



AMPCE

Association Malienne Pour la
Promotion de la Culture E-sport

TEAM MALI

**Proposal for a direct invitation
to phygital football**

Country: Mali

TEAM MALI



TEAM MALI is an elite team composed of former Malian internationals who have made their mark on the history of national football. Among them are several players who were part of Mali's U17 national team, crowned African champions at the 2015 U-17 Africa Cup of Nations after a memorable victory against South Africa in the final, and runners-up at the 2015 FIFA U-17 World Cup, where Mali finished as runners-up.

The team brings together internationally renowned athletes who have played for prestigious professional clubs in Europe as well as in other major leagues around the world. Their experience at the highest level, their discipline, and their reputation are major assets that ensure TEAM MALI's competitiveness on the international phygital sports stage. The roster also includes digital gamers, artists, and influencers passionate about video games and deeply committed to promoting this new discipline.

Beyond athletic performance, TEAM MALI benefits from the support of influencers, artists, and media personalities with a combined following of millions of social media users. This powerful communication network will enable them to broadly mobilize Malian, African, and diaspora youth around the Games of the Future 2026, while simultaneously promoting the widespread adoption and popularization of phygital sports culture.

By combining athletic excellence, media visibility, and a strong capacity for community mobilization, TEAM MALI is positioning itself as an emblematic team capable of proudly representing Mali and actively contributing to the international reach of the phygital movement.

AMPCE PRESENTATION

The Malian Association for the Promotion of Esports Culture (AMPCE) is the leading organization for the development of esports and phygital sports in Mali. It works to structure this ecosystem by organizing national competitions, training young talent, promoting cultural, sports, and creative industries, and representing Mali in major international competitions. AMPCE's mission is to make phygital a driver of digital inclusion, innovation, and professional opportunities for Malian youth, with the vision of positioning Mali as a regional hub for phygital sports in West Africa.

Thanks to a strong digital presence, AMPCE has a community of over 44,000 followers on TikTok and 10,000 followers on Facebook, representing a young, engaged, and constantly growing audience. Recognized internationally, the association enjoys the prestigious status of Gold Member of the World Phygital Community (WPC), the global organization that brings together 120 countries committed to the development of phygital technologies.

Thanks to its organizational performance and the dedication of its teams, Mali currently ranks 12th among the 15 Gold Members, a remarkable distinction that testifies to the dynamism of the AMPCE and the exceptional potential of Malian athletes. This recognition reinforces our ambition to elevate Mali to the ranks of the world leaders in phygital technologies in the years to come.



Introducing the Team MALI

AIGLES PHYGITAL is composed of 8 players and two substitutes, including former international professional footballers, digital players specializing in official esports titles at the national and international levels, as well as influencers and media personalities capable of mobilizing a large audience around phygital sports.

This unique combination of athletic excellence, mastery of video games, media presence, and communication skills gives the team strong competitiveness and exceptional promotional potential for the Games of the Future 2026.

The roster is structured as follows:

4 physical players: former Malian internationals with solid experience in high-level football as well as in UFL;

3 digital players: UFL game specialists;

1 captain/ambassador: an influential figure responsible for coordinating and promoting the team.



TEAM MALI



Mamby KOITA

Physical and Digital
Stage
Mali U17 Champion
2015 World Cup

Clubs:

Kita de l'USC (MALI)
- FC Liefering
- Grödig
- Linz bleu et blanc



Mamadou SANGARE

Physical Stage
Mali U17 Champion
2015 World Cup

Clubs:

CO Bamako
- Manisaspor
- Elche U19
- Sainte Marie Cilento
- Calpazio
- Sans club



Ismael TRAORE

Physique Stage and
Digital Stage
Mali U17 Champion
2015 World Cup

Clubs:

CSK Bamako
FC Nantes
Angers SCO



Nouhoum SAMAKE

Physique Stage
Mali U17 Champion
2015 World Cup

Clubs:

- COB Bamako
- AJS - Bamako
- CSK Bamako



Bekaye GNIMINOU
GOALKEEPER

Clubs:

- Stade Malien
- USFAS
- ASCO
- Soleil d'or
- USMA Alger
- Test united FC (UAE)



Daouda KEÏTA
Physical and Digital
Stage
Artist name
TONTON PALMER

Followers:

Facebook: +868,000
Tiktok: +2,8 million
Youtube: +276 000



**Jacob Yacouba Salia
DIARRA**
Digital Stage
Artist name
TONTON MOBJACK

Followers:

Facebook: +333 000
Tiktok: +245 500



Cheick Abba TOURÉ
Physical and Digital
Stage
Artist name
2BTO KING

Followers:

Facebook: +74 000
Tiktok: +165 300

SUBSTITUTES



N'GOLO TRAORE
GOALKEEPER

Actual National team
football for Mali



**Mohamed dit
Bamoye MAIGA**

Physical and Digital
Stage

COMPETITIVE RESULTS

TEAM MALI is an All-Star team comprised of former Malian internationals, experienced esports players, and renowned artists and influencers. The team combines top-level experience, gaming expertise, and a strong ability to generate media buzz around the phygital sports scene.

The physical component of TEAM MALI includes several players from the historic generation of Mali's U17 national team, crowned African champions at the 2015 U-17 Africa Cup of Nations and runners-up at the 2015 FIFA U-17 World Cup. Many members of this generation have played for professional clubs in Europe, Africa, and other major international leagues.

The digital component of the team comprises esports players who have participated in several major competitions, including the 2026 African Esports Cup in Morocco and the 2025 Phygital Contenders qualifiers. Their competitive experience is a significant asset in phygital disciplines.

