

MATINAL



WORLD FOOTBALL SUMMIT

CONTENIDO

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BRANDING 2.0

LOGO

Mantenemos el icónico logo de World Football Summit.

Como veremos más adelante, se utilizará en distintas combinaciones de nuestros colores corporativos, tanto en su versión completa como en responsive.

WORLD
FOOTBALL
SUMMIT

WORLD
FOOTBALL
SUMMIT

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FOOTBALL
SUMMIT

LOGO

Mantenemos el icónico logo de World Football Summit.

Como veremos más adelante, se utilizará en distintas combinaciones de nuestros colores corporativos, tanto en su versión completa como en responsive.



TIPOGRAFÍA

Usamos la tipografía League Gothic

–nuestra system font principal– en cabeceras, claim, titulares y más textos de impacto.

Añadimos la familia Roboto Sans de Google Fonts. Su uso principalmente abarca todos los cuerpos de textos. Su carácter sans serif nos ofrece mayor legibilidad y su amplia gama de pesos un sistema versátil.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

.,:,*#/-()'"&\$+%,:;?@=><[] ^ © ®
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

.,:,*#/-()'"&\$+%,:;?@=><[] ^ © ®
0123456789

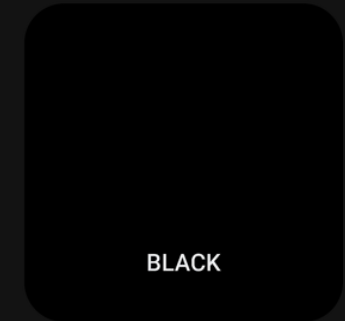
COLORES

Realizamos ligeras modificaciones a los colores de la identidad de World Football Summit.

Potenciamos el uso del New Rebel Yellow para reforzar la identidad corporativa y valor de marca.

Gana importancia el color secundario New Rebel Blue, aumentando su uso en contenido editorial, cultural y que enriquezcan el contexto de marca.

Además, añadimos un nuevo tono de gris para ser utilizado en piezas que requieran cuerpo de texto extenso. Nos da opciones de texto en positivo y aumenta su legibilidad.



COLORES RGB

- 01. Backgrounds principal cuando exista cuerpo de texto. También es posible su uso en recursos gráficos sobre fondo negro.
- 02. Reservado para contenido/contexto (Ensayos, News/Media, Quotes, Insights de Speakers, FAQs, desgloses de Productos). Aplicado en backgrounds, highlights y ctas.
- 03. Reservado para marca WFS. (Productos de campaña y ticketing, cartelería de Speakers individuales y grupales, Partner/Exhibitors...) Aplicado en highlights, logoteca, ctas & texto sobre imagen.
- 04. Su principal uso es para cuerpo texto, también para background, y recursos gráficos sobre backgrounds claros.



	#EEEEFF0	
01.	COLD GREY	40%
	#2D2DEC	
02.	LIGHT BLUE	20%
	#DDF900	
03.	YELLOW	20%
	#000000	
04.	BRANDING REVAMP	20%
	BLACK	2026

COLORES CMYK

Incluimos las variantes de CMYK para distintas soluciones de impresión.

C5 M3 Y3 K0

C13 M0 Y89 K0

C100 M85 Y10 K1

C0 M0 Y0 K100

RECURSOS GRÁFICOS – HIGHLIGHTS

Como recurso, introducimos el concepto de highlight en 3 de nuestros colores corporativos. Se utilizan para resaltar ciertas palabras y aportar dinamismo al cuerpo de texto.

Ponemos el foco en el mensaje que queremos transmitir.

El color amarillo se emplea con texto positivo y el azul va acompañado de texto en negativo.

**“Sharing ideas and experiences
pushes football forward and connects people**

experiences is what pushes
connects people

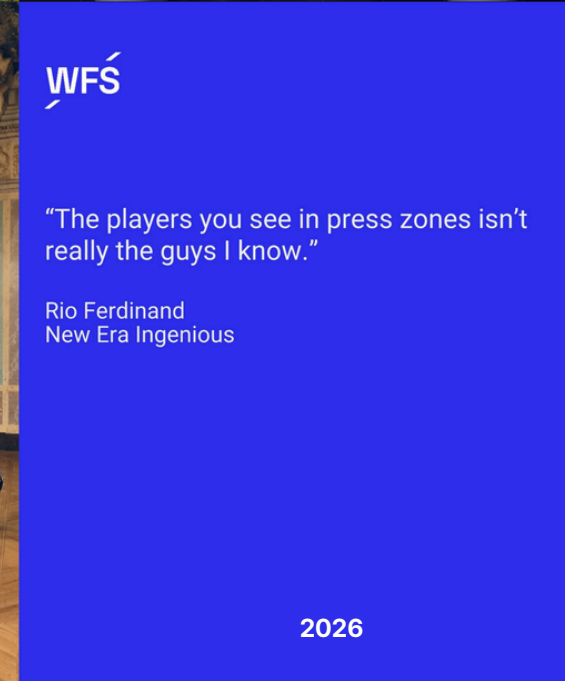
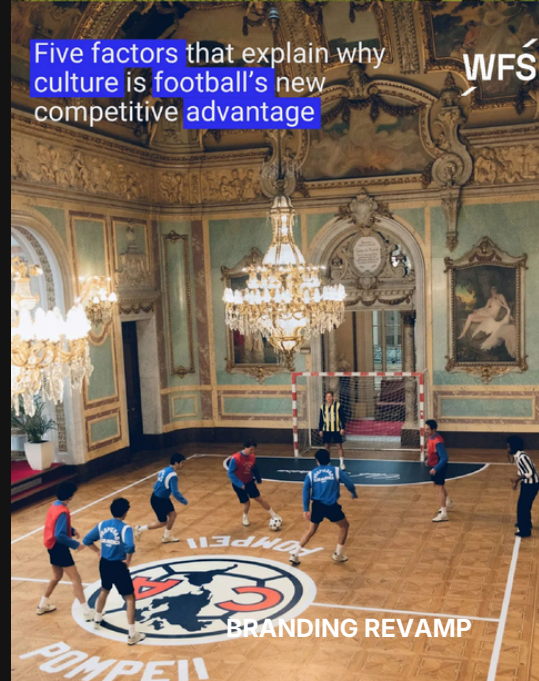
Yellow is for **Brand**
Blue is for **Content**

USO DE COLORES

No renunciamos al protagonismo icónico amarillo de WFS, al mismo tiempo que el azul gana peso por su mayor versatilidad y amabilidad a nivel de diseño.

Creemos que ambos colores pueden convivir si jerarquizamos su uso:

- Siempre que hablemos de **MARCA**, emplearemos el **NEW REBEL YELLOW** (Productos de campaña y ticketing, cartelería de Speakers individuales y grupales, Partner/Exhibitors...)
- Siempre que generemos **CONTENIDO**, emplearemos el color **NEW REBEL BLUE** (Ensayos, News/Media, Quotes, Insights de Speakers, FAQs, desgloses de Productos)



USO DE COLORES

En esta pieza comunicamos uno de nuestros productos
→ hablamos de MARCA → New Rebel Yellow



En este carrusel desglosamos el producto en un formato FAQ
que aporta contexto → es CONTENIDO → New Rebel Blue

WHAT ARE The WFS AWARDS?

The WFS Awards, created in 2017, recognise professionals and organisations both in the spotlight and behind the scenes, whose work elevates the game, expands the business, and deepens football's impact beyond the pitch.

2026 CATEGORIES

A CAREER HONOURING THE ESSENCE OF THE GAME by Senn Ferrero	BEST GROWTH STRATEGY by Deloitte
BEST DIGITAL TRANSFORMATION INITIATIVE by N3xt Sports	BEST STADIUM EXPERIENCE by Stadium DB
BEST EXECUTIVE by Excel Search & Advisory	ELI WOLFF FOOTBALL WITHOUT LIMITS by Integrated Dreams
BEST FAN-CENTRIC INITIATIVE by Goodform by YouFirst	FOOTBALL FOR GOOD by Common Goal
BEST GENDER EQUALITY INITIATIVE by Women in Football	MOST INNOVATIVE SUPPLIER by SportsTechX
	WOMEN IN LEADERSHIP by Women in Soccer

WFS AWARDS

COMPOSICIONES TIPOGRÁFICAS

Consideramos la tipografía como un recurso gráfico más.

Establecemos un sistema de diseño de composiciones para aplicar fundamentalmente a headers, cartelería y RRSS.

6X	MEXICO CITY											
	WORLD TRADE CENTER						Montecito 38, Nápoles,					
	CDMX, MEXICO						Benito Juárez, 03810					
1X	03			JUNE				07				
12X					Industry leaders Clubs, leagues & brands Innovation & football business Networking & B2B opportunities Workshops & expert insights Startups & new technologies Global connections							

COMPOSICIONES TIPOGRÁFICAS

En composiciones con League Gothic como titular se utilizará justificación al medio, y únicamente cuando la información sea más escueta.

