- **Performance**
- **Sustainability**

# DEMAND

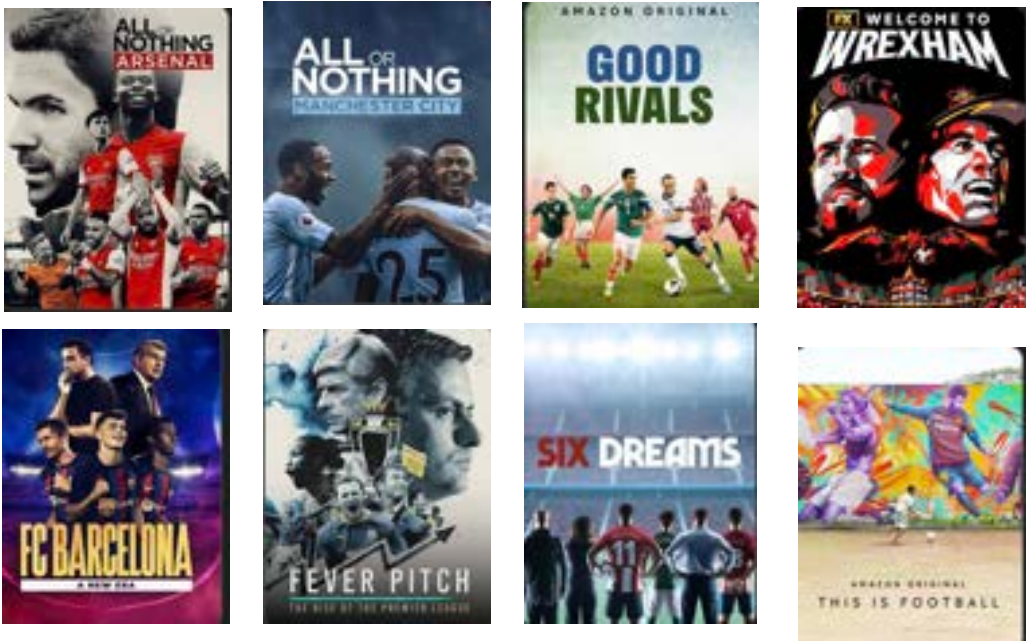
Audiences, content providers, sponsors and leagues are well aware of the exponential growth and importance of soccer.



