

FACEOFF

READY TO JUMP



ISSUE NO.10
SINCE 2014



PARTNER BRIEF
WWW.FACEOFF.DK



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FACEOFF IS AN INTERNATIONAL GYMNASTICS COMPETITION THAT UNITES THE WORLD'S MOST TALENTED AND INDUSTRIOUS GYMNASTS TO COMPETE IN A CREATIVE, PROGRESSIVE, AND HIGHLY COMPELLING EXPERIENCE.

SINCE 2014

The competition is anchored in the Scandinavian gymnastics culture and strives to promote an active lifestyle with more diversity, creativity, and curiosity. We want to reinvent the way we move in communities across disciplines. More joy – instead of only athletes aiming for perfection. Our goal is to support men and women's gymnastics endeavors across the world.

This year FACEOFF is held in Denmark, Norway, and Sweden, and consists of a team competition and an individual competition. Common for both competitions is a unique set of rules and disciplines, whose main purpose is to encourage the athletes to be creative within their skills – and have fun doing it.

The core of the project is to showcase local, national and international gymnasts, and to anchor the experience in local and national gymnastics environments.

SCAN QR



WHAT IS
FACEOFF?

**WE STRIVE
TO BE THE CUTTING
EDGE OF ACTION
SPORTS EVENTS
AND TO CREATE
THE BEST
ENVIRONMENT FOR
GYMNASTICS,
URBAN MOVEMENT,
AND YOUTH
CULTURE**

VISION

**WE WANT TO PROMOTE AND
INSPIRE AN ACTIVE LIFE-
STYLE WITHOUT LIMITATIONS.
WE WANT TO TAKE THE LEAD,
SHOWING CREATIVITY AND
INNOVATION IN GYMNASTICS
AND ITS FORMS OF MOVEMENT.
IT'S OUR GOAL TO STRENGTHEN
THE GYMNASTICS COMMUNITY
AND INSPIRE OTHERS TO BE
ACTIVE, CREATIVE, INNOVA-
TIVE AND DEVELOP GYMNA-
STICS TO NEW HEIGHTS.**

**WE DREAM OF CREATING A
COMMUNITY FOR BOTH
EXPERIENCED GYMNASTS AND
THE NEWLY ACTIVE.**

MISSION

FACEOFF WOLFPACK



THROUGH LOVE OF GYMNASTICS, AN UNBRIDLED CREATIVE URGE AND CONSTANT DESIRE TO PUSH THE SPORT FORWARD – THE FACEOFF TEAM WAS MADE IN 2014

With faith in their own abilities and a can-do attitude, we paved the road while driving it. The team was quickly expanded, creative project makers and experienced video makers accelerated our activities and brought new perspectives to the table.

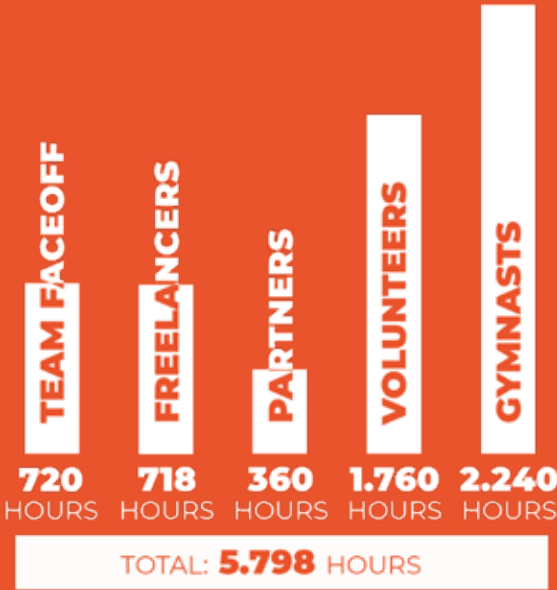
Today the machine is more well-oiled than in 2014, and a thorough professionalization has taken place. Maybe we just grew up. With an inhouse full service media house (FACEOFF MediaHouse), communication is planned, produced and distributed across local, national and international channels. With our finger on the pulse and an eye on our target group, FACEOFF is massively present on all social media, and all competitions are live streamed in a quality that attracts thousands of viewers every year.

