ANDREW HENDERSON

FOOTBALL FREESTYLE WORLD CHAMPION

ANDREW'S STORY

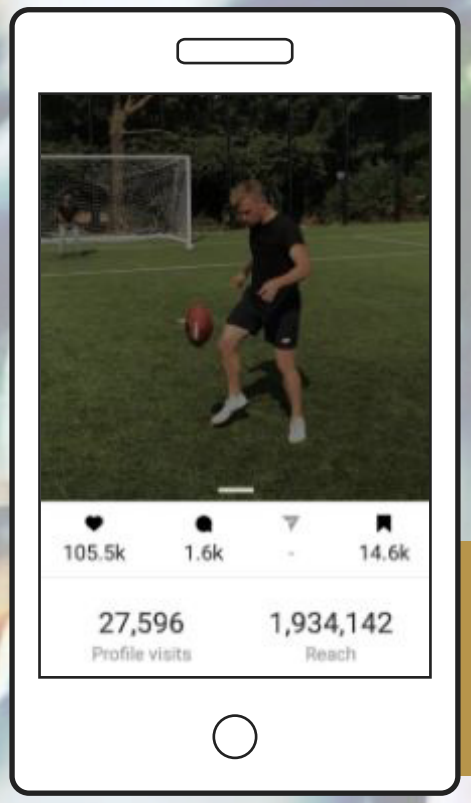
Growing up in Cornwall with an incredible passion for sport and a great dream of becoming a professional rugby player, Andrew's journey is an extraordinary one. Throughout his childhood, Andrew played table tennis, football, and rugby – the sport he concentrated on for over a decade. However, at the age of 16, his dreams were shattered by a leg injury. The doctors said he'd be lucky to walk again.

Andrew's leg injury was a life altering moment that reformed his goals and fueled his desire to succeed and push his limits with sports. He first picked up freestyle football moves to aid his recovery. What started as a recovery pastime quickly became a passion that involved five hours of practice a day, six times a week. A passion that turned into a training regime comprised of three to five practice hours a day, six times a week, winning his first of five world titles aged 19.

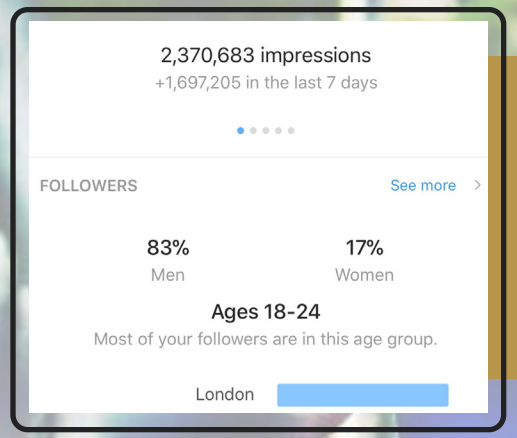
Today, Andrew is an eight-time consecutive UK champion and five-time World Champion. Outside of freestyle football, Andrew has a massive online following across all social media platforms where his videos regularly pick up millions of views. He has performed at World Cup Finals, Olympic opening ceremonies, on multiple television ads and alongside the likes of Cristiano Ronaldo, Neymar, Lionel Messi and David Beckham, amongst others. Alongside this, he is releasing his own merchandise range in April 2019 and is looking to move into the world of mixed martial arts in the next year.