TEAM MALI also includes artists and content creators who have won numerous trophies in national esports competitions in Mali. With their combined communities of millions of followers, these personalities play a vital role in promoting phygital sports to the Malian, African, and diaspora audiences.

By bringing together top athletes, experienced gamers, and popular influencers, TEAM MALI represents a team capable of performing at a high level while actively contributing to the development and international reach of the phygital movement through the Games of the Future 2026.

LINK

MAMBY KOITA: <https://share.google/17eTf1Yy0cxTcfz5s>

Mamadou SANGARE: <https://share.google/vjGjF2pWk1Fl6Pyw4>

Ismael TRAORE: <https://share.google/PC8VOMVPFzrsXrAgi>

Tonton Palmer : https://www.tiktok.com/@tonton_pal?is_from_webapp=1&sender_device=pc&utm

Tonton MOBJACK: https://www.tiktok.com/@zeusmobjack?is_from_webapp=1&sender_device=pc&utm

N'Golo TRAORE" <https://share.google/NiCrbwgcID3eyFpHM>

AUDIENCE AND MEDIA IMPACT

TEAM MALI benefits from significant media presence thanks to the involvement of some of Mali's most followed artists, influencers, and content creators. This visibility represents a major strategic asset for promoting phygital sports and the Games of the Future 2026 to the African public and the diaspora.

The team is notably supported by several influential figures with millions of followers on social media:

- Tonton Palmer (Facebook): over 868,000 followers
- Tonton Palmer (TikTok): over 2.8 million followers
- Tonton Mobjack (Facebook): over 333,000 followers
- Tonton Mobjack (TikTok): over 245,500 followers
- 2Bto King (Facebook): over 74,000 followers
- 2Bto King (TikTok): over 165,300 followers

Through their digital platforms, viral content, and public appearances, these artists and influencers actively contribute to raising awareness among young people about phygital sports and mobilizing a large community around TEAM MALI.

In addition to its strong media presence, the Malian Association for the Promotion of Esports Culture also boasts a rapidly growing digital community with over 44,000 followers on TikTok and over 10,000 on Facebook, further enhancing the project's promotional reach.

Thanks to this combination of popular celebrities, international players, and an engaged digital community, TEAM MALI possesses significant media impact potential, capable of ensuring substantial visibility for its hybrid (phygital) competitions in Africa and internationally.

MARKETING AND PROMOTIONAL STRATEGY

TEAM MALI is implementing an ambitious marketing and promotional strategy aimed at increasing the visibility of phygital sports in Mali, Africa, and among the African diaspora worldwide. Thanks to its combination of former international athletes, esports players, artists, and high-profile influencers, the team possesses significant communication and community mobilization potential.

TEAM MALI's communication strategy is primarily based on the production of engaging and regular digital content surrounding the Games of the Future 2026. Training videos, interviews, behind-the-scenes content, gaming challenges, TikTok live streams, podcasts, match highlights, and lifestyle content will be shared on social media to engage young audiences and foster strong community interaction.

The artists and influencers on TEAM MALI will play a central role in this promotional campaign through sponsored posts, media appearances, viral challenges, and collaborations with African media outlets, content creators, and digital platforms. This approach will allow us to reach several million people through Facebook, TikTok, Instagram, and YouTube.

The Malian Association for the Promotion of Esports Culture also plans to organize community and event activities such as:

- meet-and-greets with fans;
- community tournaments;
- awareness campaigns on phygital sports;
- youth and digital conferences;
- activities in schools and universities; and
- collaborations with local and international media.

To further strengthen its promotional impact, TEAM MALI will develop bilingual content in French and English to ensure greater international visibility and foster engagement with the African public and the diaspora.

This marketing strategy aims not only to promote TEAM MALI but also to actively contribute to the development of the phygital movement in Africa, while providing strong visibility for partners, sponsors, and initiatives of the World Phygital Community.

VALEUR COMMERCIALE ET PARTENARIATS

TEAM MALI représente un projet à fort potentiel commercial grâce à la combinaison unique entre anciens footballeurs internationaux, joueurs esports, artistes populaires et influenceurs à grande audience. Cette diversité permet à l'équipe de toucher simultanément les communautés sportives, gaming, culturelles et digitales en Mali, en Afrique et au sein de la diaspora.

Grâce à une audience cumulée de plusieurs millions d'abonnés sur les réseaux sociaux, TEAM MALI offre une importante visibilité médiatique aux marques, sponsors et partenaires souhaitant s'associer au développement du sport phygital et aux Games of the Future 2026. Cette visibilité peut être exploitée à travers les campagnes digitales, les contenus vidéos, les événements communautaires, les interviews, les livestreams et les activations marketing.

Le projet bénéficie également du soutien et de l'encadrement de l'Association Malienne pour la Promotion de la Culture Esport, organisation reconnue internationalement et membre Gold de la World Phygital Community. Cette reconnaissance renforce la crédibilité du projet et favorise les opportunités de coopération avec des institutions, entreprises privées, médias et partenaires internationaux.

TEAM MALI ambitionne de développer plusieurs types de partenariats stratégiques :

- sponsoring sportif et digital ;
- partenariats médias ;
- collaborations avec marques technologiques ;
- campagnes promotionnelles ;
- production de contenus sponsorisés ;
- activations jeunesse et gaming ;
- collaborations culturelles et événementielles.

En associant sport, gaming, musique, divertissement et influence digitale, TEAM MALI dispose d'un fort potentiel de croissance commerciale et d'un important pouvoir d'attraction pour les investisseurs et partenaires souhaitant s'impliquer dans l'avenir du mouvement phygital en Afrique.

