



TURIN | 10-11 NOV
ALLIANZ STADIUM



SOCIAL MEDIA SOCCER



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IDEI - VALORI - INNOVAZIONE

THE HISTORY OF EXTRA TIME

Active since 2018, the program has evolved through the leading startup competitions of the football industry:



FROM PITCH COMPETITION TO INNOVATION PLATFORM

A GROWING GLOBAL PLATFORM

7

Editions

+300

Applications

+60

Selected
Startups

+10

International
Startups

SFS EXTRATIME 2025



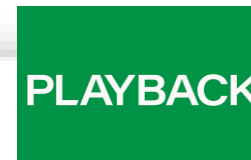
Italy



Portugal



United States



United Kingdom/
United Arab Emirates



Belgium



Italy



WOVLABS

Italy

CRESCERE CON SFS

7
Stage

250+
Speaker

4.000+
Participants

60+
Partner

50+
Panel

150+
Clubs and Leagues

13
Awards

20+
Startup



THE VOICES OF THE FOOTBALL



Luigi
De Siervo



Betty
Bavagnoli



Giorgio
Chiellini



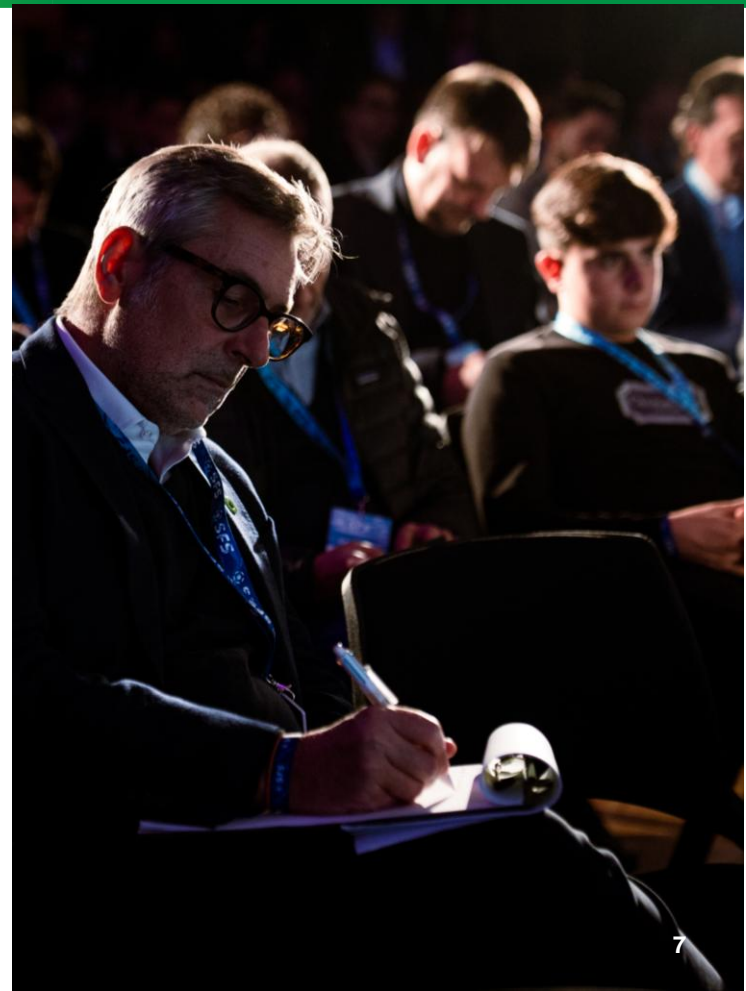
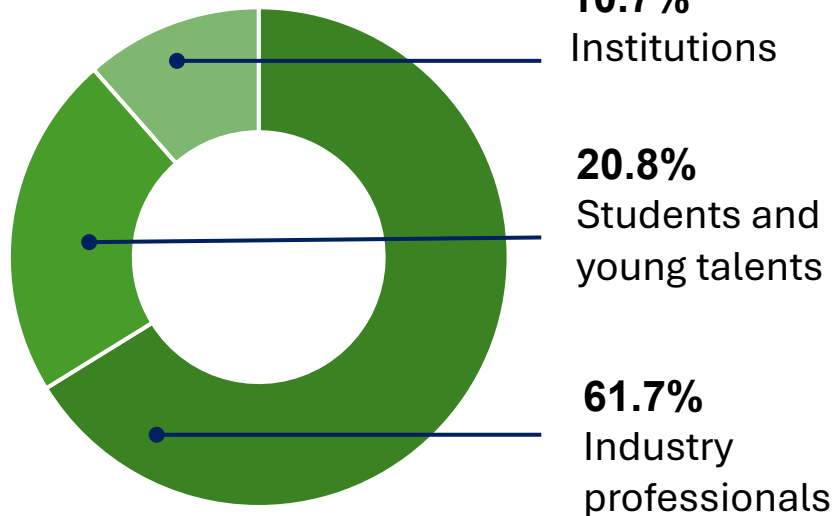
Mariagrazia
Squicciarini



Lele
Adani

Decision makers, executives, media, and football protagonists

SFS AUDIENCE





FORMAT 2026



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L'EVOLUZIONE DEL FORMAT

YESTERDAY

Pitch
Competition

TODAY

Scouting
Education
Visibility
Market access

NEXT STEP

Open Innovation
Startup Studio
Vertical Accelerator



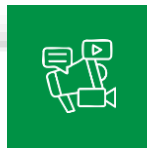
I TREND CHE GUIDANO L'INNOVAZIONE



Performance
& injury
prevention



Web3, NFT,
metaverso



Digital media



Sustainability



AI & data

INNOVATION TOUR

The Innovation Tour is evolving and consolidating, becoming a structural pillar of the program with stops at major Italian universities.