Partnerships with gymnastics organizations and commercial companies have been established in Denmark, Sweden, and Norway. This results in agile planning, insights into cultural differences, more events/competitions, a hands-on presence and – most importantly – local anchors. Close ties have been forged with the volunteers, freelancers and subcontractors, who every year help prepare and manage all competitions, and help pack up the show, when the fire cannons are extinguished. The value and effect of having established, lasting partnerships is enormous, and make it possible for us to lift the competitions to a new and higher level – to the benefit of a wide audience.

Even though FACEOFF has gone through a commercialization, in which the number of involved

professionals is continually increasing, the competition and the vision springs from a Danish association culture where volunteering and pulling together are in focus. These values must endure, and we will, going forward, be dependent on the passion for FACEOFF and the values it represents from everyone involved across our activities. For this reason we are always curious and actively seeking new ways to create the best possible experience – both in front of and behind the curtains.

The graph below illustrates the number of working hours spent staging FACEOFF x Denmark 2022 from Wednesday 7 December to Saturday 10 December. All work done before and after is not factored in.



GOALS

2022

3 EVENTS

DENMARK

Live event: 4.000 tickets
Livestream: 500 tickets

SWEDEN

Live event: 750 tickets
Livestream: 250 tickets

NORWAY

Live event: 900 tickets
Livestream: 300 tickets

INTERNATIONAL LINE-UP

8 COUNTRIES
REPRESENTED

FIRST FEMALE COMPETITION

200.000 DKK IN PRIZE MONEY

52K FOLLOWERS ON SO-ME

2023

3 EVENTS

DENMARK

Live event: 4.500 tickets
Livestream: 1500 tickets

SWEDEN

Live event: 1750 tickets
Livestream: 750 tickets

NORWAY

Live event: 1500 tickets
Livestream: 750 tickets

INTERNATIONAL LINE-UP

10 COUNTRIES
REPRESENTED

FACEOFF SUMMER EVENT

135K FOLLOWERS ON SO-ME

2024

4 EVENTS

DENMARK

Live event: 7.500 tickets
Livestream: 2.500 tickets

SWEDEN

Live event: 2.500 tickets
Livestream: 1.500 tickets

NORWAY

Live event: 2000 tickets
Livestream: 1.500 tickets

GREAT BRITAIN

Live event: 750 tickets
Livestream: 300 tickets

INTERNATIONAL LINE-UP

12 COUNTRIES
REPRESENTED

FACEOFF X DANMARK TV

BROADCAST ON NATIONAL
TV

2025

5 EVENTS

DENMARK

Live event: 10.000 tickets
Livestream: 5000 tickets

SWEDEN

Live event: 3.000 tickets
Livestream: 1.500 tickets

NORWAY

Live event: 3000 tickets
Livestream: 1.500 tickets

GREAT BRITAIN

Live event: 1.500 tickets
Livestream: 300 tickets

FACEOFF X ??

Live event: 750 tickets
Livestream: 300 tickets

INTERNATIONAL LINE-UP

16 COUNTRIES
REPRESENTED

FACEOFF SUMMER FESTIVAL

FACEOFF X DANMARK

BROADCAST ON NATIONAL
TV

FACEOFF X SVERIGE/NORGE

300K FOLLOWERS ON SO-ME

TYSKE BANK BOVEN



THE GREATEST AND MOST ENTERTAINING GYMNASTICS COMPETITION EVER HELD ON DANISH SOIL

JAN, 2023

We are now firmly determined to stage FACEOFF in BOXEN in 2024 – on the 7 December, to be exact. The leap from our safe environment in Forum Horsens and its capacity of 3,000 people is a quantum leap for us.

The goal is to triple the audience, which we know is something that doesn't just happen overnight. New partnerships must be made and the brand reach of FACEOFF has to increase considerably. We must remain attractive, relevant and in sync with the trained gymnastics eye, and simultaneously communicate that FACEOFF is a complete experience for the average Danish family. An evolution we have witnessed in ticket sales over the previous years.

If FACEOFF 2024 is not only going to succeed – but blow the audience, our partners, traditions and dusty leotards away – the whole of Danish gymnastics must be activated. In close cooperation with associations, organizations and schools, we must be creative and talented at conveying the dream of the largest and most entertaining gymnastics competition ever seen on Danish soil.

