

JOHN FARNWORTH

Brand Partnerships
2019/2020





ABOUT JOHN...

Not your ordinary football freestyler.

John Farnworth is known worldwide as an innovative and influential football freestyler and influencer. His unique style, strict training regime and dedication to the craft have led to world and european titles, numerous world records and an international fanbase reaching thousands on a daly basis through tv and social media.



Multiple world record holder



Juggled a ball up to 6,000 metres of Mount Everest



Crossed the Sahara while juggling a ball



Winner of World and European championships in football freestyle



BBC presenter



Worlds highest Volley from a ball dropped from a helicopter

As a person of significant influence to the up and coming generations, John has devised himself an ethos that he obides by in every walk of life.

AMAZE

Acheive the impossible

ENGAGE

Capture imaginations

INSPIRE

Be a role model



2

THE STORY SO FAR

Over the past few years John has dedicated himself to achieving World Records and Stunts that have captured the attention of millions of people across the globe. A mixture of daring and endurance challenges John continues to engage people across the world through Live Shows, TV and Social Media.



MISSIONS ACCOMPLISHED



THE LONDON MARATHON

John was the first person to complete the entire 26.2 mile route of the London Marathon while keeping the ball in the air the whole way.

MOUNT EVEREST CHALLENGE

One of John's toughest challenges to date, over 8 days he juggled a ball up to 6,000 metres of Mount Everest earning a World Record for the greatest ascent while controlling a football.

SAHARA CHALLENGE SPONSORED BY GO PRO

In March 2019 John battled the searing heat and sand dunes to cross the Sahara Desert while keeping the ball under control to add to the collection of world records.

COLLABORATIONS WITH PROS

John has performed and worked with footballs elite, from doing freestyle with Neymar Jr to dazzling the Manchester City First Team. He has conducted interviews with many premier league players on behalf of sponsors and the BBC.

PRESENTING

John is the presenter of CBBC's MOTD Kickabout as well as as starring in other shows such as 'CAN YOU KICK IT?' and football drama Jamie Johnson. He has also worked as a Live Show and Social Media host for brands such as Puma Energy, New Balance, SkyBet and Manchester City.

LIVE SHOWS

When he's not setting records or presenting John works around the world performing live shows for corporate companies and brands. He also works a lot education delivering his 'future stars' programme in schools inspiring youngsters to take on their own challenges in life. With his growing fan base John tours his show FOOTBALL MAGIC LIVE once a year, a family show with all his best stunts and tricks.

3 Brand Collaborations

Over the past 12 months John has worked with many top brands as a freestyler, presenter and influencer.

Brands that John has worked with include:

BOOST



Previous Sponsorship Deals

MOUNT EVEREST CHALLENGE

John's Everest Challenge for the Alheimers Society recieved worldwide coverage from some of the following companies –

BBC News – Both television and online coverage.

The Discovery Channel – Both television and online coverage.

The Telegraph – Online.

The Mirror – Online.

The Sun – Online.

Sponsored By:



BALLOON STUNT

The Balloon Stunt involved juggling a ball and doing tricks whilst hanging from a hot air balloon.

The video won GoPro video of the year 2018.

Global coverage with a combined reach of over 20 million views.

Sponsored By:



SAHARA CHALLENGE

Juggling a ball without dropping across the Sahara Desert. Due to launch early September on GoPro, Under Armour & Guinness World Record social medias.

Upon completing the challenge, press was recieved in the following –

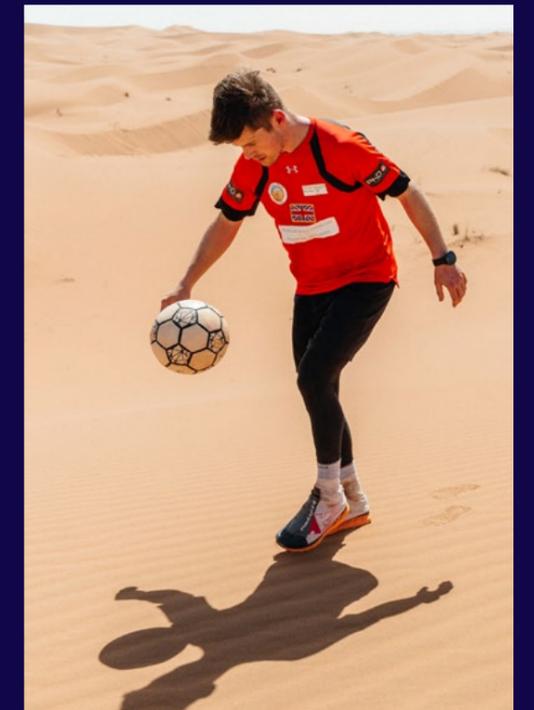
The Times – Online coverage.