The format includes:

- Program presentation
- Testimonials from opinion leaders
- Speeches from startup alumni

1st STOP

The first stop of the tour will be held in **Caserta, at the University of Campania.**



GEN Z COMPETITION

CALL FOR STUDENTS:

Objectives:

- Scouting and promotion of new talent
- Direct involvement of students and researchers
- Development of innovative ideas for the sports industry

Role in the program:

- Strengthens ties with the academic world
- Feeds the pipeline of new innovators

INTERNATIONAL STARTUP COMPETITION:

Target:

- Startups with solutions applicable to football and the sports industry.

Objectives:

- Selection of mature companies;
- support for growth and market positioning.

Strategic Value:

- Expands scouting capabilities;
- reinforces ExtraTime's role as a bridge between innovation and the market.

STARTUP COMPETITION

INNOVATION DAY

An event including:

- two pitch competitions
- thematic panels
- an exhibition area

It is designed as a hub for:

- Innovators
- Companies
- Investors
- Sports industry stakeholders



SFS26
10 NOVEMBER 2026
ALLIANZ STADIUM- TORINO



COMMERCIAL OPPORTUNITY

SPONSORSHIP **PACKAGES**



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IDEE - VALORI - INNOVAZIONE

PARTNER WITH US

	NAMING PARTNER START UP	NAMING PARTNER GEN Z	INSTITUTIONAL PARTNER
Branding Name Competition	Included	Included	x
Ad Hoc Challenge Creation (Max 4)	x	x	Included
Keynote / Opening Speech Pitch Competition	Included	Included	x
Speech (3 min) Startup/Gen Z Pitch Final	x	x	Included
Jury Members	1-2	1	1
Logo on Stage Backdrop Screen	Included	Included	Included
Direct Access to Selected Startups	Included	x	x
1-to-1 Meetings with Startups	x	x	Included
Delegate Pass SFS26	4	2	2
Corporate Pass SFS26	2	2	2
SFS Awards "Competition" Naming	Included	Included	x
VIP Pass (Awards & Gala Dinner)	2	2	x
Logo on Event & ExtraTime Backdrop	Included	Included	Included
Logo on Allianz Stadium Monitors	Included	Included	x
Innovation Tour Participation (1 Stop)	X	Included	x
	18.000 €	12.000 €	20.000 €

PARTNER WITH US

	PARTNER	SUPPORTER	SPORT PARTNER
Branding Name Competition	x	x	x
Ad Hoc Challenge Creation (Max 4)	x	x	x
Keynote / Opening Speech Pitch Competition	x	x	x
Speech (3 min) Startup/Gen Z Pitch Final	Included	x	Included
Jury Members	1	x	1
Logo on Stage Backdrop Screen	Included	Included	Included
Direct Access to Selected Startups	x	x	x
1-to-1 Meetings with Startups	x	x	Included
Delegate Pass SFS26	x	2	4
Corporate Pass SFS26	2	x	x
SFS Awards "Competition" Naming	x	x	x
VIP Pass (Awards & Gala Dinner)	x	x	x
Logo on Event & ExtraTime Backdrop	Included	Included	Included
Logo on Allianz Stadium Monitors	Included	x	x
Innovation Tour Participation (1 Stop)	x	x	x
	5.000 €	2.500 €	5.000 €

COMMUNICATION PLAN

	NAMING PARTNER START UP	NAMING PARTNER GEN Z	INSTITUTIONAL PARTNER
Logo placement on the SFS website, Extra Time page	Included	Included	x
Logo placement on the SFS website	x	x	x
Customized article on the SFS website, ExtraTime section	Included	Included	Included
General article featuring other partners	x	x	x
Article in the SFS ExtraTime newsletter	Included	Included	Included
Group announcement in the newsletter	x	x	x
Single Social Post - announcement (IG, FB, X, LI)	Included	included	x
Carousel Social Post - announcement (IG, FB, X, LI)	x	x	Included
Save the date and Event Program	Included	Included	x
Watermark or co-branding for video content	x	x	x
Mention in the event press release	x	x	x
1 Video Interview in the SFS podcast area	Included	Included	Included

COMMUNICATION PLAN

	PARTNER	SUPPORTER	SPORT PARTNER
Logo placement on the SFS website, Extra Time page	Included	Included	x
Logo placement on the SFS website	x	x	x
Customized article on the SFS website, ExtraTime section	Included	x	x
General article featuring other partners	x	Included	Included
Article in the SFS ExtraTime newsletter	x	x	x
Group announcement in the newsletter	Included	Included	Included
Single Social Post - announcement (IG, FB, X, LI)	x	x	x
Carousel Social Post - announcement (IG, FB, X, LI)	Included	x	Included
Save the date and Event Program	x	x	x
Watermark or co-branding for video content	x	x	x
Mention in the event press release	x	x	x
1 Video Interview in the SFS podcast area	Included	x	Included

BE PART OF WHAT'S NEXT

www.socialfootballsummit.com

startup@socialfootballsummit.com



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