6X	MEXICO CITY									
					WORLD TRADE CENTER					
					CDMX, MEXICO					
1X										
					03,07 JUNE					
12X										

ICONOGRAFÍA

Poco a poco, iremos introduciendo nuevos recursos iconográficos que aporten variedad y color a nuestras piezas gráficas.

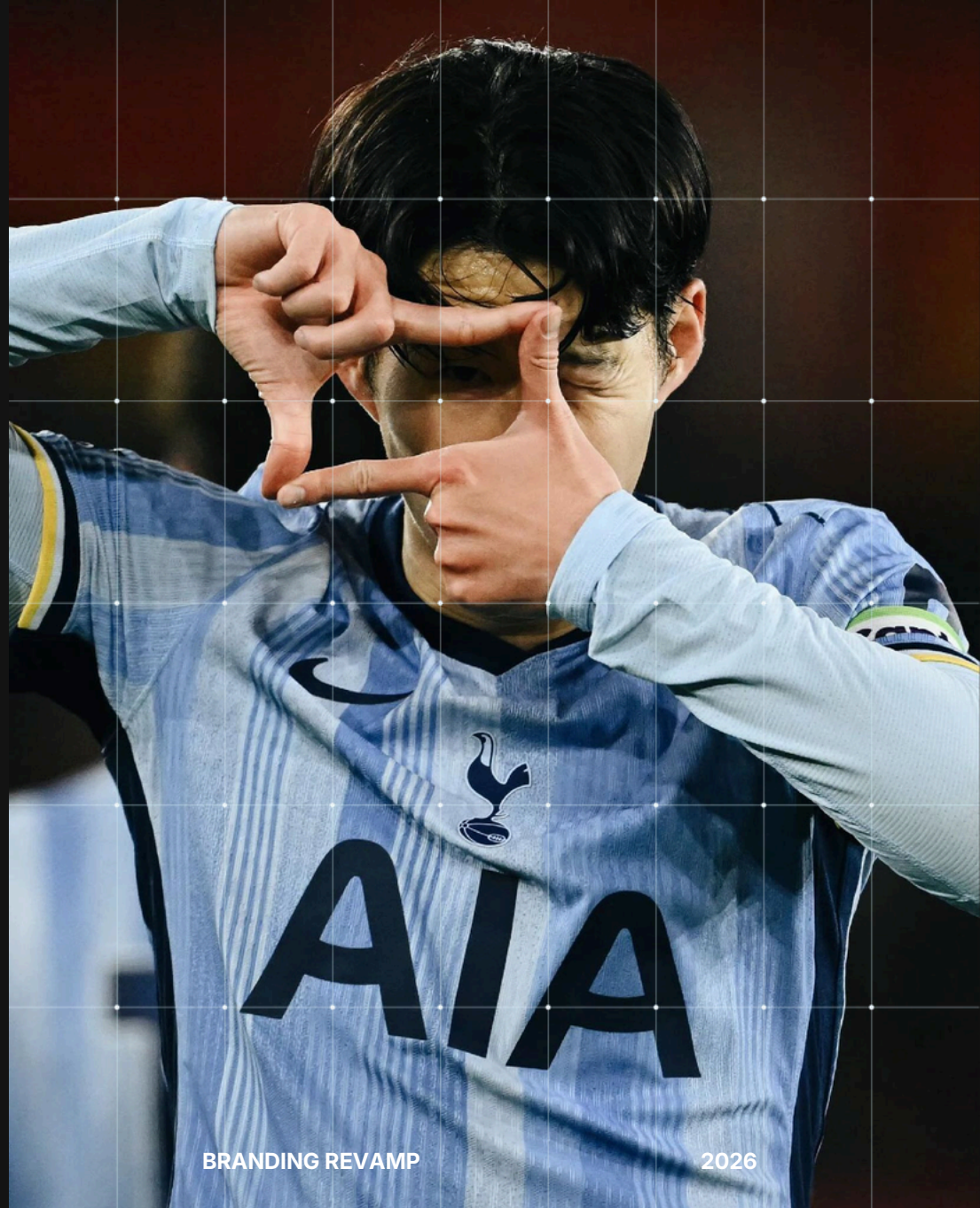


KEY VISUAL – THE NET 2.0

The Net sigue siendo nuestro key visual más icónico.

Repensamos la red como un sistema modular, adaptable a diferentes aplicaciones según sus necesidades.

Se plantea su uso para: texturas, retículas y background, formando parte del grueso de nuestro nuevo sistema de diseño.



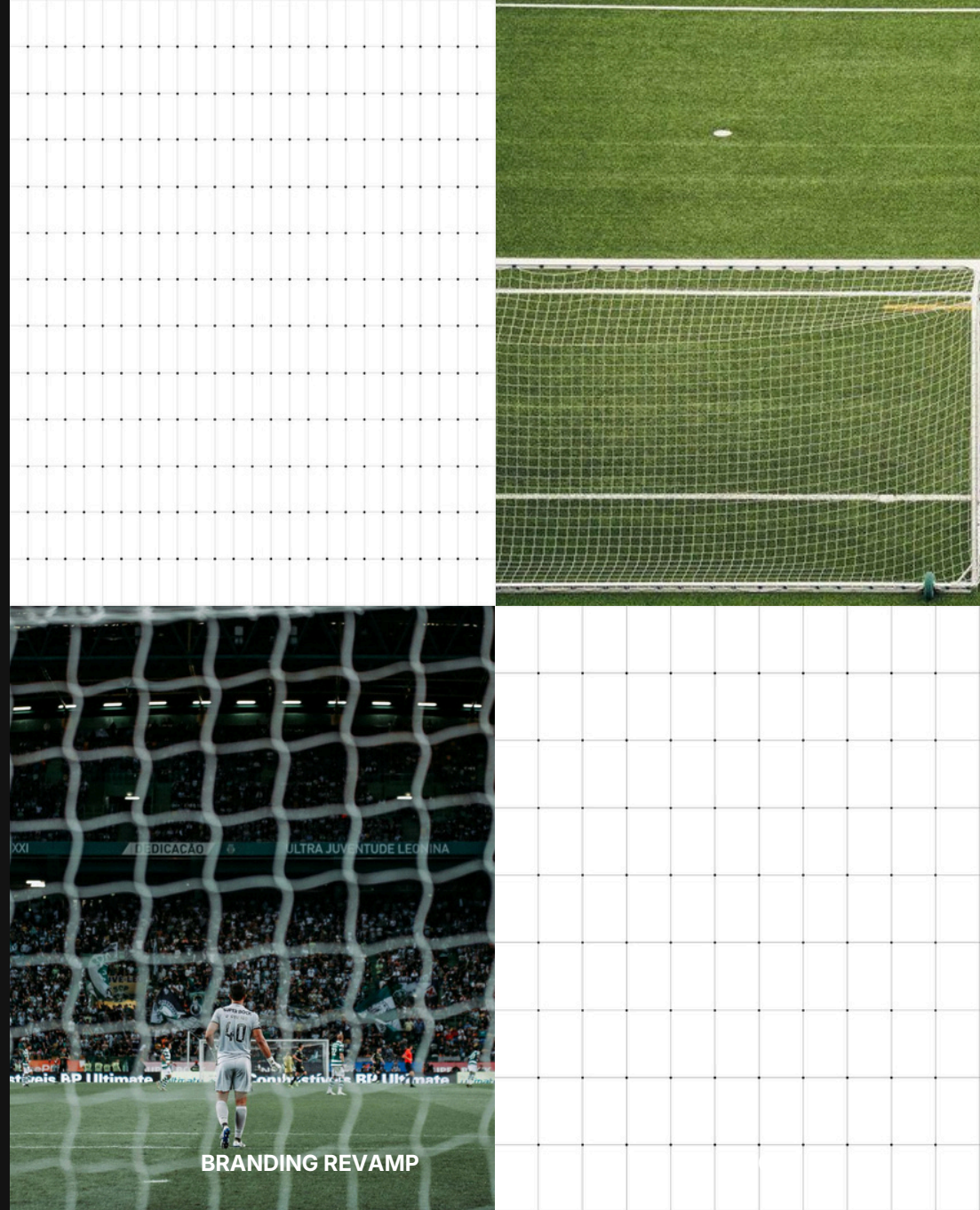
KEY VISUAL – THE NET 2.0

La portería rival es visible desde cualquier parte del campo.

