



GAMES OF THE FUTURE
ASTANA 2026

DIRECT INVITATION PROPOSAL · PHYGITAL FOOTBALL

LA CREMA FUTBOL CLUB

JULY 29 - AUGUST 9, 2026 · ASTANA, KAZAKHSTAN



3RD

GOTF ABU DHABI 2025

1 ★

PHYGITAL RIVALS AR CHAMPS

10.2M+

COMBINED AUDIENCE

8

COMPETITIVE PLAYERS

01 • GENERAL TEAM INFORMATION

BORN IN THE BARRIO. BUILT LIKE A GIANT.

La Crema FC is an Argentine phygital football club founded in 2024 by creator and entrepreneur Markito Navaja. From street-football (*potrero*) roots we became Copa Potrero champions, won **Phygital Rivals Argentina**, qualified through Abu Dhabi and finished **3rd at the Games of the Future 2025** — all while carrying one of the loudest creator audiences in Spanish-speaking football.

FOLLOW THE FAMILY

IG @LACREMAFUTBOL

SHOP LACREMAFC.MITIENDANUBE.COM



FOUNDED

2024

LA CREMA FC • #GARRACREMA

HOME

**BUENOS AIRES
ARGENTINA**

PRESIDENT

**MARKITO
NAVAJA**

DISCIPLINE

**PHYGITAL
FÚTBOL**

EST. 2024

WE'VE ALREADY STOOD ON THIS PODIUM.

★ GAMES OF THE FUTURE

3RD

ABU DHABI 2025 · PHYGITAL FOOTBALL

La Crema reached the **semi-finals** of Phygital Football at the Games of the Future Abu Dhabi 2025 — finishing 3rd in the world. Our run was powered by results on the pitch *and* one of the strongest social followings in the entire field. We are not applying as newcomers; we are a returning podium club.

THE ROAD WE'VE ALREADY WALKED

★ CHAMPIONS

PHYGITAL RIVALS

ARGENTINA 24/25



QUALIFIED

PHYGITAL CONTENDERS

ABU DHABI 2025



3RD PLACE ★

GAMES OF THE FUTURE

ABU DHABI 2025

CHAMPIONS ON THE PITCH. COMPETITORS ON THE STICKS.

THE PHYSICAL ARENA

FUTSAL & STREET FOOTBALL

Copa Potrero 2024 champions, powered by a roster of **professional futsal players** with careers across Italy, Croatia, Spain, Uruguay and beyond.

5 7
PRO PLAYERS COUNTRIES PLAYED

THE DIGITAL ARENA

UFL

A dedicated competitive roster of pro EA Sports FC players – Latam Open, ELPF and eNations veterans – now competing for La Crema in UFL, the phygital football title.

3 1★
PRO FC PLAYERS ENATIONS CHAMP

A PROVEN EA SPORTS FC ROSTER.

Three pro EA Sports FC competitors who bring that pedigree to La Crema's UFL phygital squad.



CACHU

IVÁN EMANUEL ISLAS
@IVANNISLAS_ · @CACHU768

- Top 17-24 Latam Open Qualifier FC24 — Top 5 Argentina
- Top 17 Latam Open Qualifier FC25 (Road to London)
- Top 5-8 ELPF Argentina — FC25 & FC26
- Top 5 "Champions de la Champions", São Paulo 2026
- Repped Independiente · Tigre · Sarmiento · San Lorenzo



ZRAM

RAMIRO VALIENTE
@RAMIIVALIENTE · @RAMIVALIENTE_

- Top 3-4 Latam Qualifier FC26
- Top 10 Cash Cups ranking — Latam FC26
- Top 5-8 ELPF Argentina FC25
- Repped CA Banfield · San Lorenzo de Almagro



JUMPER

JOAQUÍN LARRUDE
@JOAC000017_ · @JOAQUINJUMPER

- Champion — AUF eNations tournament
- Top 4 with Uruguay — eNations South America
- Member of the Uruguay esports national team

02 · COMPETITIVE COMPONENT – PHYSICAL

PROS FORGED ACROSS THE WORLD.

★ COPA POTRERO 2024 CHAMPIONS

Professional futsal & football careers across Argentina, Italy, Croatia, Spain, Uruguay, Paraguay and Saudi Arabia.



