

FREESTYLE
TRAMPOLINE

WORLD CHAMPIONSHIPS
02. - 04. AUGUST 2022

LONDON, UK



FTA WORLD
CHAMPIONSHIPS 2022

Click above to play video



The Sport Born On Instagram

(L.A Times, 2017)

🗨️ This counterculture movement, much like skateboarding in the 70s, is shaking up the traditional trampoline industry. This movement is a community of young athletes who are proud to be self-taught and create a global sports movement.

Greg Roe - *Event MC*



Freestyle Trampoline
Association



The event will be held in a unique and historic setting, the 250 year old **Round Chapel**, which boasts an amazing theatrical structure, perfect for the World Championships.

With outstanding acoustics, a high ceiling and tiered balcony seating, the audience can take in all the action from a close up, never before seen vantage point.

The big tricks & skills will literally be at the audience eye level, reaching heights in excess of **8 metres**, making this a perfect stage for our sports broadcast production and live stream.



Core Customer Audience

The World Championships will attract a core audience of predominantly males, age 11 - 20 who are active in all freestyle or extreme sports. They are part of the growing action sports movement who live on-line but also participate in extreme sports. Your brand can benefit from connecting with this young demographic through both live attendees and through our online network broadcasting and live streaming options.



Live Attendees



Online & Network Broadcasting

Setting the Stage

WITH EUROTRAMP

EUROTRAMP
FREESTYLE

Athletes who are invited to attend the World Championships or have qualified at one of our FTA World Championship qualifier events, will be competing on a **Eurotramp™ 5 x 5 m Freestyle Trampoline**. Built into our custom stage, in front of a live audience, athletes will perform their best skills to be crowned the **World Champion**.

All 20 invited athletes, age 15+ will go head-to-head over 3 rounds ~ a total of 90 minutes of competition ~ with the top 8 scores moving onto Round 2. They will be given 3 attempts to show their best 4 skill freestyle combo. A similar judging system used in other popular action sports such as snowboarding, skateboarding or freeski, the athletes will be judged on the following elements, from our panel of 6 international judges:

• **Creativity** • **Execution/Technique** • **Skill Difficulty**

Sponsor Benefits

JOIN THE WORLD CHAMPIONSHIPS FESTIVAL WEEK!

The FTA World Championships will be hosted in the London area over a week long series of activities for a real freestyle festival vibe. Some activations for your company could include:

- **Pop-up Events at London Tourist Attractions**
- **VIP After Party with local bands and an International DJ**
- **Live Streaming of the Event into local parks**
- **Local Meetup Events at Training Centers**
- **Employee VIP Training Seminars**
- **Vendor Areas for Corporate Display Booth at Venue**
- **Employee Garden Trampoline Sessions with major brands**