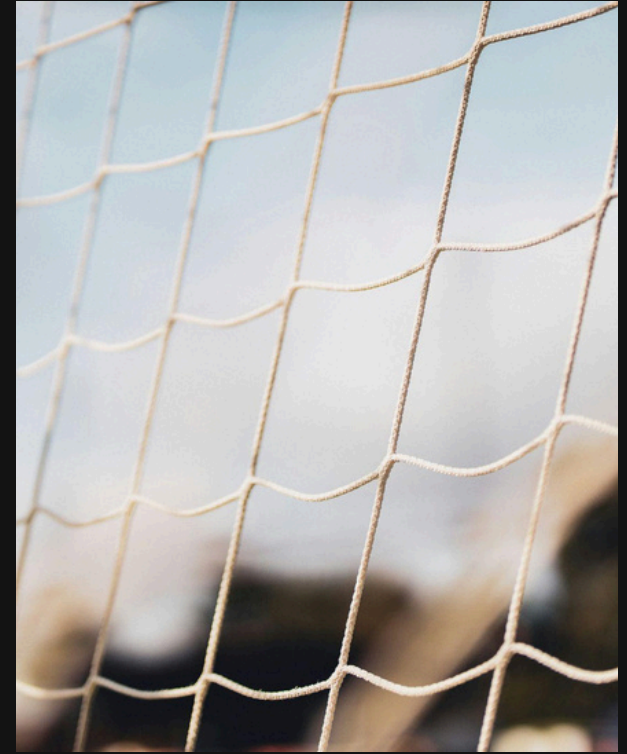
Elaboramos un sistema de diseño basado en nuestra perspectiva de la red.

Cuando hablemos de WFS como conjunto, veremos la portería al completo (retícula densa). A medida que ampliamos nuestro mensaje hacia lo individual –speakers, asistentes–, nos acercamos a la portería y vemos la red en detalle (retícula ligera).

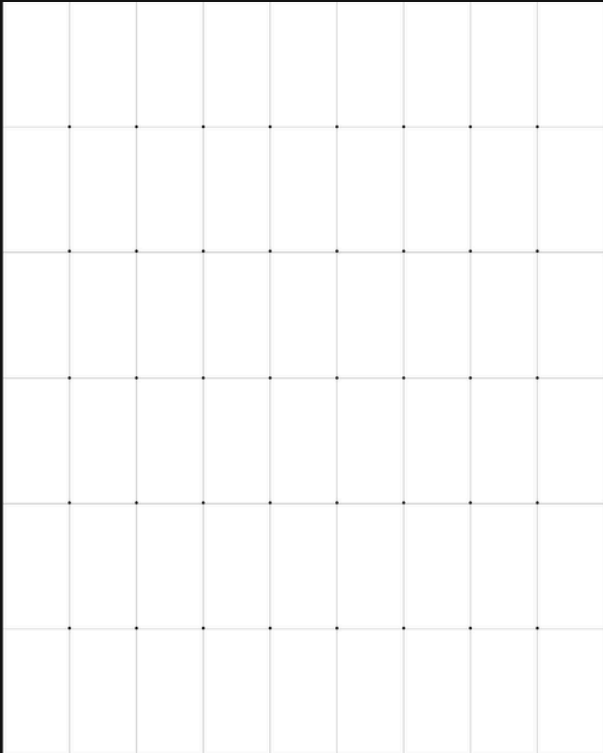
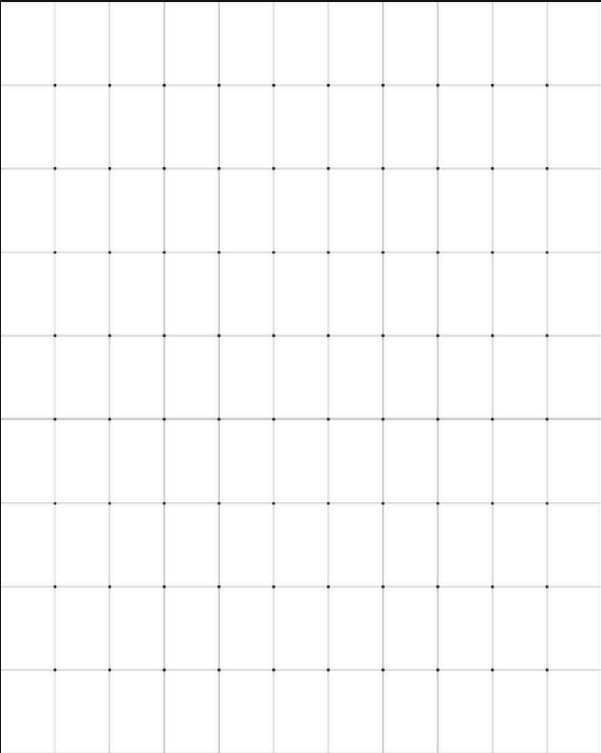
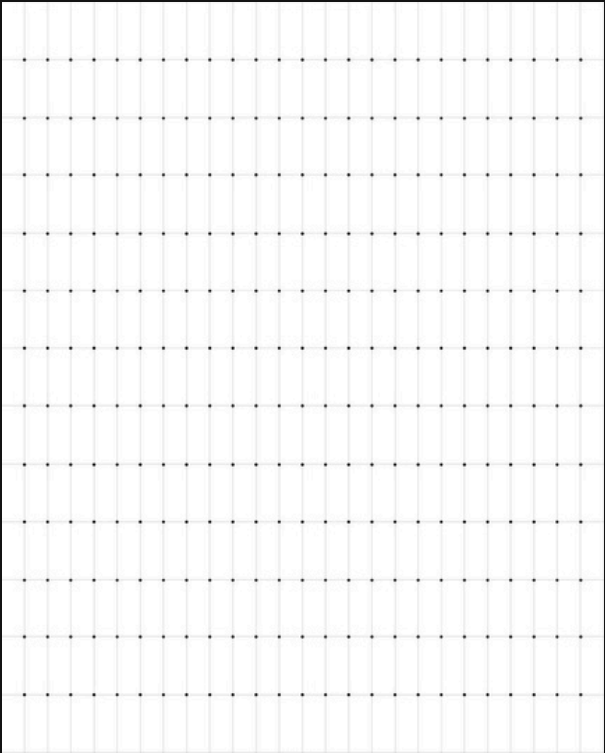
De lo macro a lo micro. Desde el saque en corto del portero al balón dentro de la red.



KEY VISUAL – THE NET 2.0

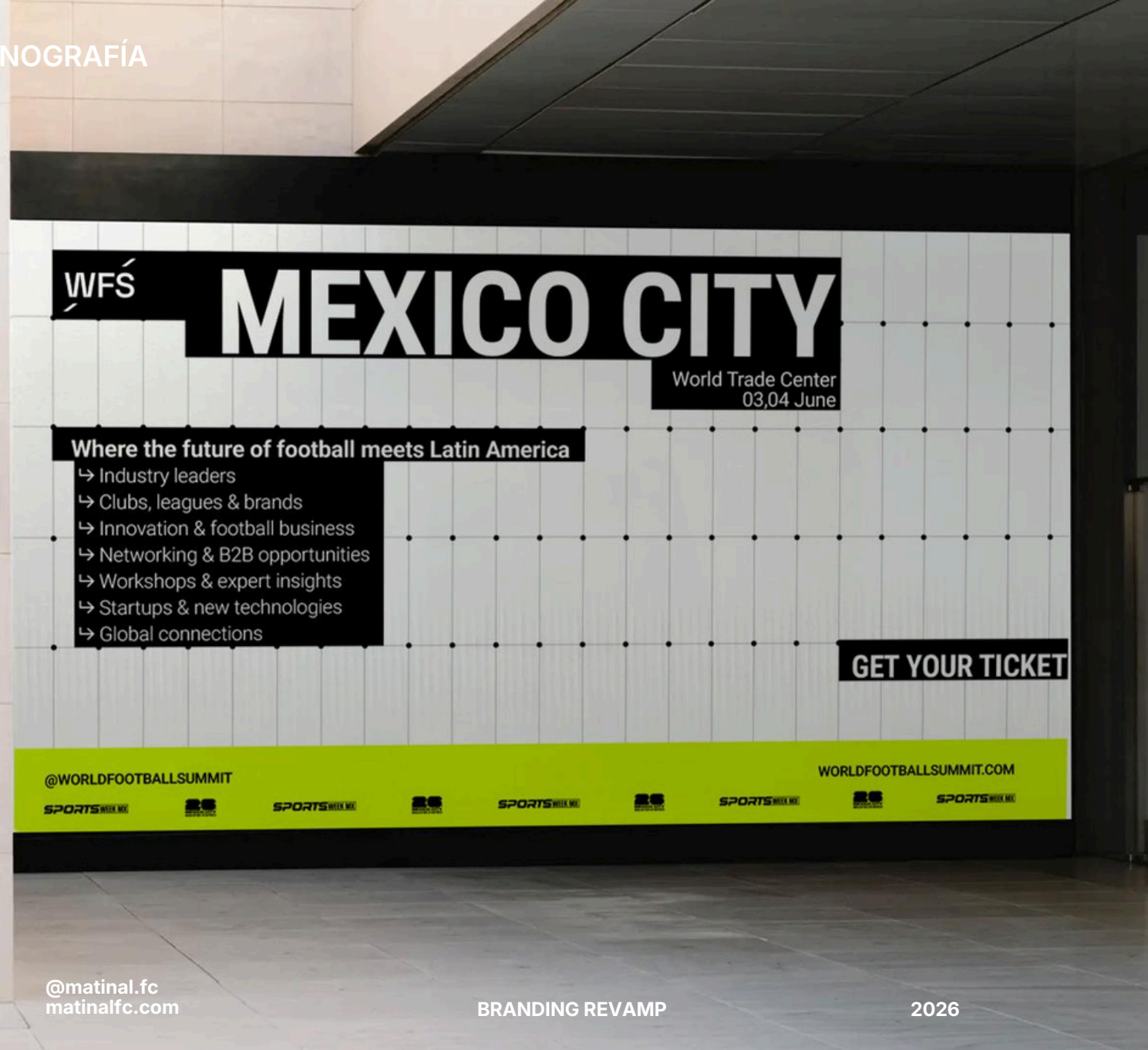


KEY VISUAL – THE NET 2.0



NETWORKING AREA ↪

WORKSHOPS ↗





HIGHLIGHT + THE NET

Cuando convivan texto y red, utilizamos siempre el recurso del highlight.

