

Get your brand at the heart of the UAE's favourite passions.

Introducing the International Football Academy (IFA).



Who we are?

Within two years the IFA has built up a loyal following of over 600 UAE kids, with very little marketing and we now offer the most professional and widely available football academy service in the UAE. We're about to relaunch with plans to re-enforce our status as the natural home for all things football for the kids of the UAE.

We offer the best coaching staff and syllabus available. We combine the strength of 5 x European qualified coaches (minimum English FA qualified), male and female, an MD who's ex professional and is the favourite coach amongst the kids of the UAE, and a technical director (Derek Whyte) who's record is hard to beat – having played in over 180 English Premiership games, FA Cup Finals and World Cup Finals,...plus he's coached a British top flight team and is the face of football for UAE's TV football fans. We back this professionalism up off the field with a new management team of the best professionals in their fields.

How we operate?

We train boys, We train girls. We speak English and Arabic. We train them if they're 4-16yrs old, We train them if they can play. We train them if they can't. We train them across the UAE in more locations than anybody else. We train in schools. We train in hotels. We run summer camps. We allow kids who love football to be as good as they can be no matter what. And we give them a place to come together and enjoy what they love....and it even keeps them fit and healthy. We offer the kids and parents of the UAE a chance to get more out of football, whatever that may be.

What we offer corporate partners?

We offer whatever you want. Of course we have sponsorship packages that will at the very least get you included in the middle of a professionally planned marketing plan, created by one of the world's best agencies, and valued at over AED800k. So you'll get the benefits of not just traditional brand awareness, but we can help to get more people to consider your brand. We'll do this because your brand will be *at the heart of the UAEs favourite passions – their kids, and the game of football*. So you can win over the hearts of your customers then access their minds and influence their behaviour.

...but most importantly. You tell us what your brand wants to achieve, and we can develop a specific activity or program to make sure you get out of us whatever you need.

What next?

Give up an hour of your time and meet Derek and the IFA team so we can tell you more about what we do, and what we could do for you. Call Darren (Operations Director) on 050 6573633.