ANDREW'S INSTAGRAM REACH

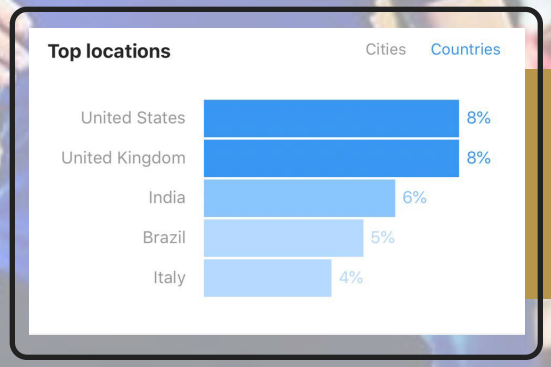
Instagram



In July 2018, one of Andrew's posts gained **14% engagement.**

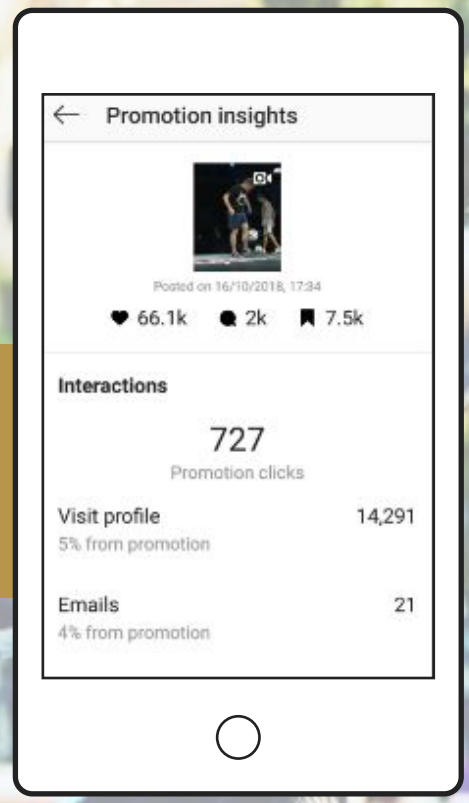


In December 2018, Andrew recorded over **2.3million impressions** in a single week on his Instagram alone.



The highest proportion of Andrew's followers are **from the UK.**

Promotions on Andrew's account receive **high engagement** and **click throughs.**