Funciona como el punto de anclaje del texto: siempre se ajusta a la red apoyando una de sus esquinas en ella.

SPEAKER

Giorgio Chiellini
Juventus Football Club

EXCEPCIONES EN USO DE COLORES

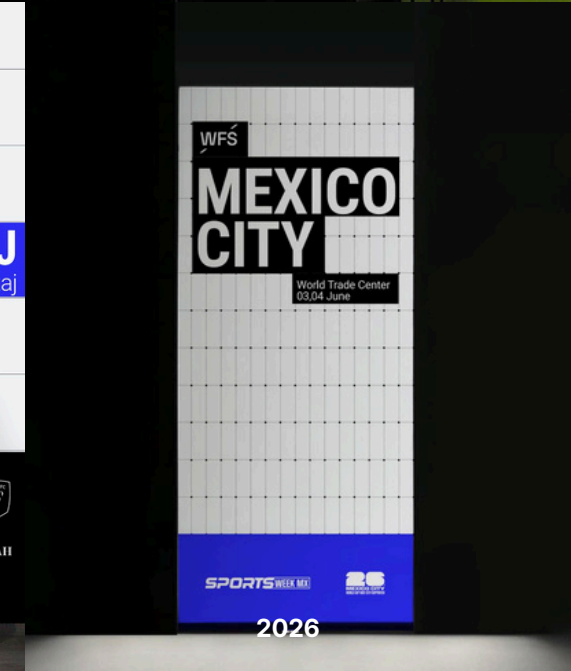
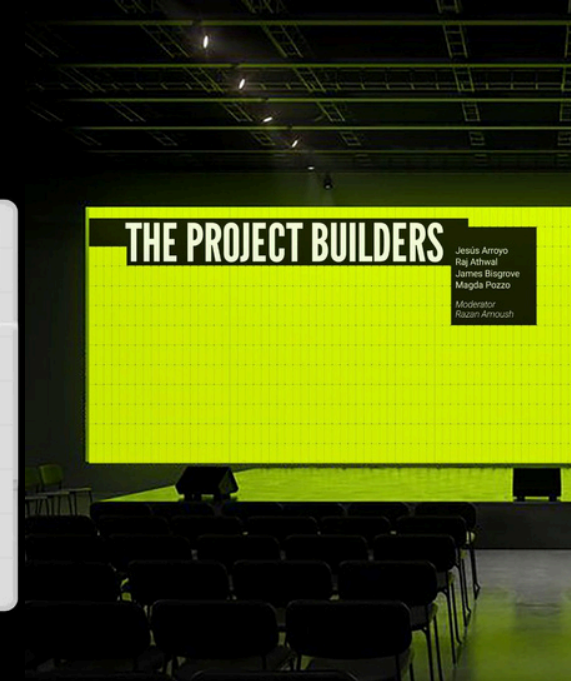
En los eventos físicos, la frontera entre lo que es marca y lo que es contenido se diluye.

En la aplicación del branding de digital a IRL, trataremos de respetar las jerarquías de uso de colores en la mayoría de casos.

Sin embargo, nos permitiremos ciertas excepciones según las necesidades de cada evento, en casos como:

- Jerarquización TIERS en acreditaciones.
- Diferenciación Stages.
- Soluciones de impresión (Azul > Amarillo)

Todas estas decisiones las tomaremos de forma colectiva.



DIRECCIÓN DE IMAGEN

Potenciamos el uso de la imagen como recurso gráfico en esta nueva etapa de WFS.

01. ARCHIVO: fotos libres de derechos. Imaginario visual que represente las narrativas y conceptos clave de WFS. Se utilizan en piezas gráficas, posters y creatividades que requieran un look aspiracional.
02. EVENTO: fotografía de evento y uno de los assets más valiosos de WFS. Nuestro objetivo es obtener material que transmita la experiencia de forma inmersiva, destacando el componente humano y emocional del summit. A nivel de diseño, utilizamos este material en piezas de paid, newsletter y decks.



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MEXICOCITY

WORLD TRADE CENTER
CDMX, MEXICO

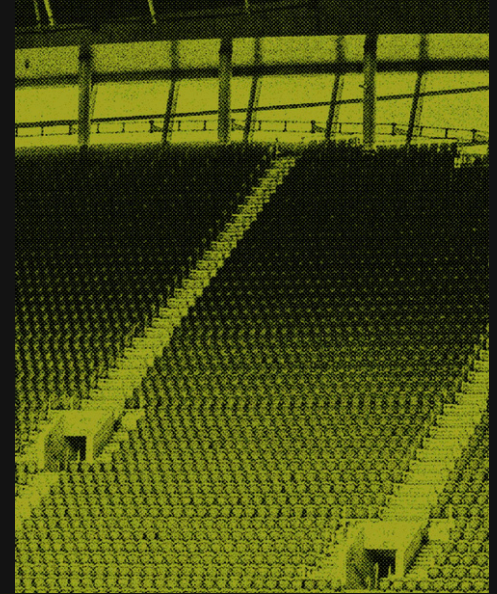
Montecito 38, Napoles
Benito Juárez, 03810

BRANDING REVAMP

JUNE

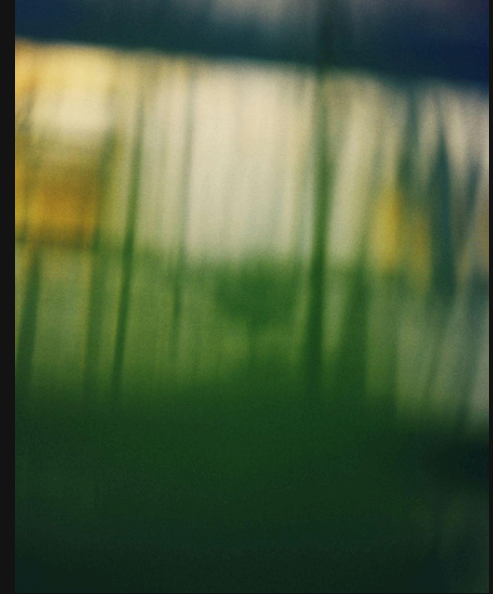
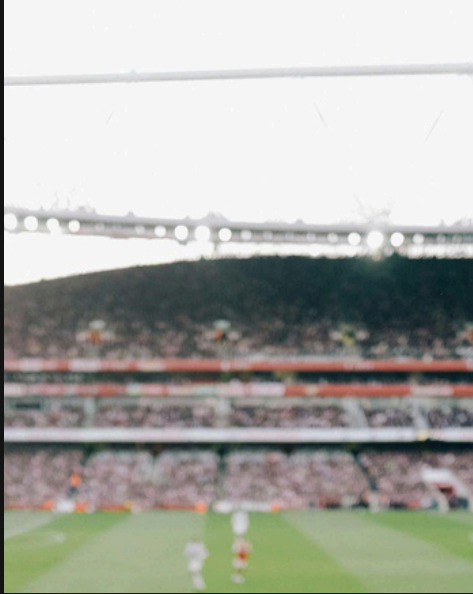
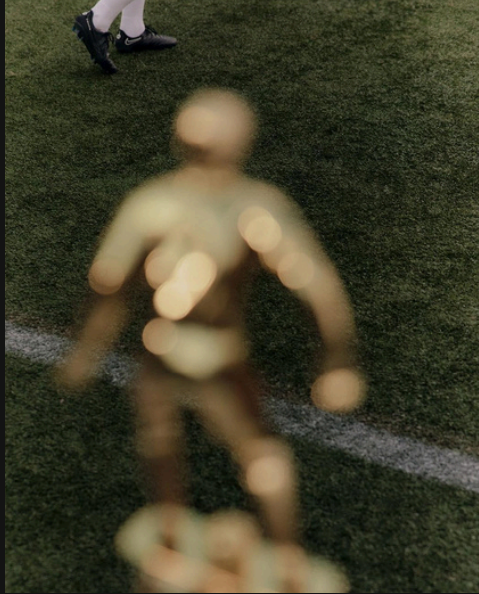
2026