A teenage event must be transformed, and we are ready to step into the adult world, standing shoulder to shoulder with Red Bull, X-Games and Cirque Du Soleil. The children's diseases are cured, but we must keep our occasionally childish minds, the playful element and the courage to think wild thoughts, test new formats and preserve and strengthen the camaraderie that was always in our DNA.

With 10.000 butterflies in our stomachs and an indomitable faith in a common mission of new proportions, we are proud to invite 10.000 people to our 10-year anniversary in BOXEN, Herning on 7 December 2024.

We can't wait to see you there.

FACEOFF 2024

DEC, 2014

A December night in a messy club room in Svendborg Gymnastics Association, our steering group is collected. FACEOFF has for the first time been held, and a mix of euphoria and fatigue fills the room. No-one is entirely aware of what they just witnessed, but the dream of trying something new within gymnastics has been achieved, and the reactions from both audience and gymnastics were overwhelmingly positive.

The conversation turns towards the future: What's going to happen now?

A blackboard is rolled out, and quickly small, large, wild, overconfident, and crazy ideas are sketched out. When BOXEN, one of Denmark's largest arenas is suddenly on the blackboard (and people are laughing loudly at it), the course is unconsciously set. FACEOFF is going to grow, and it's going to grow big.

In 2014 we in the steering group were a team of retired gymnasts, who for the first time had tried our luck at event managing.

Our knowledge of gymnastics was considerable, but knowledge about project management and strategy work was not present. We were, at this time, not aware that a 10-year plan was being formed. In the following years, BOXEN has been our utopia – the unreachable goal. Half-jokingly the subject is brought up in high-pressure situations, when morale needs a boost, or when people need a laugh. At crossroads we ask ourselves: "Does this decision get us closer to BOXEN?".

DEC, 2019

FACEOFF has gone from being a hobby project to a serious start-up. In 2019 Forum Horsens is sold out. A milestone has been achieved, and together we begin exploring new arenas with higher capacities. BOXEN is once again on the blackboard, and this time no one is laughing. The dream is now less of a dream, and more of a plan.



DREAM → AMBITION → REALITY

TARGET GROUP



PRIMARY

PRIMARY TARGET GROUP

15-25 years
Girls (40%) Boys (60%)

Sports interested young people in contact with gymnastics, association culture and/or extreme sports.

They expect a gymnastics competition in perpetual development, where they every year are surprised by the show, the level of athleticism and the untamed atmosphere.

Touchpoints

Youtube, Instagram, boarding schools and associations.

Interests

Gymnastics, parkour, skateboarding and extreme sports

Advantages

They are digital natives and consumers of social media. Their demands for sensation are considerable, and they demand entertainment from the first second. They love surprising content!

What do they get from FACEOFF?

Inspiration to enter gymnastics, an image of gymnastics as something other than grey show arenas and stringent competition aiming for perfection.

We inspire the young and showcase the wildest side of gymnastics.

SECONDARY TARGET GROUP

Parents

Children's families

Sports interested families with children or teenagers, in which one or more family members have been in contact with gymnastics.

Family entertainment!

Wow-factor that makes even the incarnate dad with 10+ years of experience on gymnastics benches stand up and shout when their favorites are cheered on.

We fan the fire and inspire children to open their eyes to gymnastics, and to realize that gymnastics can be performed in many ways.

Touchpoints

Instagram, Facebook, Google Ads, news and newsletters

Interests

Family excursions, family events and gymnastics

Advantages

The parents have considerable purchasing power and resources. They are highly socially conscious.

SECONDARY

A DIFFERENT AND CREATIVE GYMNASTICS COMPETITION FOR BOARDING SCHOOL STUDENTS



9 schools, 9 teams and a large amount of creativity and community is unleashed, when we with our partner schools go wild at FACEOFF School Fight at Ollerup Gymnastics Folk High School.

Every year we gather in a friendly, creative and explosive competition, where we cheer both each others' failures and successes. We do this, because we in FACEOFF want to cooperate and develop the gymnastics community with local and national partners, who also want to maintain and develop gymnastics. The sport that has for so long educated and developed us – and continues to do so.

FACEOFF School Fight has through the years had many different faces. When COVID-19 forced the schools shut, sending their students home, we insisted on creating a space for an active and playful everyday life. For that reason, we converted the concept to a digital platform with +300 challenges to play with. 15 schools took part in the project, and more than 1,200 challenges were solved and shared on social media to inspire and encourage students to have fun being active.



