



About the Entertainment Football Association

- Inspired by Ryan Reynolds' success with Wrexham and Deion Sanders' model with Colorado, Douglas Freeman is launching the Entertainment Football Association (ENTFLA) to transform sports entertainment in your city

Goal/Mission

- To emulate and enhance Wrexham's and Colorado's approaches, creating 30 globally branded teams by 2030

Strategy/Service

- Mixing sports, concerts, and social media, focusing on entertainment over expensive talent. The EFA will roll out a 6 cities North American Tour in 2024 from Austin, Texas to Victoria, British Columbia Canada

Why US?

- Management team has over 150 years of combined Corporate, Sports, Entertainment, Marketing and Sales Experience
- Profitable, Scalable, Globally Branded Business Model disrupting the current failing 35 Year Arena Football approach
- Setting the Industry "Clockspeed"- designed to cut 35 year league scale model to 7 years

Achievements

- Launched 5 team "bubble" pro arena league pilot in the heart of the pandemic utilizing Israeli AI Production Cameras (requiring no production talent) and landed a FloSports OTT streaming partnership
- Launched 6 team Arena Football Association league in Southwest and crowned AFA Cup Champion Wichita Force
- Former Wichita Force player is on current roster of New England Patriots; 3 other players in the CFL



Our Expertise

- Deliver world class sports entertainment in mid-markets locations
- Expand the typical sports game 3 hour opportunity to a 10 hour opportunity (tailgating, game, concert) similar to 1 day festival
- Triple the Revenue opportunity (tickets, merchandise, local and national sponsorships, media rights) but maximize the arena and labor with minimal additional cost for extra time (driving higher profit margins)

Management

- Founded by Douglas Freeman- a 30 Year Corporate Management Consultant, the ENTFLA is designed to unleash the power of Sports, Media, Fashion, Technology and Entertainment. Mr. Freeman has consulted to the nation's leading sports and entertainment organizations including Disney Parks and Resorts, Live Nation (biggest concert promoter on the planet), the US Olympic Committee, The Office of the Commissioner of Major League Baseball, the Houston Astros, Cleveland Indians and Tampa Rays. Mr. Freeman has accomplished the impossible goal of landing in the **top 1% of startup launches** by successfully building 7-figure revenue start-up organizations: on not one, **but 3 consecutive and separate occasions**.
- He is joined by co-founders Fred Smith (Corporate Strategy Guru) and Maximilian Hamilton (B2B Sales/Marketing Leader), along with Senior Executives Rita Lee (25 Year Veteran/Major Concert Producer from Drake to Khaled) and Tommy Benizio (Founder of First Indoor Football League 35 Years ago; consultant to 75 pro teams and leagues including the former XFL).