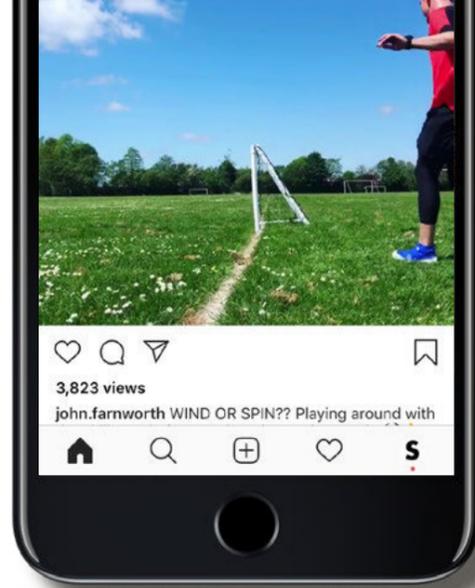
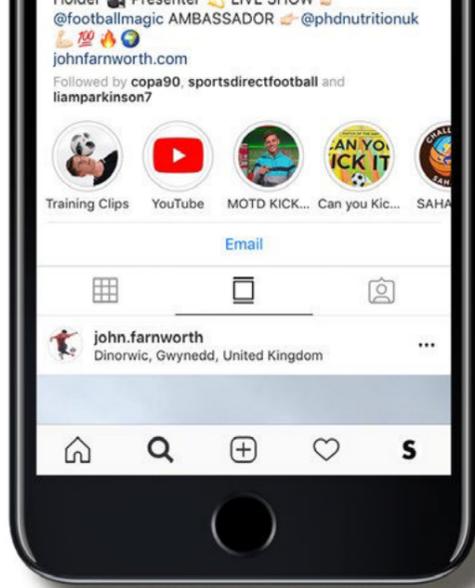
The Daily Mail – Online coverage.

The Metro – Online coverage.

The Sun – Online coverage.

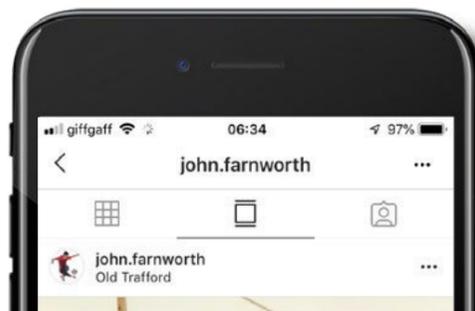
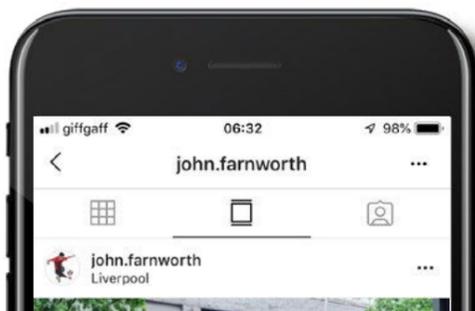
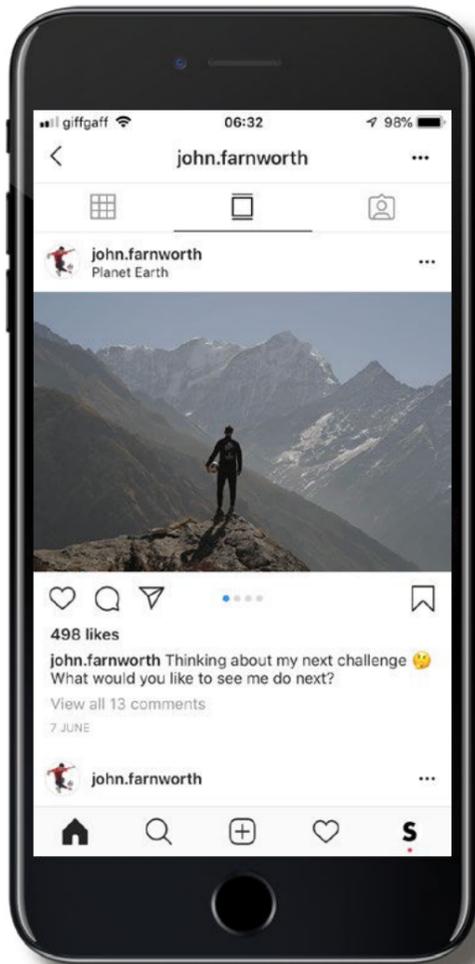
Sponsored By:





SOCIAL ENGAGEMENT

John regularly uses Social Media platforms to tell his story and communicate with his fans. His fastest growing platforms are Instagram and TikTok where he is able to create daily eye catching content that brings in thousands of views on a daily basis. He uses Youtube for longer form videos and short films of his World Records and Challenges.





INSTAGRAM

Followers:

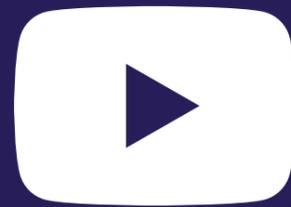
27.7k

Reach (Weekly Avg):

48.3k

Engagement (Weekly Avg):

130k



YOUTUBE

Subscribers:

11k

Views (Monthly Avg):

5k



TIKTOK

Fans:

87.4k

Hearts:

838k



FACEBOOK

Likes:

14k

THANK YOU

FOR MORE INFORMATION PLEASE CONTACT
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