*HIGHLIGHTS
FROM SCHOOL FIGHT*



DEFINE / DREAM / DESIGN / DELIVER

DIGITAL CHANNELS

WEBSITE, LIVESTREAM, FACEBOOK AND YOUTUBE

2022 has in many ways been a crazy year, when you look at digital channels. We have developed a new website that makes it possible to showcase all events, and simultaneously give all the athletes the space and presentation, they deserve. Developed with altogether four new social media channels that move the international content closer to stakeholders, possible buyers and fans. A new web shop in which it's possible to buy access to the livestream productions from all 2022 events, along with all future events..

tone of voice

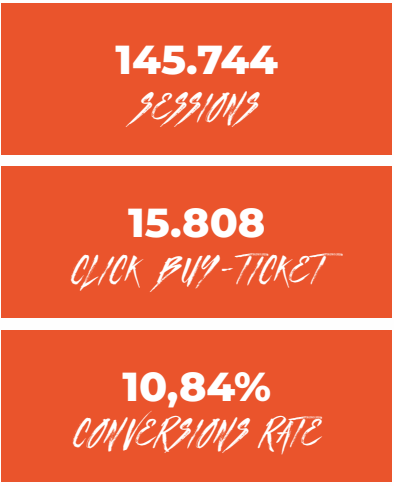
It's bold, rebellious and confident. And for good reason. When we started FACEOFF, we did away with the corporate and polished touches in everything from our events to the content we produced. It stuck. And it stuck, because it works. We position ourselves closer to young people, and can credibly take part in the discussion on a level playing ground with them.



YOUTUBE STATS 2022



FACEOFF.DK AUG-DEC 2022

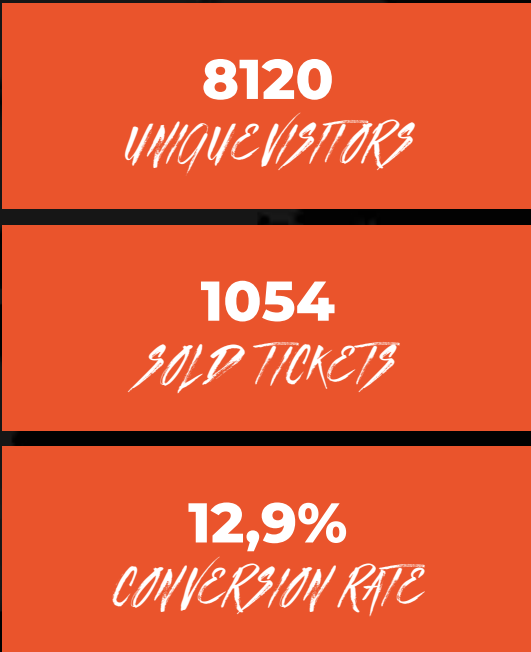


LIVESTREAM WITH POTENTIAL

This was the first year in which we tried gated livestream content. The price of the livestream for all three countries is 89kr, and we forecasted a sale of 1,000. We reached that goal and look into 2023 with huge expectations. These expectations are, among other factors, based on the high conversion rate of 12,9%. We have a clear expectation to drive more traffic into shop.faceoff.dk. Not only in peak periods, where we stage the events, but also in off peak periods, as you in the future will only be able to access the livestream behind a paywall.

Watch livestream:
<https://shop.faceoff.dk/register/live-stream-den-mark/>
Code: CHECK_OUT_THE_LIVESTREAM'.
It'll give you access to the livestream from Denmark, Norway and Sweden.

STATISTICS 01.12.22 - 31.12.22



EXPLOSIVE POTENTIAL TIKTOK

WE'RE EXPERIENCING ENORMOUS GROWTH ON TIKTOK – AND WE'VE CRACKED THE CODE ON WHAT WORKS

Notifications are pouring in, and the TikTok post is updated every 5 minutes. Our bodies are tingling, and we're looking at each other thinking how this must be an error. But no. It wasn't an error. We'd just hit 1.1 million views on a TikTok posts and the thumbs were loving it. In six hours the post got more than 90.000 likes, several hundred comments and resulted in 4.200 new followers. We had just gone viral on our first TikTok post.

