



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 **1st 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**.



U-17
**FREESTYLE
TOURNAMENT**

BEWIRB DICH JETZT!
BIS ZUM 28. FEBRUAR



**we drive
football**

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**



U17 FREESTYLE TOURNAMENT

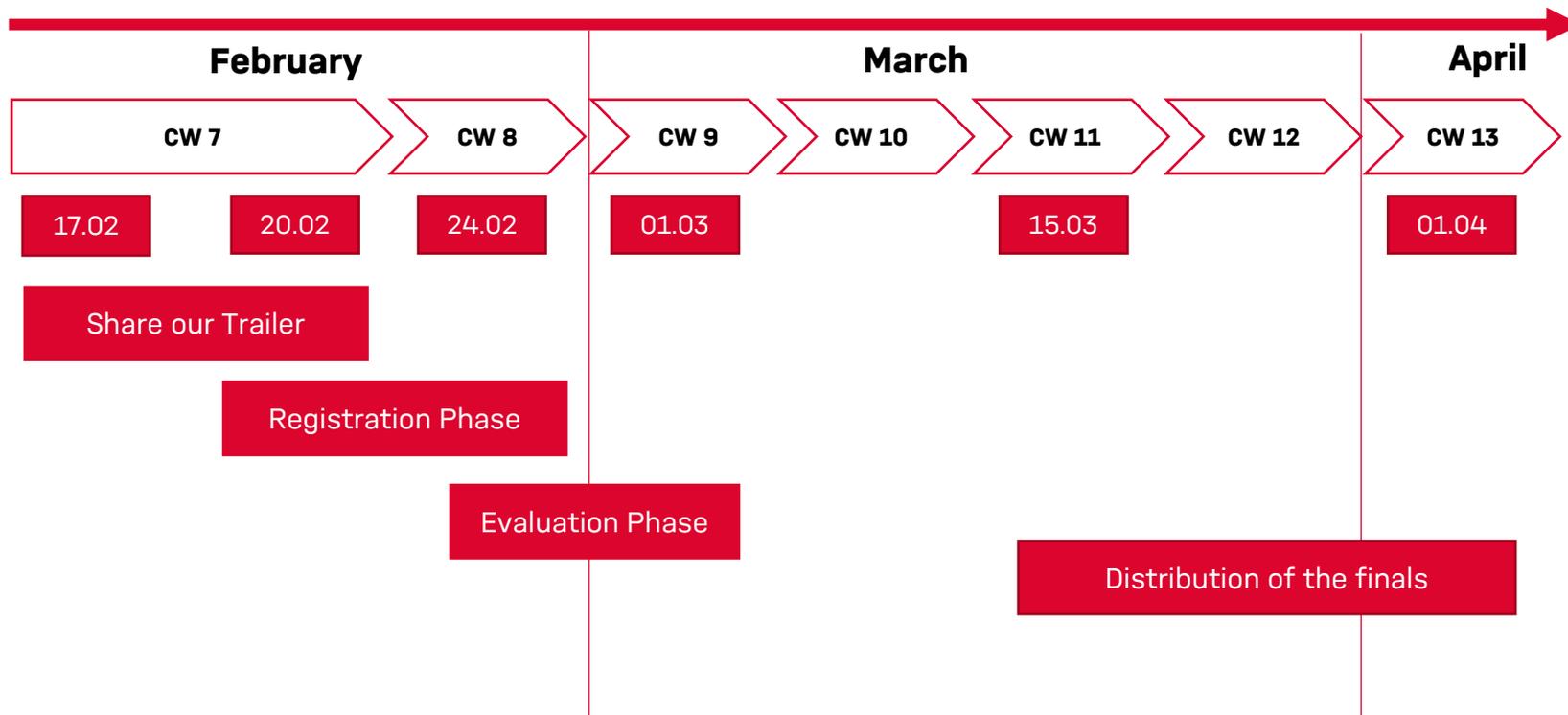
BEWIRB DICH JETZT!
BIS ZUM 28. FEBRUAR



TIMEFRAME

YOUR NEXT STEPS:

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



U-17 FREESTYLE TOURNAMENT

BEWIRB DICH JETZT!
BIS ZUM 28. FEBRUAR



we drive
football



CONTACT

FC Bayern München AG
Säbener Straße 51-57
81547 München

Julian Heichele
Manager Brand Activation and Regional Partnerships
julian.heichele@fcbayern.com