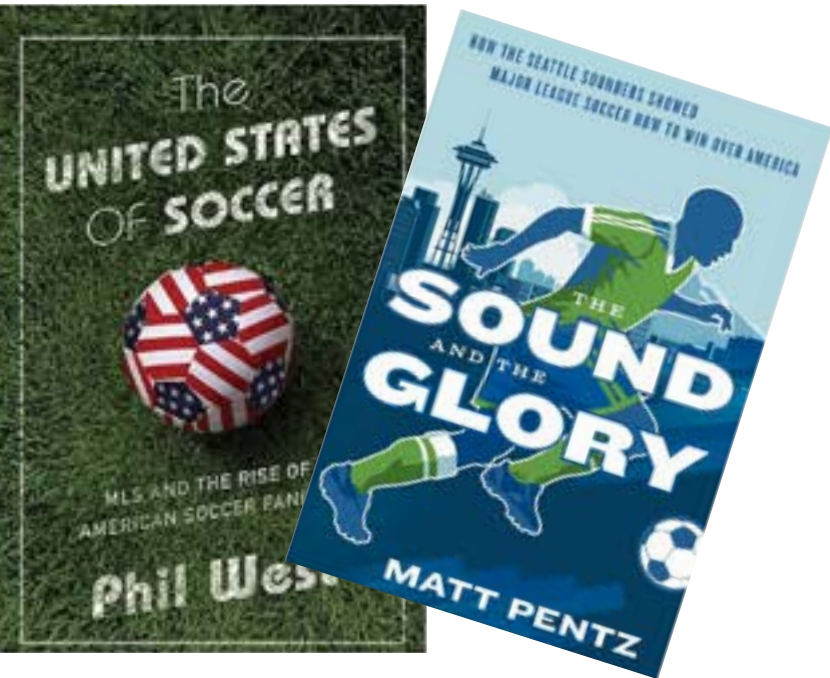
NETFLIX



Apple tv+



prime video



B L O O M S B U R Y



# GAMES

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2024



2024 Copa America  
June 20 – July 14  
United States

2025



2025 FIFA Club  
World Cup  
June – July  
United States

2026



FIFA WORLD CUP 26  
June – July  
Canada, Mexico  
and United States

2027



FIFA Women's  
World Cup  
Brazil

2028



LA 2028  
Olympic Games

2030



2030 FIFA  
Club World Cup  
(June 8 – July 21,  
South America –  
Europe)

# AUDIENCE

Young, diverse, connected and growing



**INTERGENERATIONAL  
& ENTHUSIASTIC**  
FANS, MOMS, DADS & YOUTH PLAYERS



**INTERCONNECTED &  
ENGAGED**  
STREAMERS, GAMERS & GEN Z



**INCLUSIVE &  
INTERNATIONAL**  
CORPORATE, NONPROFIT & GOVERNMENT



# WE ARE

A content & live experiences multiplatform  
Connecting futbol heroes, fans & the people/brands who love them



## CONTENT AUDIOVISUAL

- Documentaries
- Podcasts
- Books
- Films
- Influencers
- Social Media Series



## NETWORKING COMMUNITY

- Social Media Series
- Membership
- Experts
- Events
- Merchandise
- Mentoring



## TOUR 2024-2026 ENGAGEMENT

- Exhibition
- Influencers
- Screenings
- Clinics
- Speaking
- Events

### Virtual + Cities

Dallas, TX, Washington, DC, Atlanta, GA, New York, NY, Miami, FL and Los Angeles, CA







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# VALUE

**FOR BUSINESS, LEADERS AND EMPLOYEES**

- Engaged employees
- Empathetic leaders
- Solid financial results
- Inclusion & sustainability
- Reputation & brand building
- Commitment to developing the next generation



The Daily Driver will be the first soccer ball to be sold through 12 Pentagons. PHOTO: COURTESY OF JON-PAUL WHEATLEY

# BIZ STRATEGY

BRAND AND CONTENT LICENSING / DISTRIBUTION RIGHTS  
ADVERTISING & SPONSORSHIPS  
DIRECT-TO-CONSUMER  
ENGAGEMENT & ACTIVATION



Content  
Distribution Rights



NETFLIX

(Streaming / Broadcast)



International  
Licensing



(US, Canada, Mexico, Brazil,  
LATAM, EMEA)



DTC &  
Communications



(E-Commerce, Events,  
Earned Media)



Strategic Alliance &  
Marketing



(ESG, CSR, DEI)



# POSSIBILITIES

**Activate 360 Multi-Year Soccer Campaign  
(Internal/External/Cross-Functional)**



## **Access to Expert Partner Team & Good Futbol Network**

- International experts who have worked in various parts of the the soccer industry
- Global network of contacts from various parts of the soccer industry
- Brand-building and brand differentiation
- Marketing & public relations
- Different programs in development within the platform
- Flexibility, personalization and customization
- Multicultural expertise

## **24 mos cross-functional**

### **Hero Campaign: Soccer x Topic (2-3)**

#### **Partner Benefits**

- *Development*
- *Design*
- *Implementation*
- *Reporting*

## **Topics**

- Soccer as an example of good business, values and quality, and doing the right thing
- Women in the business of soccer and in women's soccer
- Soccer as a leader in diversity and sustainability
- How to build a solid organizational culture
- Living soccer values through community volunteerism
- The key role of Latinos in developing soccer
- Soccer as a contributor to the development of the next generation
- Programs for kids to introduce physical activity and competition from an early age
- Breaking down barriers for people with disabilities in soccer
- How to keep a loyal customer in a diverse culture
- Economic impact of soccer on communities, cities and the country
- Other...

# NEXT STEPS





**QUESTIONS?**  
**NGV@GOODFUTBOL.COM**



# THANK YOU





**“GOOD COMPANIES MAKE  
GOOD NEIGHBORS.”**

**- ARTHUR BLANK,  
ATLANTA UNITED  
MLS OWNER**