ANDREW'S YOUTUBE REACH

YouTube

VIEWS

UK 1,333,989

Total 6,705,089

AVERAGE VIEW DURATION

UK 2:30

Total 2:20

AVERAGE PERCENT WATCHED

UK 51.9%

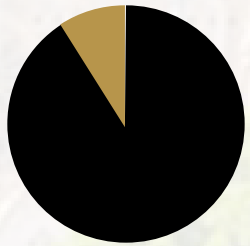
Total 50.1%

WATCH TIME

UK 21.3%

Total 100%

GENDER



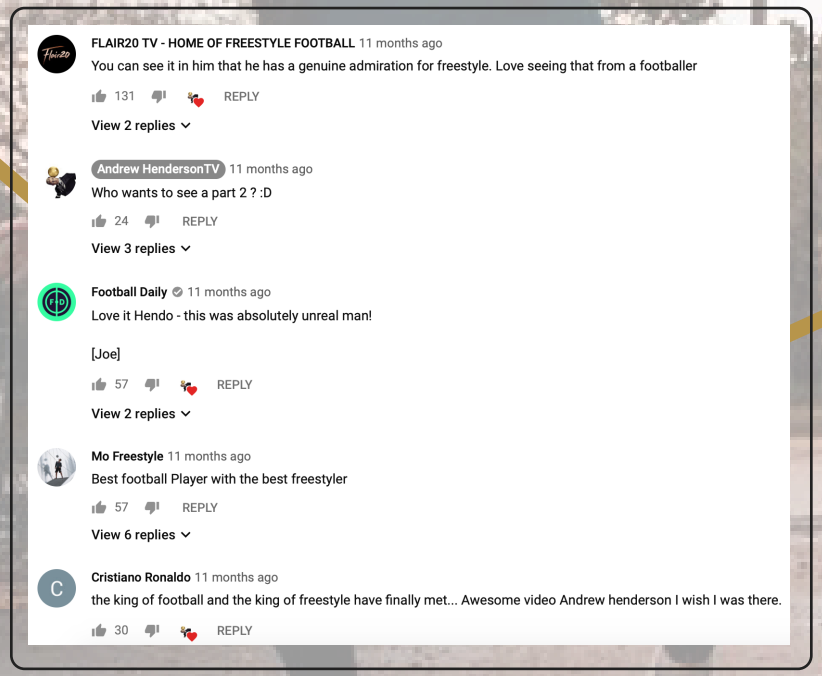
MALE 92.3%

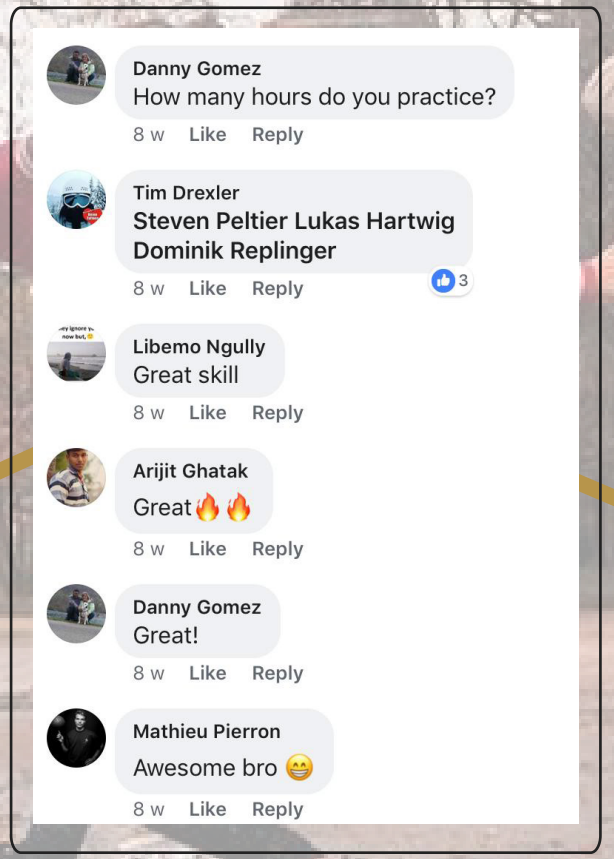
FEMALE 7.7%

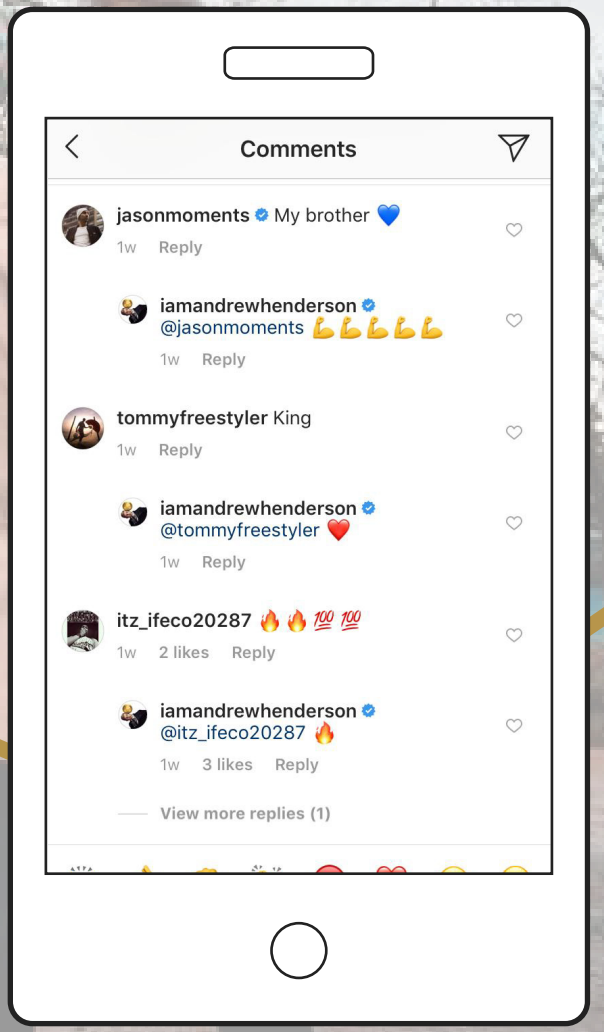
AGE

ANDREW'S COMMUNITY

Andrew's following is highly active, extremely engaged and passionate about his brand.