Movement



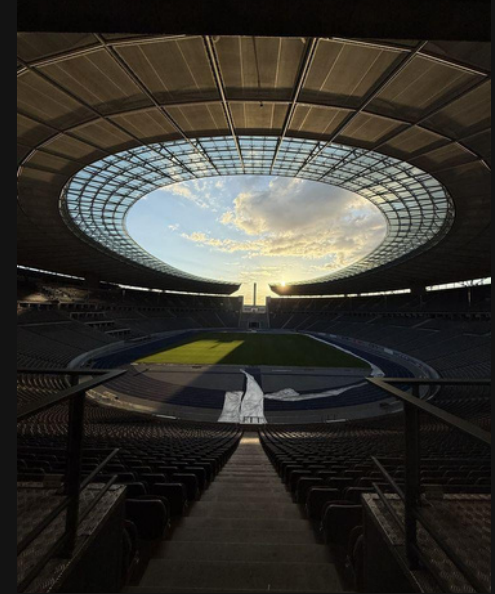
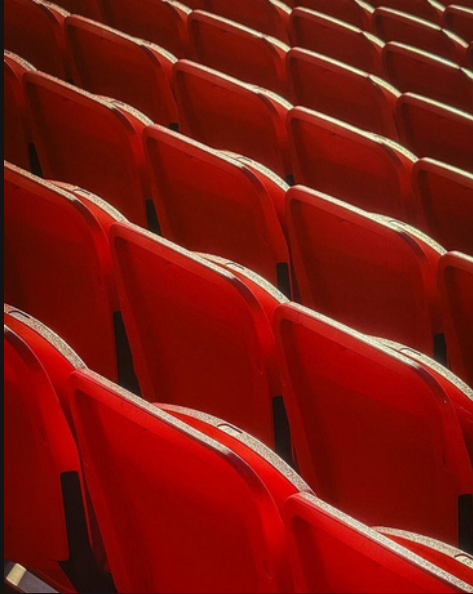
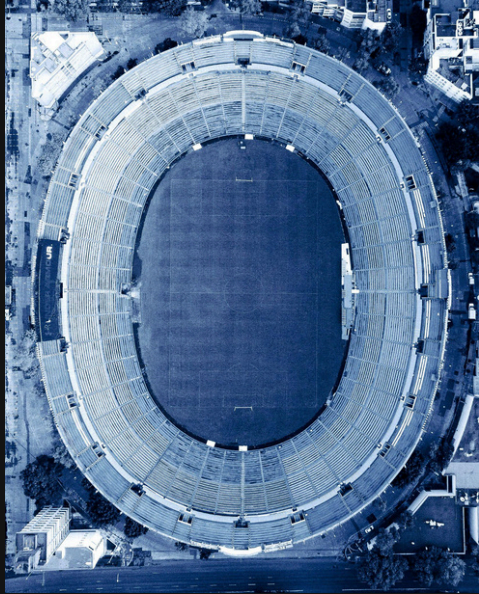
KEY WORDS: MOMENTUM, EXPANSION, PASSION, VERTICALITY, WHAT'S NEXT

Blur



KEY WORDS: HUMAN, INNOVATION, EMOTION, ESSENCE

Geometry



KEY WORDS: NETWORKING, BUSINESS, PLATFORM, ECOSYSTEM, RITUALS, LEGACY

People



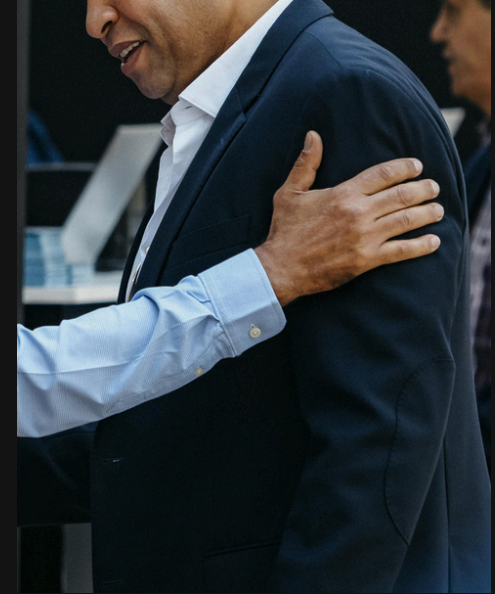
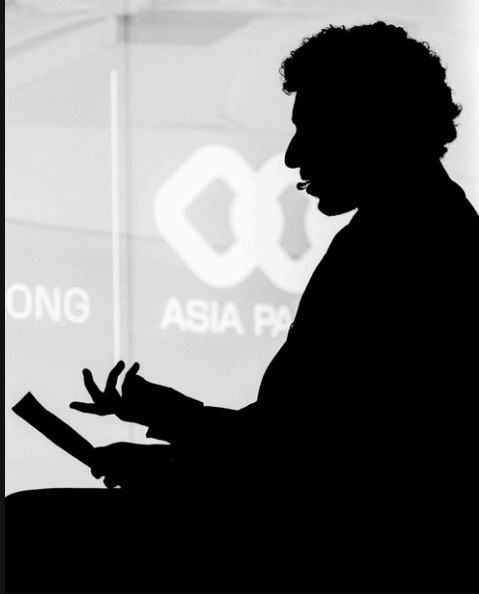
KEY WORDS: PASSION, COMMUNITY

Atmosphere



KEY WORDS: INDUSTRY, PLATFORM

Details & Interactions



KEY WORDS: HUMAN, NETWORKING

DESIGN SYSTEM – TEMPLATES

DESIGN SYSTEM – TEMPLATES

El nuevo sistema de diseño de WFS se apoyará en una amplia biblioteca de templates para el desarrollo de assets digitales (RRSS, Paid, Newsletter, Decks, etc.).

Esta biblioteca, en constante crecimiento, nos ayudará a ser más estratégicos, automatizar procesos y a mantener la consistencia en identidad de marca.



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DESIGN SYSTEM – TEMPLATES

RRSS

- 01. **SPEAKERS (SINGLE)**
- 02. **SPEAKERS (GROUP)**
- 03. **QUOTES**
- 04. **NEWS/BLOG**
- 05. **PRODUCTS (CAMPAIGN)**
- 06. **PRODUCTS (TICKETING)**
- 07. **SUCCESS CASES**
- 08. **GENERACIÓN LEADS**

PAID MEDIA

- 01. **SPEAKERS (SINGLE)**
- 02. **TICKETING**
- 03. **AWARENESS**

NEWSLETTER

- 01. **HEADER**
- 02. **SPEAKERS (SINGLE)**
- 03. **SPEAKERS (GROUP)**

COMMERCIAL

- 01. **CONNECT**
- 02. **EXECUTIVE SUMMARY**
- 03. **PROPERTIES PROGRAMME**

RRSS – SPEAKERS (SINGLE)

- 01. Si foto de retrato en clave alta → Red en negro.
- 02. Si foto de retrato en clave baja → Red en blanco.



DESIGN SYSTEM – TEMPLATES

RRSS

- 01. SPEAKERS (SINGLE)
- 02. **SPEAKERS (GROUP)**
- 03. QUOTES
- 04. NEWS/BLOG
- 05. PRODUCTS (CAMPAIGN)
- 06. PRODUCTS (TICKETING)
- 07. SUCCESS CASES
- 08. GENERACIÓN LEADS

RRSS – SPEAKERS (GROUP)

- 01. 5 Speakers.
- 02. 4 Speakers.
- 03. 3 Speakers.

PAID MEDIA

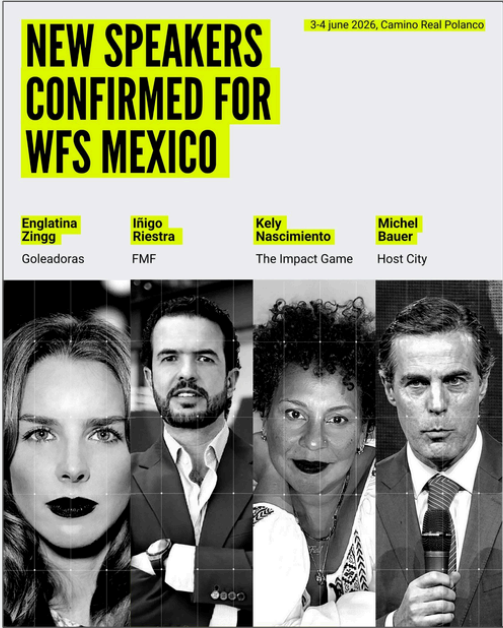
- 01. SPEAKERS (SINGLE)
- 02. TICKETING
- 03. AWARENESS

NEWSLETTER

- 01. HEADER
- 02. SPEAKERS (SINGLE)
- 03. SPEAKERS (GROUP)

COMMERCIAL

- 01. CONNECT
- 02. EXECUTIVE SUMMARY
- 03. PROPERTIES PROGRAMME



DESIGN SYSTEM – TEMPLATES

RRSS

- 01. SPEAKERS (SINGLE)
- 02. SPEAKERS (GROUP)
- 03. QUOTES
- 04. NEWS/BLOG
- 05. PRODUCTS (CAMPAIGN)
- 06. PRODUCTS (TICKETING)
- 07. SUCCESS CASES
- 08. GENERACIÓN LEADS

RRSS – QUOTES

- 01. Imagen + Texto (Keywords Highlight).
- 02. Imagen + Texto (Highlight).
- 03. Texto.