When you really nail it on TikTok, it moves fast. And it has ever since. After October 2022 where we made our first viral post on TikTok, we got hungry. Since then several types of content have been tested, and we've now gone viral a handful of times.

100.000 FOLLOWERS IN 2023

We approach the task respectfully, but we absolutely believe it to be possible. With +10 years of professional experience in content creation for social media, we believe it's possible to hit a follower base of 100.000 people. To achieve this goal, the 2023 posts must have the right combination of WTF-factor, FACEOFF attitude, world firsts, authenticity and high level production.

ORGANISK 01.08.22 - 10.01.23

0 - 19.800
FOLLOWERS

378.000
TOTAL LIKES

8.5 MIL
TOTAL VIDEO VIEWS

7.200
TOTAL SHARES

6.15
ENGAGEMENT RATE

351.000
POST LIKES

FØLGERE

20.000

15.000

10.000

5000

1000

19.800

aug

sep

okt

nov

dec

jan



KABOOM MILLER

Likes: 60.550
REACH: 2.100.000
Comments: 225
Shares: 637
Engagement Rate: 2,9%



BEST SAVE EVER?

LIKES: 110.081
Comments: 116
Reach: 1.500.000
Shares: 99
Engagement Rate: 7,32%



WORLD'S FIRST

Likes: 80.650
Reactions: 74.082
Comments: 745
SHARES: 1.700
Engagement Rate: 8,41%

INSTAGRAM

ORGANIC 01.08.22 - 10.01.23

25.000

FOLLOWERS

7.9 MIL

TOTAL REACH PROFILES

9.8 MIL

TOTAL PROFIL IMPRESSION

361

TOTAL POST

8.92

ENGAGEMENT RATE

**TO DO OR NOT TO DO? IS ONE NOT ENOUGH?
ARE WE ADDING THREE MORE!?**

It could almost sound like parents, who have just been announced triplets, while the firstborn is thundering around on strong, but wobbly legs – more stubborn, industrious and independent than ever. It seems monumental, but also appealing, because how great could it potentially be?

We didn't expect triplets. It was something almost as terrifying. In August 2022, we decided to start up three new Instagram profiles; one for each country FACEOFF is held in.

NATIONAL AUDIENCE – HIGH RELEVANCE

The rationale behind creating three new profiles was simple: Gaining a far greater reach and positioning ourselves closer to the gymnasts of each of the countries, allowing for more country/culture specific messages and content, while keeping posts out of the long production loop.

For the first time we had the possibility of presenting all gymnasts from the Individual and Crew competitions to a highly relevant national audience. The extra work it took to have triplets is justified in the development we in recent years have seen on social media. The interactions on Facebook has fallen drastically, making it a challenge to gain reach on organic content. On the other hand, we've experienced a drastic upswing in interactions and easier contact between sender and receiver on Instagram.

ONE ON ONE



A NEW ONLINE FACEOFF COMPETITION
35,791 accounts organically reached from 27 January to 3 March 2022.

The idea behind this online competition came from trying to solve the question: What would be the coolest way to introduce women to the world of FACEOFF?

Our main concern was if the participants would enjoy – or even be able to find time – to participate in a competition held in the spring. So we did our best to create something that didn't tax our participants too hard, but would still be more engaging to the fans than another "cool gymnastics" video. We made it possible for our viewers to engage in the competition on a high level, where they even acted as judges themselves.

The greatest "WHY?" is still to continually fight the old-fashioned gymnastics culture, bringing out the best in all gymnasts across genders. We want more women to have fun and be creative in the training arena. We want to see more failures and smiles, and not only athletes polishing perfect routines or their disappointment after not landing it in the first or second try.

We believe, the women will benefit from this change – but also the men. They have a lot to learn from women, especially around artistry and elegance.

150

GYMNASTS

FROM 83

COUNTRIES





ÁSTA KRISTINSDÓTTIR

@asta27

How was your overall experience at FACEOFF 2022?

FACEOFF is an epic experience! Even though FACEOFF is a competition, it feels more like a show that gives me the opportunity to be creative and choose which skills I wanted to show!

Why did you decide to take part in FACEOFF?

It was a pretty easy 'YES' from me. I was honestly hoping that FACEOFF would contact me. I think the concept is so awesome, and I love how there's a competition that allows people in the gymnastics environment the opportunity to be more creative and have fun with our sport. I had also been following FACEOFF's Insta for a long time, and was hoping to one day take part.