Above are some examples of his follower engagement across YouTube, Facebook and Instagram.

WWW.AHFREESTYLE.CO.UK

789k 142k 130k 14k

RED MONKEY COLLECTIVE

PARTNER WITH ANDREW

EXCLUSIVITY

Become Andrew's exclusive global partner in your sector.

MEDIA/PR

Brand visibility (logo / hyperlink / boilerplate) in all relevant media / PR by Viddal.

PRODUCT PLACEMENT

Andrew to display/use any product wherever applicable and in all relevant social media, content generation and public facing opportunities.

IP RIGHTS

Full use of Andrew's name, image, voice and likeness across all marketing and media platform.

CONTENT GENERATION

Work alongside Andrew to create bespoke content for your company. To include:

Still - Range of photography based on a specific brief (quality can be either professional or organic)

Video - Short from (up to 3 min in length) / Long form (mini / full doc video) - (quality can be either professional or organic)

Social - Content generated specifically for your company's social channels

- IG - incl. IG stories , Twitter, Facebook incl. Facebook Stories

Live

Andrew will film Live Content across

- Facebook Live, Instagram Live, Twitter Live - Periscope

Written

Andrew to provide written content for any of your company's owned media;

- Blogs, Product reviews

SOCIAL MEDIA

Promote your brand across Andrew's social media platforms, including Facebook, Instagram and Twitter.

PERSONAL APPEARANCES

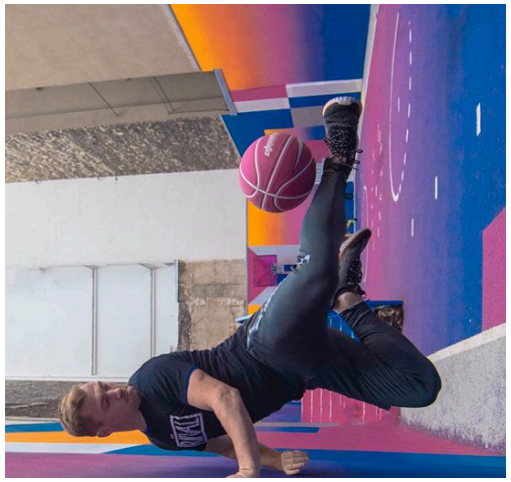
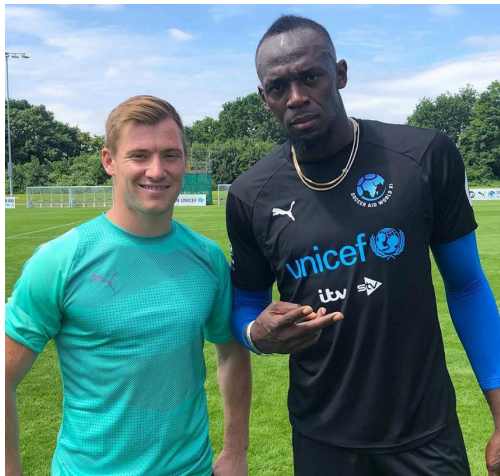
'X' number of days of Andrew's time to be used as you wish, for example, internal events, content generation and public speaking.

BRANDING/AWARENESS

Brand visibility (logo/website link/social handles) across Andrew's:

- Owned media - website and social media channels
- Apparel - both when training and creating content
- Equipment - when applicable

WE LOOK FORWARD TO HEARING FROM YOU.

ronnie@redmonkeycollective.com

RED MONKEY
COLLECTIVE