PAID MEDIA

- 01. SPEAKERS (SINGLE)
- 02. TICKETING
- 03. AWARENESS

NEWSLETTER

- 01. HEADER
- 02. SPEAKERS (SINGLE)
- 03. SPEAKERS (GROUP)

COMMERCIAL

- 01. CONNECT
- 02. EXECUTIVE SUMMARY
- 03. PROPERTIES PROGRAMME



WFS

"The players you see in press zones isn't really the guys I know."

Rio Ferdinand
New Era Ingenious

DESIGN SYSTEM – TEMPLATES

RRSS

- 01. SPEAKERS (SINGLE)
- 02. SPEAKERS (GROUP)
- 03. QUOTES
- 04. NEWS/BLOG
- 05. PRODUCTS (CAMPAIGN)
- 06. PRODUCTS (TICKETING)
- 07. SUCCESS CASES
- 08. GENERACIÓN LEADS

PAID MEDIA

- 01. SPEAKERS (SINGLE)
- 02. TICKETING
- 03. AWARENESS

NEWSLETTER

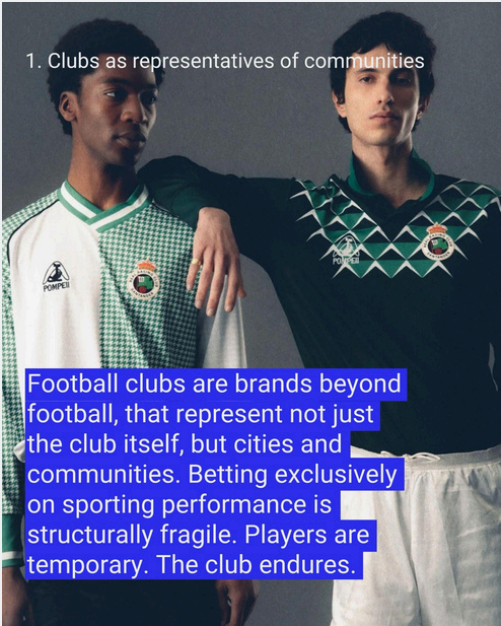
- 01. HEADER
- 02. SPEAKERS (SINGLE)
- 03. SPEAKERS (GROUP)

COMMERCIAL

- 01. CONNECT
- 02. EXECUTIVE SUMMARY
- 03. PROPERTIES PROGRAMME

RRSS – NEWS/BLOG

- 01. (Cover) Imagen + Texto (Keywords Highlight).
- 02. (Content) Imagen + Texto (Highlight).
- 03. (Content). Texto.



WFS

"The real turning point is that brand value used to depend exclusively on what happened on the pitch. Suddenly, it also depends on what happens off it."

Pablo Alzaga
Creative Director & Cofounder
Matinal FC

DESIGN SYSTEM – TEMPLATES

RRSS

- 01. SPEAKERS (SINGLE)
- 02. SPEAKERS (GROUP)
- 03. QUOTES
- 04. NEWS/BLOG
- 05. PRODUCTS (CAMPAIGN)
- 06. PRODUCTS (TICKETING)
- 07. SUCCESS CASES
- 08. GENERACIÓN LEADS

PAID MEDIA

- 01. SPEAKERS (SINGLE)
- 02. TICKETING
- 03. AWARENESS

NEWSLETTER

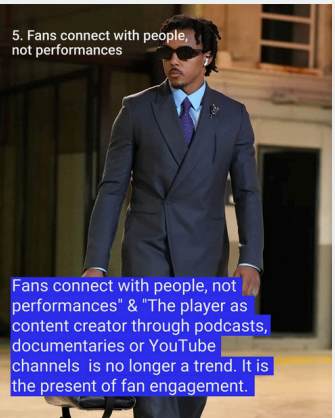
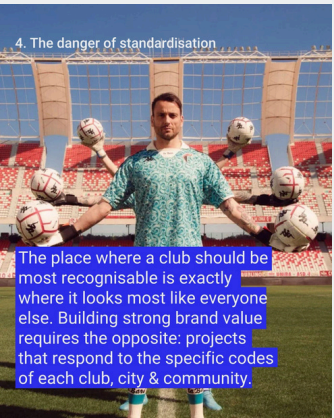
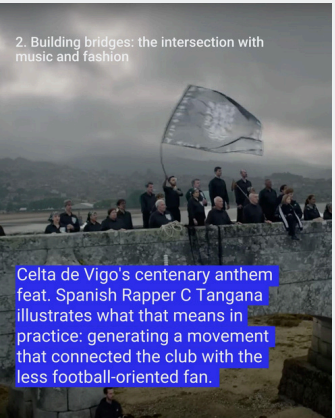
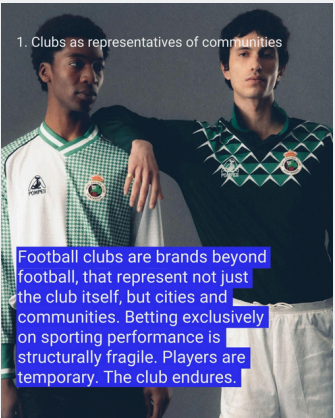
- 01. HEADER
- 02. SPEAKERS (SINGLE)
- 03. SPEAKERS (GROUP)

COMMERCIAL

- 01. CONNECT
- 02. EXECUTIVE SUMMARY
- 03. PROPERTIES PROGRAMME

RRSS – NEWS/BLOG

Ejemplo de contenido en social → Intercalamos distintos formatos para generar ritmo y narrativa.



DESIGN SYSTEM – TEMPLATES

RRSS

RRSS – PRODUCT (CAMPAIGN)

- 01. SPEAKERS (SINGLE)
- 02. SPEAKERS (GROUP)
- 03. QUOTES
- 04. NEWS/BLOG
- 05. PRODUCTS (CAMPAIGN)
- 06. PRODUCTS (TICKETING)
- 07. SUCCESS CASES
- 08. GENERACIÓN LEADS

PAID MEDIA

- 01. SPEAKERS (SINGLE)
- 02. TICKETING
- 03. AWARENESS

NEWSLETTER

- 01. HEADER
- 02. SPEAKERS (SINGLE)
- 03. SPEAKERS (GROUP)

COMMERCIAL

- 01. CONNECT
- 02. EXECUTIVE SUMMARY
- 03. PROPERTIES PROGRAMME



DESIGN SYSTEM – TEMPLATES

RRSS

- 01. SPEAKERS (SINGLE)
- 02. SPEAKERS (GROUP)
- 03. QUOTES
- 04. NEWS/BLOG
- 05. PRODUCTS (CAMPAIGN)
- 06. PRODUCTS (TICKETING)
- 07. SUCCESS CASES
- 08. GENERACIÓN LEADS

PAID MEDIA

- 01. SPEAKERS (SINGLE)
- 02. TICKETING
- 03. AWARENESS

NEWSLETTER

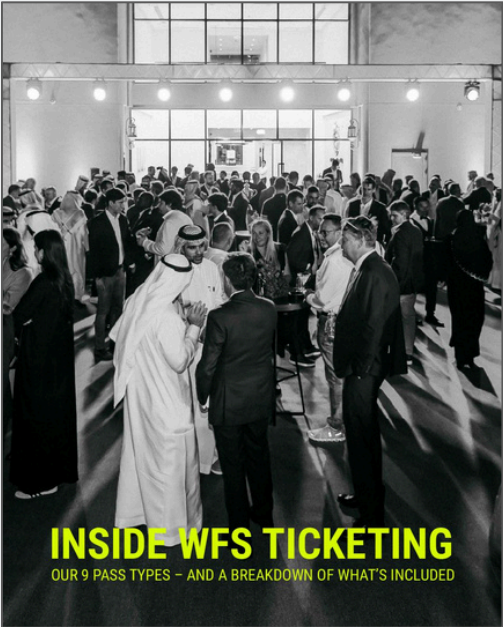
- 01. HEADER
- 02. SPEAKERS (SINGLE)
- 03. SPEAKERS (GROUP)

COMMERCIAL

- 01. CONNECT
- 02. EXECUTIVE SUMMARY
- 03. PROPERTIES PROGRAMME

RRSS – PRODUCTS (TICKETING)

- 01. (Cover) Imagen + Texto en color.
- 02. (Content) 2 columnas, Texto + Imagen
- 03. (CTA). Texto.



DESIGN SYSTEM – TEMPLATES

RRSS

- 01. SPEAKERS (SINGLE)
- 02. SPEAKERS (GROUP)
- 03. QUOTES
- 04. NEWS/BLOG
- 05. PRODUCTS (CAMPAIGN)
- 06. PRODUCTS (TICKETING)
- 07. SUCCESS CASES
- 08. GENERACIÓN LEADS

RRSS – SUCCESS CASES

- 01. (Cover) Texto.
- 02. (Content) Imagen + Texto (Highlight).
- 03. (Content). Texto en bullets.

