

Siwelele Football Club

Games of the Future Application



SIWELELE FC

PASSION | PRIDE | PEOPLE | HEART



About Siwelele FC



Siwelele FC is a dynamic football club dedicated to excellence, passion, and community development. Built on a proud heritage and a winning mentality, the club strives to inspire supporters, develop talented players, and compete at the highest level of South African football (Premier League)



SIWELELE FC FINISHED
10TH IN THE
PREMIER LEAGUE.



Competitiveness

Swirelele FC is a proud South African football club competing in the country's highest division, the Betway Premiership.



Ricard Goss
Bafana Bafana



Neo Rapoo

National Duty Players



Home Grounds

UJ Stadium (GP) - DDC Games

Megawatt (GP) - GDL Games

Dr Molemela Stadium & Toyota Stadium

(FS) - First Team





Club Training Facility

Eskom Megawatt Park



SIWELELE F.C. ACADEMY

Building the Future of Siwelele

SWIPE TO LEARN MORE





ABOUT SIWELELE F.C. ACADEMY

Siwelele FC Academy is the youth development division of Siwelele F.C., established to identify, nurture, and develop young football talent across South Africa, particularly within the Free State region.

The academy is rooted in the rich legacy and identity of the former Bloemfontein Celtic culture and aims to build future professional footballers through structured player development, education, discipline, and mentorship.





SOCIAL MEDIA REACH

CONNECTING. ENGAGING. GROWING TOGETHER.

ONE CLUB.
ONE COMMUNITY.
ONE PASSION.

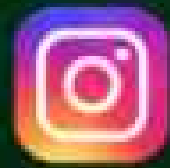


FACEBOOK
545,000
FOLLOWERS

↑ **+12.4%**
from last 30 days



ENGAGEMENTS
28.7K



INSTAGRAM
207,000
FOLLOWERS

↑ **+15.7%**
from last 30 days



ENGAGEMENTS
45.2K



X (TWITTER)
375,000
FOLLOWERS

↑ **+8.6%**
from last 30 days



ENGAGEMENTS
22.1K



TIKTOK
50,000
FOLLOWERS

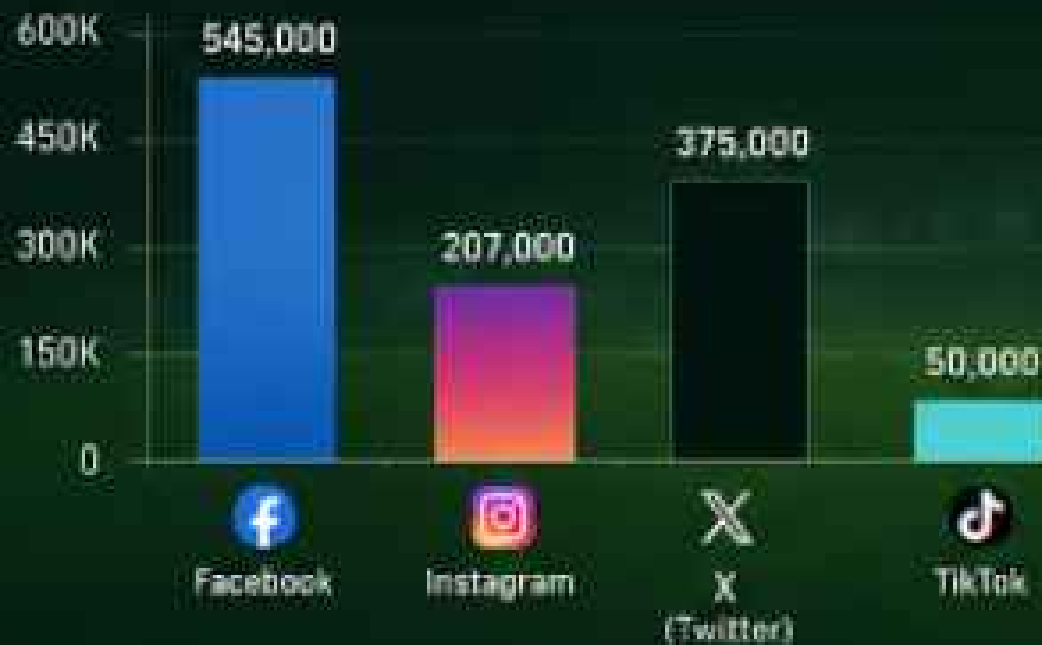
↑ **+23.4%**
from last 30 days



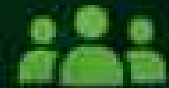
ENGAGEMENTS
31.6K



FOLLOWERS COMPARISON



*Figures are approximate and updated monthly.



TOTAL DIGITAL
AUDIENCE
1.18M
FOLLOWERS

↑ **+13.2%**
from last 30 days



ENGAGEMENT DASHBOARD



MONTHLY REACH
2.45M
↑ **+18.6%**



POST ENGAGEMENT RATE
4.32%
↑ **+0.78%**



VIDEO VIEWS
1.32M
↑ **+21.3%**

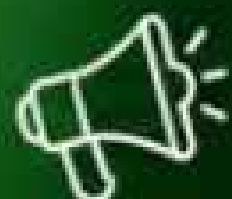


WEBSITE CLICKS
87.4K
↑ **+16.9%**



SIWELELE FC PROMOTIONAL ACTIVITIES FOR GAMES OF THE FUTURE

Connecting fans. Creating excitement. Driving engagement.



SOCIAL MEDIA MARKETING

- Announcement posts
- Hype building posts
- Online Giveaways
- Daily content at Phygital games
- Matchup and results posts



CONTENT CREATION

- Digital Artwork pack
- Video content
- Siwelele will have competitions to win a kit to drive engagement



INFLUENCER NETWORK

- To attend promotional activities
- Social media amplification



BRIDGING THE GAP
BETWEEN GAMING
AND FOOTBALL



ENGAGE FANS
BEYOND
THE PITCH



BUILD THE FUTURE
OF SPORTS AND
ENTERTAINMENT



WIN THE SIWELELE FC TRAVEL KIT!



COMPETE. ENGAGE. WIN.
BE PART OF THE FUTURE.
#GAMESOFTHEFUTURE

#HAT-TRICK



ONE CLUB. ONE COMMUNITY. ONE FUTURE.

Club Sponsors