Would you encourage others to take part in FACEOFF?

Yes – I'd definitely recommend other athletes to take part! It's a crazy experience, and I definitely hope to see more girls take part next year. Even though some things were a bit scary, it's fun to try new things. I'm sure that anyone who's thinking about it, and who are skilled enough, would succeed. It's the wildest thing!

What is your advice to future contestants?

Have fun and do your best! You're there for a reason, and that reason is that you're one of the best in your field! And do your best to enjoy every minute, because it'll be over before you know it.

Would you want to participate again, if it fits in your calendar?

I'd definitely be ready again! And I hope to see more girls there next time! It's an epic experience, and I wouldn't want to miss a second of it..

AFTER MOVIE
FACEOFF X DANMARK



INGRID WOLDSTAD LIED

@ingridwlied

How was your overall experience at FACEOFF 2022?

My overall experience was fantastic! The entire setup was very professional, and the FACEOFF crew took incredibly good care of us gymnasts. The gymnasts are an important factor, and FACEOFF understood that.

Why did you decide to take part in FACEOFF?

I decided to take part because I LOVE to try things, I've never done before. FACEOFF is the perfect place to leave your comfort zone and do things, you know you're capable of, but perhaps haven't tried before. The atmosphere lifts your doubles and triples to a higher level – and maybe a meter or two! I'm honored to have been part of FACEOFF!

Would you encourage others to take part in FACEOFF?

If you feel like you have something to contribute as a gymnast at FACEOFF, you have to take part! FACEOFF is a place where you meet new friends from across the world. I would definitely recommend other gymnasts to participate – I didn't just meet new friends at FACEOFF, I also learned that I'm actually a much better gymnast than I thought.

What's your best advice to future contestants?

Have fun! Your tricks and rotations happen automatically, when you hear the audience roaring and cheering.

Would you want to participate again if it fits in your calendar?

If I can find time next year, I'm definitely in! If I can, I'm in for the next 100 competitions.

FACEOFF is one of the biggest events in the gymnastics calendar, and the competition is a place, where different athletes from different branches of gymnastics meet up and have an amazing time together!

GRIP
PINK

SCANDINAVIAN CO-CREATION

A SOLID FOUNDATION

We have in the previous year had the pleasure of working closely together with both impassioned Swedes and Norwegians, who have the same love for the gymnastics as we do. With a high level of ambition, we have established all new competitions that have demanded a team effort above and beyond the usual. Nothing was given and the bumps on the road have been considerable. It's been a steep learning curve for everyone involved, but the results have been fertile ground for strong partnerships and a solid foundation for future competitions that have definitely come to stay. With pride over the fresh memories from the competitions in December 2022, the bar has been raised for 2023. It's going to be epic.

WE ARE GRATEFUL

A special thank goes out to Sola Turnforening (Norway, Stavanger) & Västerås Gymnastikförening (Sweden, Västerås). Both associations have throughout the project period given their all. They have been unshakably adaptive and motivated to create extraordinary experiences for their members and communities.

AFTER MOVIE
FACEOFF X SVERIGE



“The FACEOFF concept is amazing. And I believe it’s so important to have this kind of concepts to get more boys into the sport. When we saw, what you did with FACEOFF in Denmark, we really wanted to get it here to Sola. We want to show everyone here in Sola, why FACEOFF is a success, and why the entire Norway should be watching.”

- TERJE HOPEN, MEMBER OF THE BOARD, SOLA TURN, NORWAY

“We want to develop Swedish gymnastics, and FACEOFF is a very appealing and innovative way to compete in and experience gymnastics. An innovative mindset that can encourage children to reconsider gymnastics. We have skilled, talented gymnasts all over Sweden, who have a difficult time competing at a really high level. In FACEOFF you get the chance to compete at the highest level in a new way, even though there’s no team around where you live – either as Crew-member or as individual.”