PAID MEDIA

- 01. SPEAKERS (SINGLE)
- 02. TICKETING
- 03. AWARENESS

NEWSLETTER

- 01. HEADER
- 02. SPEAKERS (SINGLE)
- 03. SPEAKERS (GROUP)

COMMERCIAL

- 01. CONNECT
- 02. EXECUTIVE SUMMARY
- 03. PROPERTIES PROGRAMME



THEIR CHALLENGE

Veo wanted to gain maximum awareness and penetration within the Spanish football club ecosystem.

- Establish awareness and credibility within the football club ecosystem.
- Compete with established players in the space.
- Gain the trust of important organisations in the football industry.

DESIGN SYSTEM – TEMPLATES

RRSS

- 01. SPEAKERS (SINGLE)
- 02. SPEAKERS (GROUP)
- 03. QUOTES
- 04. NEWS/BLOG
- 05. PRODUCTS (CAMPAIGN)
- 06. PRODUCTS (TICKETING)
- 07. SUCCESS CASES
- 08. GENERACIÓN LEADS

PAID MEDIA

- 01. SPEAKERS (SINGLE)
- 02. TICKETING
- 03. AWARENESS

NEWSLETTER

- 01. HEADER
- 02. SPEAKERS (SINGLE)
- 03. SPEAKERS (GROUP)

COMMERCIAL

- 01. CONNECT
- 02. EXECUTIVE SUMMARY
- 03. PROPERTIES PROGRAMME

RRSS - GENERACIÓN LEADS

- 01. (Cover) Imagen + Texto (Highlight)
- 02. (Content) 2 filas, Imagen + Texto (Keywords highlight)



Reúnen a **profesionales** para debates enfocados en temas concretos. Ponemos el espacio, y apoyamos en la comunicación para reunir a los participantes más relevantes **para tu negocio.**

DESIGN SYSTEM – TEMPLATES

RRSS

- 01. SPEAKERS (SINGLE)
- 02. SPEAKERS (GROUP)
- 03. QUOTES
- 04. NEWS/BLOG
- 05. PRODUCTS (CAMPAIGN)
- 06. PRODUCTS (TICKETING)
- 07. SUCCESS CASES
- 08. GENERACIÓN LEADS

RRSS - GENERACIÓN LEADS

Ejemplo de post en social.

PAID MEDIA

- 01. SPEAKERS (SINGLE)
- 02. TICKETING
- 03. AWARENESS

NEWSLETTER

- 01. HEADER
- 02. SPEAKERS (SINGLE)
- 03. SPEAKERS (GROUP)

COMMERCIAL

- 01. CONNECT
- 02. EXECUTIVE SUMMARY
- 03. PROPERTIES PROGRAMME



DESIGN SYSTEM – TEMPLATES

RRSS

- 01. SPEAKERS (SINGLE)
- 02. SPEAKERS (GROUP)
- 03. QUOTES
- 04. NEWS/BLOG
- 05. PRODUCTS (CAMPAIGN)
- 06. PRODUCTS (TICKETING)
- 07. SUCCESS CASES
- 08. GENERACIÓN LEADS

PAID MEDIA

- 01. SPEAKERS (SINGLE)
- 02. TICKETING
- 03. AWARENESS

NEWSLETTER

- 01. HEADER
- 02. SPEAKERS (SINGLE)
- 03. SPEAKERS (GROUP)

COMMERCIAL

- 01. CONNECT
- 02. EXECUTIVE SUMMARY
- 03. PROPERTIES PROGRAMME

PAID – SPEAKERS (SINGLE)

- 01. Si foto de retrato en clave alta → Red en negro.
- 02. Si foto de retrato en clave baja → Red en blanco.



DESIGN SYSTEM – TEMPLATES

RRSS

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PAID MEDIA

- 01. SPEAKERS (SINGLE)
- 02. TICKETING
- 03. AWARENESS

NEWSLETTER

- 01. HEADER
- 02. SPEAKERS (SINGLE)
- 03. SPEAKERS (GROUP)

COMMERCIAL

- 01. CONNECT
- 02. EXECUTIVE SUMMARY
- 03. PROPERTIES PROGRAMME

PAID – TICKETING



DESIGN SYSTEM – TEMPLATES

RRSS

- 01. SPEAKERS (SINGLE)
- 02. SPEAKERS (GROUP)
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PAID MEDIA

- 01. SPEAKERS (SINGLE)
- 02. TICKETING
- 03. AWARENESS

NEWSLETTER

- 01. HEADER
- 02. SPEAKERS (SINGLE)
- 03. SPEAKERS (GROUP)

COMMERCIAL

- 01. CONNECT
- 02. EXECUTIVE SUMMARY
- 03. PROPERTIES PROGRAMME

PAID - AWARENESS

- 01. (Cover)
- 02. (Content) Versión A
- 03. (Content) Versión B
- 04. CTA



DESIGN SYSTEM – TEMPLATES

RRSS

- 01. SPEAKERS (SINGLE)
- 02. SPEAKERS (GROUP)
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- 08. GENERACIÓN LEADS

PAID MEDIA

- 01. SPEAKERS (SINGLE)
- 02. TICKETING
- 03. AWARENESS

NEWSLETTER

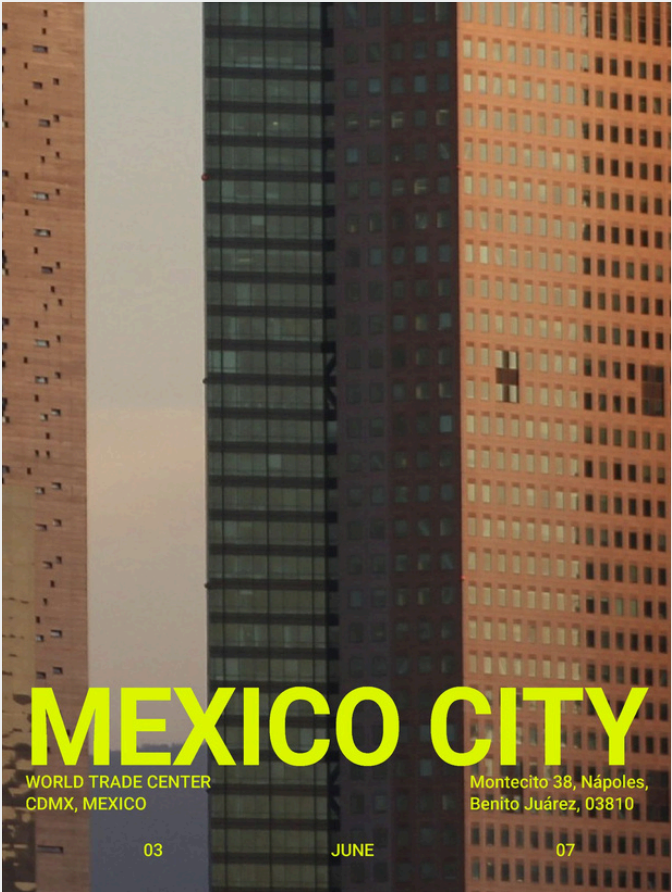
- 01. HEADER
- 02. SPEAKERS (SINGLE)
- 03. SPEAKERS (GROUP)

COMMERCIAL

- 01. CONNECT
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- 03. PROPERTIES PROGRAMME

NEWSLETTER - HEADER

- 01. Imagen + Compisición tipográfica, Vertical.
- 02. Imagen + Composición tipográfica, Horizontal.
- 03. Header colaborativo con partner.



DESIGN SYSTEM – TEMPLATES

RRSS

NEWSLETTER - SPEAKER (SINGLE)

- 01. SPEAKERS (SINGLE)
- 02. SPEAKERS (GROUP)
- 03. QUOTES
- 04. NEWS/BLOG
- 05. PRODUCTS (CAMPAIGN)
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PAID MEDIA

- 01. SPEAKERS (SINGLE)
- 02. TICKETING
- 03. AWARENESS

NEWSLETTER

- 01. HEADER
- 02. **SPEAKERS (SINGLE)**
- 03. SPEAKERS (GROUP)

COMMERCIAL

- 01. CONNECT
- 02. EXECUTIVE SUMMARY
- 03. PROPERTIES PROGRAMME



DESIGN SYSTEM – TEMPLATES

RRSS

- | | | |
|-----|------------|-------------|
| 01. | SPEAKERS | (SINGLE) |
| 02. | SPEAKERS | (GROUP) |
| 03. | QUOTES | |
| 04. | NEWS/BLOG | |
| 05. | PRODUCTS | (CAMPAIGN) |
| 06. | PRODUCTS | (TICKETING) |
| 07. | SUCCESS | CASES |
| 08. | GENERACIÓN | LEADS |

PAID MEDIA

01. SPEAKERS (SINGLE)
02. TICKETING
03. AWARENESS

NEWSLETTER

01. HEADER
02. SPEAKERS (SINGLE)
03. SPEAKERS (GROUP)

COMMERCIAL

01. CONNECT
02. EXECUTIVE SUMMARY
03. PROPERTIES PROGRAMME

NEWSLETTER - SPEAKER (GROUP)

NEW SPEAKERS CONFIRMED FOR WFS MEXICO CITY

3-4 June 2026, Camino Real Polanco

Vanessa Alipio

García

Club Deportivo Cali S.A.