BRUNO PALMIERI

@PALMIERI_09 · 2002

CLUBS

Franja de Oro · Al Tuqbah (SA) · Sindicato de la Carne

PRO IN SAUDI ARABIA



RENZO GRASSO

@CARU.GRASSO · 1994

CLUBS

Futsal Marigliano (IT) · FF Napoli (IT) · SS Consilina (IT) · Cerro Porteño (PY) · Active Network (IT)

ITALIAN FUTSAL PEDIGREE



THOMAS BAISEL

@THOMIBAISEL14 · 1993

CLUBS

Independiente · San Lorenzo · Meta Catania (IT) · Futsal Pula (HR) · River Plate

★ MULTI-TITLE AR CHAMPION · ARGENTINA NT



SASHA ZAPPONI

@SASHAZAPPONI · 1995

CLUBS

JJ Urquiza · Nueva Chicago · Villa la Ñata · Kimberley · Castellana (IT) · Carovigno (IT) · Peñarol (UY)

★ COPA LIBERTADORES FUTSAL 2025



PABLO VIDAL

@PABLOVIDAL7

CLUBS

América del Sud · Boca Juniors · San Lorenzo · Industrias Santa Coloma (ES) · L84 Torino (IT) · SS Consilina (IT)

SPAIN & ITALY FUTSAL

THE PEOPLE BEHIND THE BADGE.



MARKITO NAVAJA

PRESIDENT & FOUNDER

Club founder, ~10+M follower creator and the on-camera face of La Crema.

@MARKITONAVAJAA



MATI PÉREZ ACUÑA

HEAD COACH · DIRECTOR TÉCNICO

Leads training and match preparation for the phygital squad.

@MATIPEREZACUNIA14



NAHUEL RAPELA

CONTENT & FILM

Captures the Road-to-Astana story across every platform.

@NAHUELRAPELA

A SPANISH-SPEAKING FOOTBALL AUDIENCE.

10M+

MARKITO NAVAJA · IG

207K

@LACREMAFUTBOL

2.2M+

COMBINED REACH

8

COMPETITIVE PLAYERS

SQUAD & STAFF · HANDLES

Cachu — @ivannislaz_

zRam — @ramiivaliente

Jumper — @joacoooo17_

Markito — @markitonavajaa

Mati — @matiperezacunia14

Vidal — @pablovidal7

Palmieri — @palmieri_09

Grasso — @caru.grasso

Baisel — @thomibaisel14

Zapponi — @sashazapponi

GEOGRAPHY

Core in Argentina & Uruguay, scaling across Spanish-speaking Latin America. Native fluency in football + gaming culture — the exact crossover GOTF speaks to.



03 · AUDIENCE — PRESIDENT & AMBASSADOR

MARKITO NAVAJA

PRESIDENT · FOUNDER · CREATOR

~2M-follower creator and the *"peluquero de las estrellas"* — barber to footballers like Tagliafico and Lisandro Martínez, plus musicians and streamers. He founded La Crema and led it to Copa Potrero glory. A ready-made megaphone and on-camera ambassador for GOTF.

10M+
IG & TIKTOK

MULTI
YOUTUBE · KICK

@MARKITONAVAJAA
HANDLE

A CONTENT ENGINE, ACTIVATED END-TO-END.

BEFORE

ROAD TO ASTANA

- Roster reveal & announcement
- Player spotlight features
- Training series — pitch & FC
- Markito ambassador content
- Latam market activation

DURING

LIVE FROM ASTANA

- Daily recaps & match highlights
- Player & opponent interviews
- Behind-the-scenes & stories
- Sponsor activations
- Creator collaborations

AFTER

THE STORY CONTINUES

- Mini-documentary & best moments
- Player journey content
- Sponsor recap package
- Cross-market recap (AR · UY · Latam)
- Community storytelling

READY TO BUILD VALUE WITH GOTF.

WHAT WE BRING

- A 10M+ Spanish-speaking creator audience with native football + gaming overlap
- A celebrity president (Markito Navaja) as on-camera ambassador and brand face
- Brand-safe, sponsor-ready content formats across IG, TikTok & YouTube
- A built-in narrative — barrio champions go phygital on the world stage

COOPERATION PROPOSALS

- Featured partner integrations in our Road-to-Astana content series
- Latam-focused activation to grow GOTF awareness in the region
- Ambassador-led activations with Markito at partner touchpoints
- Branded challenges, watch-alongs & matchday social takeovers



VAMOS LA CREMA

GAMES OF THE FUTURE · ASTANA 2026 – DIRECT INVITATION PROPOSAL

@LACREMAFUTBOL · @MARKITONAVAJAA · #GARRACREMA