Moth Club - FTA After Party Venue with Live Music & DJ

Global 5+ Year Plan

Looking to the Future

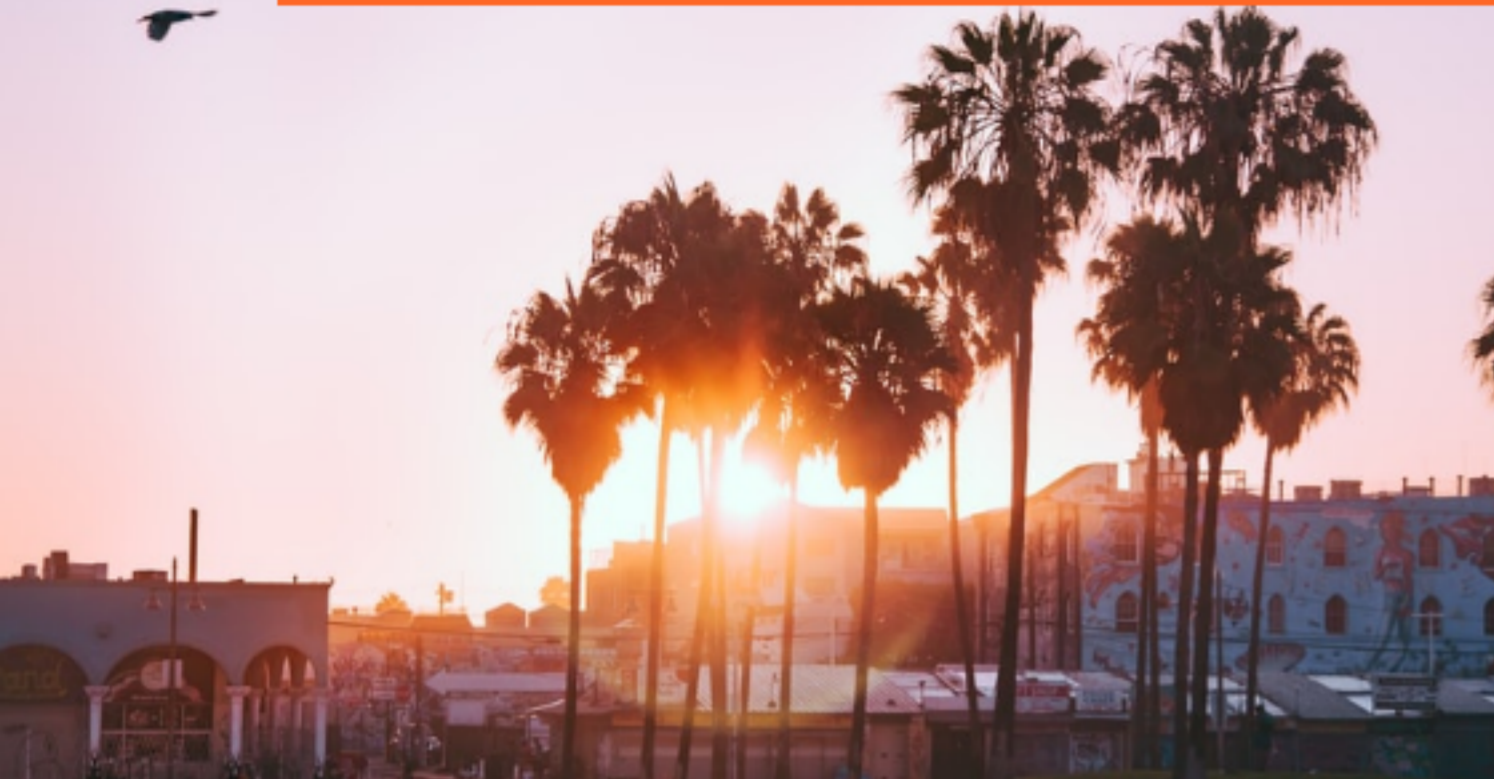
The FTA is positioning itself towards a long term global plan that extends over the next 5+ years, to include live activations in over 12 countries where the community is currently thriving by taking our portable 'stage' supplied by EUROTRAMP™ to host cities around the world.

- LONDON • PARIS • SALZBURG • AMSTERDAM • VENICE BEACH • NUREMBURG
- SYDNEY • NEW YORK • BRUSSELS • CAPE TOWN • TORONTO • AUCKLAND • ROME

Our long term brand partners include:



Core Event Locations ~ World Series Qualifiers



UNITED STATES



EUROPE



AUSTRALASIA

Leading up to the World Championships, will be a series of just 6 official qualifying events at select trampoline parks in Europe, Australasia and the US. The winner from each qualifier will receive an invitation to compete in the **FTA World Champs**.

- **Airtime** - Nuremburg, Germany - **May 1**
- **Rebel Park** - Bromolla, Sweden - **May 28**
- **ARL Park** - St. Anton, Austria - **June 4**
- **Full IN** - France - **June 18**
- **Tempest** - California, USA - **June 24**
- **Jump Square** - Eindhoven, Netherlands - **July 9**

Brand partners will also have branding at the World Championships.. If you are a brand who wants to engage with this vibrant new young demographic, these are the events to gain maximum exposure on a global scale. Your brand will receive all the benefits of our livestream and digital media plan, going out to **40+ million** viewers worldwide.

World Champs Digital Reach

Across All Platforms *(not including TV Viewership)*



OUR ONLINE SOCIAL MEDIA PARTNERS FOR THE EVENT INCLUDE:

- People Are Awesome - **24,172,700**
- The Chive - **5,805,700**
- Jimmy The Giant - **158,200**
- Adrenaline - **2,000,000**
- Unreal/Extreme - **3,356,863**
- Atmosphere - **5,356,863**

40+ MILLION FOLLOWERS



The FTA is working on a wide variety of online streaming platforms and digital broadcasters in addition to our influencer digital reach and network partners.

Broadcasting



Brands who get involved will be leaving their mark on this new Industry!

The World Championships will be an accumulation of 10 years of building the community, with key brand leaders and influencers who helped shape the industry highlighted in our broadcasts.

With the goal to take this event and the sport to mainstream sports television in 2023 and beyond, the FTA will have multi-cam live streaming that will be shared globally for the first time.

By partnering with iCARUS Sports, our live-to-tape version will be offered to networks for post event streaming platforms, in a 6 episode documentary style film, shown to their **1.3 billion** network partners around the globe.



Contact Us



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