Mikel Arriola

LigaMX

Mary Connor

Common Goal

Chloe Morgan

She's A Baller

Marc E. Spiegel

Innovatio Capital

DESIGN SYSTEM – TEMPLATES

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See who's attending WFS - Mexico City 03 - 04 June 2026

A SELECTION OF ATTENDEES

The football industry thrives on the right connections. We are bringing together a cross section of the professionals who actually run the game from established clubs to innovative sports tech companies and NGOs. The people listed here represent the fresh perspectives and real experience driving the industry in Mexico and beyond.

JOB TITLE	COMPANY	COUNTRY	CATEGORY
Lead Youth Coach	Active Social Communities	United States	Sports Club
Communications Intern	AFA Academy Mexico	Mexico	Sports Club
Product Manager	AI	United States	Company
International Area	Albion FC	Mexico	Sports Club
Area Director	American Youth Soccer Organization	United States	Sports Club
Partner	Altmos Sports & Wealth Management	Mexico	Company
Partner	BAC Sports	Mexico	Company
Chief Executive Officer	Blue Women Pink Men	Mexico	NGO
Head of Sponsorships	Caliente Interactive	Mexico	Company
Head of Marketing	Centre Africa Identification	South Africa	Sports Club
Marketing Coordinator	CF Cruz Azul	Mexico	Sports Club
Chief Marketing Officer	Club América	Mexico	Sports Club
Manager of Partnership Services	Club Querétaro	Mexico	Sports Club
Operational Coordinator of Women's Teams	Club Universidad Nacional	Mexico	Sports Club



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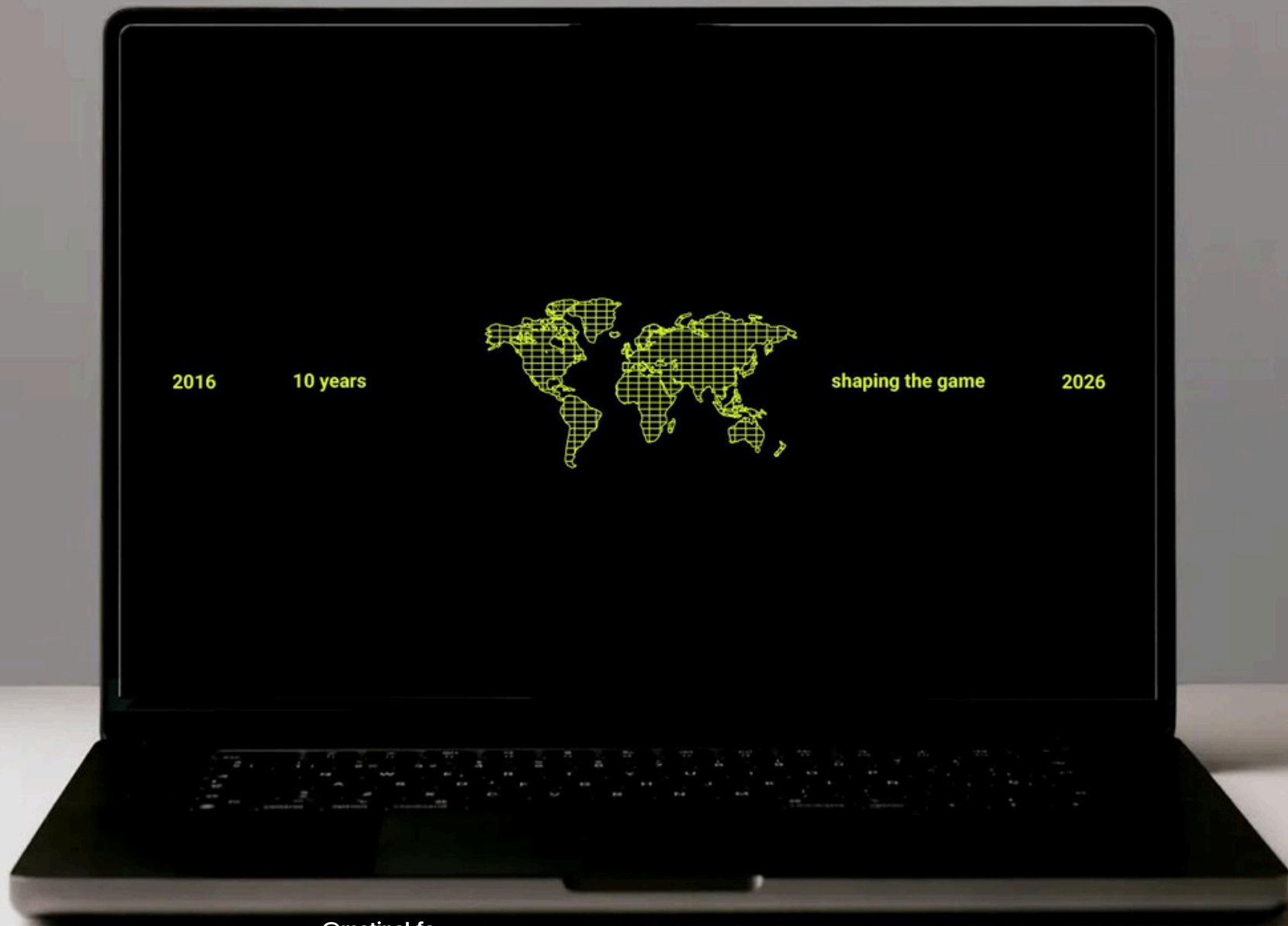
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- 03. PROPERTIES PROGRAMME





THE PROJECT BUILDERS

Jesús Arroyo
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Magda Pozzo

Moderator
Razan Amoush

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Innovatio Capital



WFS Blog Leading stories and industry insights

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci.

Mexico City
3, 4 June

WFS Mexico is the strategic meeting point where the scale and ambition of North American football meet the deep-rooted tradition and competitive identity of the South. It's the platform where professionals across the region harness growth the spotlight.

[Buy tickets](#)

Madrid
15, 16 Septiembre

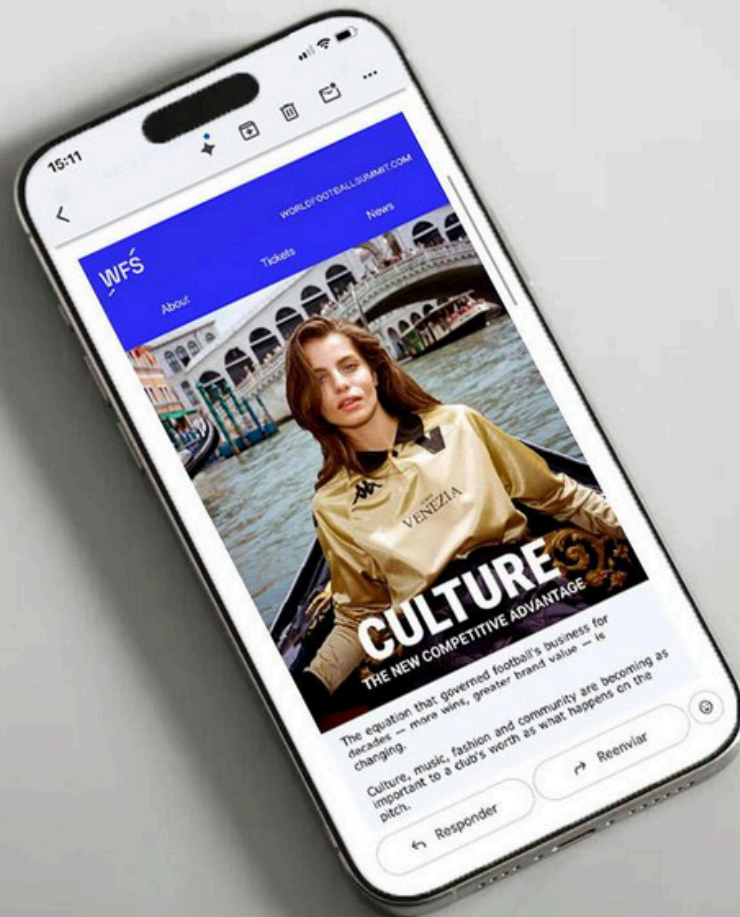
WFS Madrid is the meeting point connecting the tradition and legacy of European football with the business innovation expanding the industry worldwide. It's the platform where those audiences.

[Buy tickets](#)

Riyadh
January 2027, Misk City

The third edition of WFS Riyadh confirmed the exponential growth of the previous two. Over 2,500 professionals from more than 80 countries gathered at Misk City's Malfa Hall.

[Buy tickets](#)



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THANK YOU

2026