- THOMAS ELVHAGE, OPERATIONS MANAGER, VÄSTERÅS GYMNASTIKFÖRENING, SWEDEN

CREATIVE PROGRESSIVE PLAY

DUS CAMARADERIE PERSISTENCE BRAVERY

APPEALING INNOVATIVE WILDLY ENERGY

EXPLOSIONELY NEW INDUSTRY



**AFTER FACEOFF IN 2015 A
BOY OF 10 COMES UP TO US,
AND ENTHOUSIASTICALLY
ASKS US: “WHERE CAN I GO
TO FACEOFF?”**

THE TOP TIER

Pure excitement arises when you collect the most skilled gymnasts from different genres of the sport; TeamGym, power tumbling and show gymnastics. With different competencies and cultural backgrounds, the gymnasts compete in an innovative and entertaining framework, where diversity, creativity and courage are tested. At FACEOFF the gymnasts have the best possible conditions for delivering their absolute best. The audiences in the arena and at home are thrilled to see the boundaries of the physically possible being constantly pushed.

RIPPLES IN THE WATER

There is no doubt that FACEOFF was originally created to gather the top gymnasts, and through them create something new. With a conviction that gymnastics is an extreme sport comparable to snowboarding, motocross and skateboarding, the goal was to create gymnastics' answer to the X-GAMES. Positive side effects were immediately evident. We saw young talents and associations get inspired, and we began implementing elements from the competition in their daily practice. We especially saw that boys were into the “crooked” elements, the play and the idolization.

3 COUNTRIES, 3 WEEKENDS, 6 COMPETITIONS

The dream of expanding FACEOFF abroad and through it create activities for a new and wider audience was fulfilled in December 2022. An intensely hectic month resulted in 6 competitions held over 3 weekends in respectively Sweden, Denmark and Norway. Gymnasts represented the following

countries: Denmark, Norway, Sweden, England, Iceland, Portugal, Azerbaijan, and Australia. Among these were the recent world champion in power tumbling, several VM and EM finalists and an untold number of national team TeamgGym gymnasts.

A milestone of transforming a Scandinavian competition into an international competition was reached, and both the athletic and production levels of all competitions was higher than ever before.

FACEOFF excels, when we in a competition format succeed in creating unforgettable experiences for the best gymnasts. These experiences form ripples in the water. Young people are inspired and motivated, and the result is retainment of existing association members along with an influx of new members. A positive effect that we wish to scale to the whole world through more competitions and events.

REACH INITIATIVES ARE EXECUTED:

- **Activation of 10.000 school children in 110 days (in cooperation with DGI).**
- **FACEOFF gym camps in Denmark and Sweden (in cooperation with schools and associations).**
- **FACEOFF School Fight. Electives and events for boarding school students (in cooperation with 9 boarding schools).**
- **FACEOFF coaching course. 3-day inspiration course for gymnastics coaches.**

*ONE OF THE MOST WILDEST GYM-
NASTICS EXPERIENCES I'VE HAD IN
MY LIFE - AND I'VE HAD MANY*

- MARTIN FABER, AUDIENCE



*REACTIONS FROM
THE AUDIENCE*



*MOUNT EVEREST: 8848 METER
FACEOFF: 8849 METER*

- JEPPE HAVBO, AUDIENCE

PARTNERSHIPS



EQUALITY, TRUST, ENGAGEMENT AND FORESIGHT DEFINE POSSIBLE PARTNERSHIPS

OVERVIEW OF HOW WE WORK IN PARTNERSHIPS

As partner you are a valued member of the FACEOFF family and co-sender of an innovative and occasionally nerve-tingling sporting event with movement, talent development, entertainment and community at the center of our actions.

The purpose of our partnerships is to offer a new, changing and proactive platform, on which athletes can develop their skills and the general public can be inspired, amazed and entertained, both physically and digitally.

FACEOFF is a space in which participants and audiences can exchange and share individual and common goals, enthusiasm, and joy, to the heavy bass beats of the speakers, an untold number of fire cannons and lights worthy of a Justin Bieber concert.

We see ourselves as flexible in our partnerships, and one of our key capabilities is to activate each others' strengths. We are interested in making a noticeable effect to both our partners, our athletes and our guests. That's why we place virtue and importance in creating the best possible conditions for a long lasting partnership instead of a one hit wonder. We ask the critical question: "What actually brings you value?". Can we think outside the box, activate products or people instead of only providing exposure.

