



# U17 FREESTYLE TOURNAMENT

**BEWIRB DICH JETZT!  
BIS ZUM 28. FEBRUAR**



BUNDESLIGA



**we drive  
football**



# INTRODUCTION & KEY FACTS

The FC Bayern Freestyle Tournament is a **digital freestyle football competition** for **girls** and **boys born between 2004 & 2006**.

Two players battle each other **performing** their best **freestyle football skills** via an **Instagram story** published on **global FC Bayern Instagram** channel having more than **25 million followers**.

The FC Bayern **Instagram community** decides by a **direct voting function** who moves forward in the tournament schedule.

**The winner** will enjoy a **full paid trip** (two pax) and visit FC Bayern in Munich.

The **1<sup>st</sup> digital freestyle** competition in July 2020 generated more than **13.9 million impressions** and **about 1 million interactions** ( 8 participants).

This time we are looking **for 16 participants** from **16 nations**.



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# WHAT WE NEED

## HOW YOU CAN SUPPORT US:

- [Share the trailer](#) within your community and your channels
- Integrate the [link to our registration platform](#)
- Use the [key visuals](#) to promote the freestyle tournament
- Use the following hashtags: **#wedrivefootball #miasanfamily**
- Tag **@FC Bayern**



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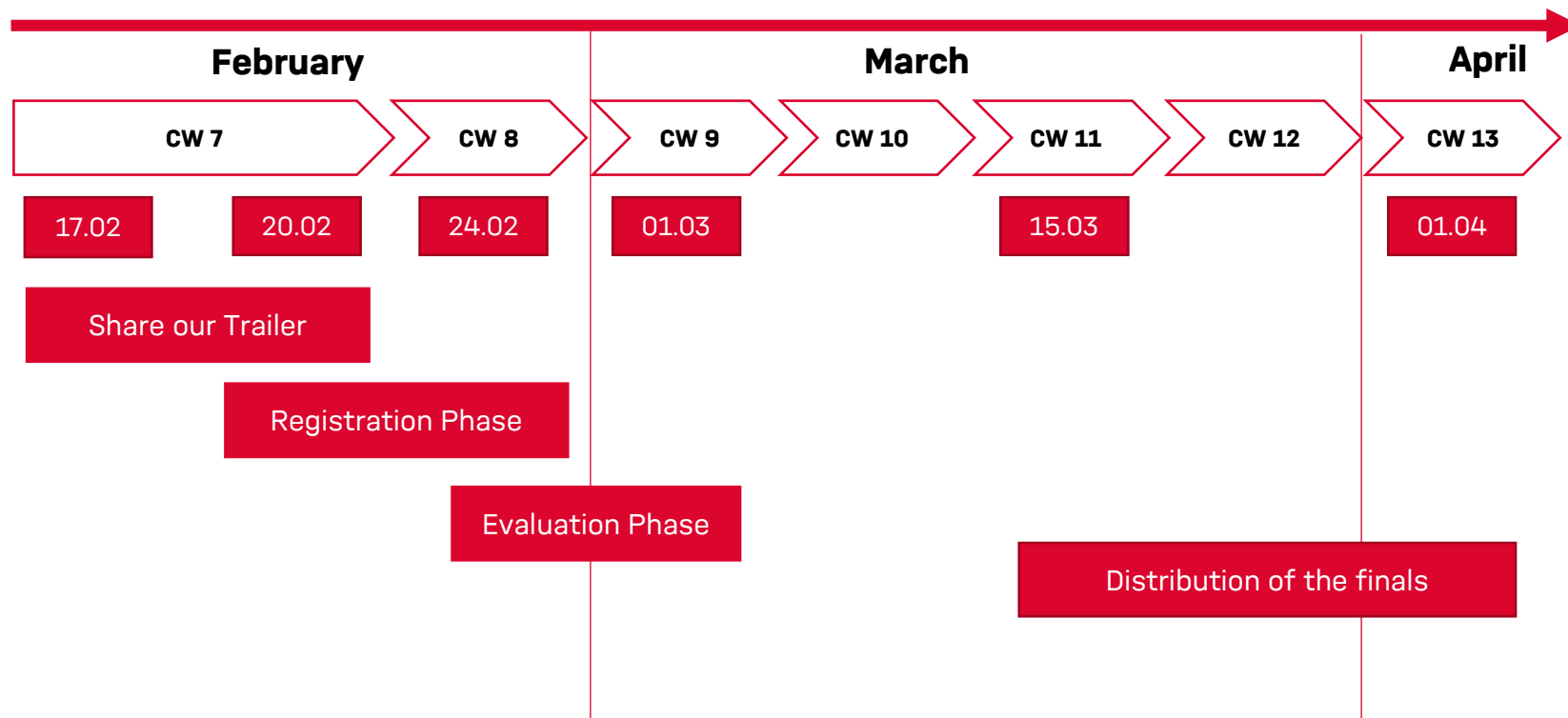
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# TIMEFRAME

## YOUR NEXT STEPS:

- Share our trailer
- Promote the FC Bayern Freestyle Tournament within your community and your social media channels



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# CONTACT

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