

PHYGITAL DANCING CANDIDATE

GAMES OF THE FUTURE · ASTANA 2026

ESTRELLA
KIRA

Phygital Dancing — a latin superstar
and a high-reach Spanish-speaking
influencer.

449K

CROSS-PLATFORM
AUDIENCE

3.9M

Tik Tok
Views
(30days)

1

COMPETITIVE
PLAYERS

6+

MARKETS
REACHED



DIRECT INVITATION PROPOSAL

2026 · ASTANA, KAZAKHSTAN

Background

INFLUENCER - JUST DANCE CREATOR

[tiktok.com/@estrellakira4](https://www.tiktok.com/@estrellakira4)

[instagram.com/estrellakira4/](https://www.instagram.com/estrellakira4/)



Estrellakira4 INFLUENCER AND CREATOR

TOP food influencer in Argentina. Her content highlights with her high sense of humour when describing places, food and situations making her a renowned funny creator in Argentina. Her hobby is JustDance and has been part of the community since 2015 making her renown among the spanish-speaking dancing community.

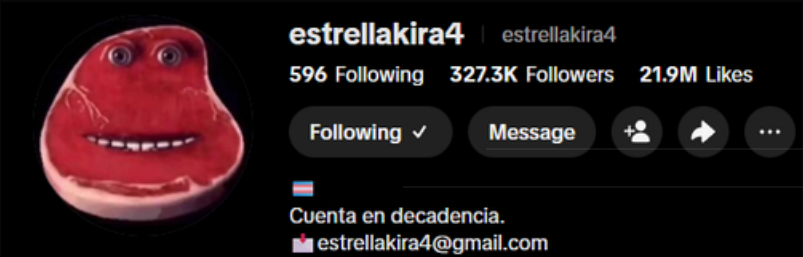


AUDIENCE & REACH

A HIGH-REACH
MEDIA ECOSYSTEM

ESTRELLAKIRA4

TIKTOK
327.9K



INSTAGRAM
122K



Estadísticas		29 de abr. - 28 de may.
Visualizaciones	3,5 mill.	>
Interacciones	208,3 mil	>
Nuevos seguidores	3,6 mil	>

- LAST 30 DAYS:
- 3.5M VIEWS
 - 208K INTERACTIONS



450K
COMBINED
FOLLOWERS &
SUBSCRIBERS

7.4M+
TOTAL VIEWS
last 30 days

515K
TIKTOK LIKES
last 30 days

PROMOTIONAL & COMMERCIAL VALUE

A CONTENT ENGINE, ACTIVATED END-TO-END.

BEFORE · ROAD TO ASTANA

- Official announcement of participation
- Player spotlight features
- Road to Astana training series
- Ambassador / creator content
- Spanish-speaking market activation

DURING · LIVE FROM ASTANA

- Daily recaps & match highlights
- Player & opponent interviews
- Behind the scenes & social stories
- Sponsor activations
- Creator collaborations
- Local traditional food reviews and content

AFTER · THE STORY CONTINUES

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

A concrete, operational plan to produce and distribute content before, during and after GOTF26 — with built-in sponsor value.



EVALUATION FIT — GAMES OF THE FUTURE CRITERIA

COMPETITIVE

Pro-level Argentina's national leagues and regional contests.

AUDIENCE & REACH

+7M monthly views across Spanish-speaking markets.

PROMOTIONAL

Three-phase content plan with creators, ambassadors & activation formats.

COMMERCIAL

Proven track with brand activations