MEET OUR
PARTNERS



KONTAKT

THE TEAM

We are a forward storming team – all with an unbridled eagerness and creative desire. We are ADHD superheroes, firing from the hip. We are family fathers, making lunches before sunrise. We are those with higher educations and those with none. We are the young ones, waddling sideways home from the pub at 4:00 AM, and the adults eating gummy bears and watching X-Factor on Fridays. We are event- and concept makers, photographers, graphic designers, digital ninjas and self-appointed poets. And we are – together – TEAM FACEOFF.



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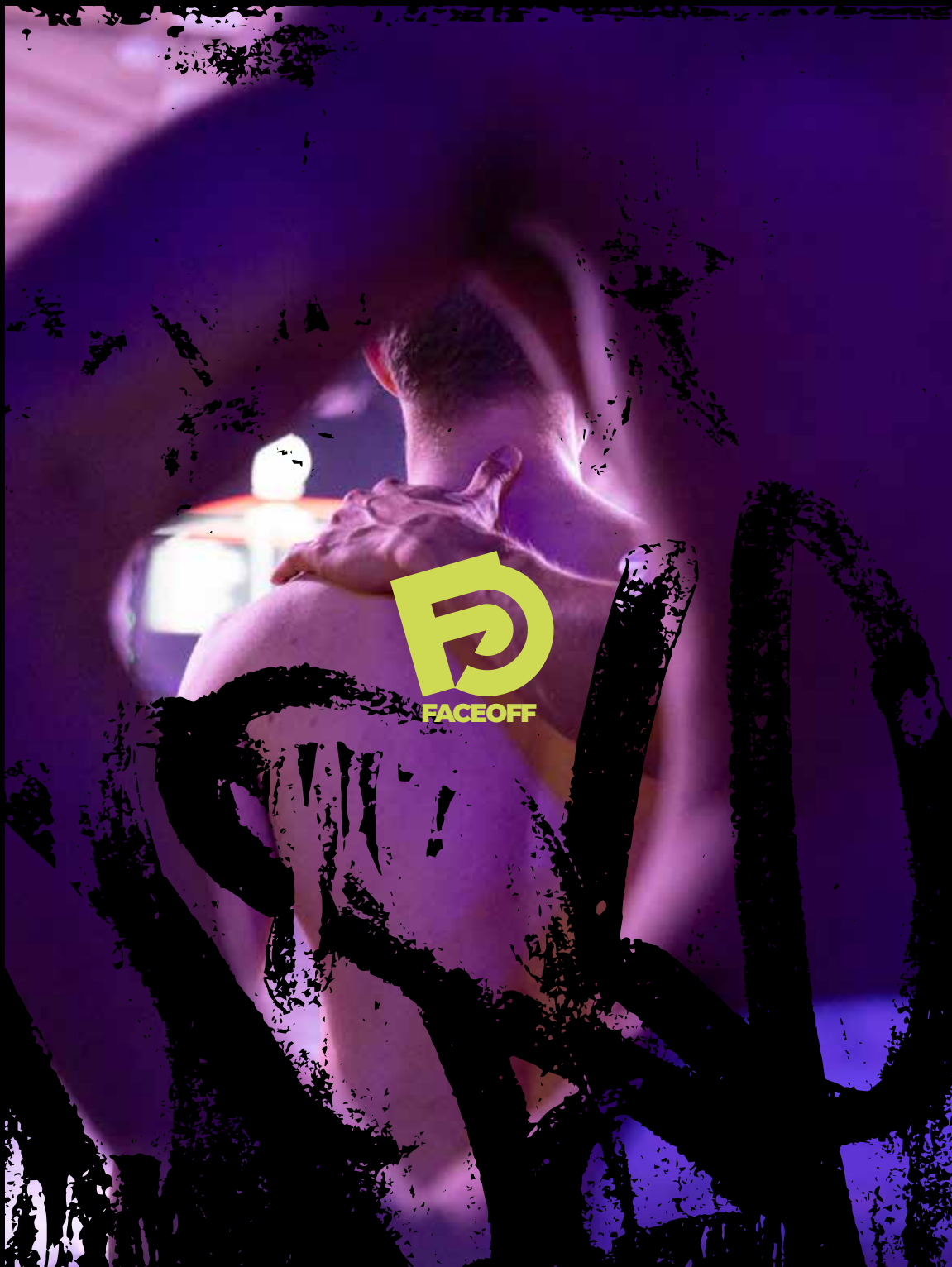
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