FIFA’s “LIVE YOUR GOALS” campaign
Introduction and guidelines for Member Associations
Background

FIFA’s “LIVE YOUR GOALS” campaign was launched at the FIFA Women’s World Cup Germany 2011™, and since then it has evolved into one of FIFA’s most recognised initiatives in women’s football.

Following a pilot phase in 2012-2013, FIFA would like to make “LIVE YOUR GOALS” available to member associations, as part of its support for women’s football development as well as to ensure that the campaign has a worldwide impact.

The “LIVE YOUR GOALS” campaign will aid member associations as they strive to create awareness and to develop football for girls and women in their respective countries.

Objectives

The “LIVE YOUR GOALS” campaign will support member associations as they strive to create awareness of and develop football for girls and women in their respective countries.

The objectives of the “LIVE YOUR GOALS” campaign are to:

- Increase participation of girls and women in football
- Increase the popularity of women’s football locally, nationally and globally
- Spark, foster and generate excitement about women’s football
- Create the best platforms for women’s football to thrive, with more females becoming lifelong participants in the sport
- Ensure that football is the number one sport for females across the globe in terms of participation and popularity

Implicit “LIVE YOUR GOALS” campaign messages are:

- Girls and young women will be inspired to participate in the world’s most popular game and show that they can achieve their goals through football.
- Women’s football is growing rapidly and provides golden opportunities for girls and women to develop healthy lifestyles and participate in the sport as players and professionals.
- Female players around the world are role models of footballing excellence and technique, perseverance, discipline, teamwork, respect and fair play.
- Football can help improve girls’ and women’s status in society and tackle fundamental problems such as gender prejudice and discrimination.
- Empowering girls and young women and increasing their participation in the game is a priority for FIFA and for the development of football
Implementation of the “LIVE YOUR GOALS” campaign by member associations:

In order to benefit from “LIVE YOUR GOALS”, member associations should fulfil the following requirements:

- Have one person responsible for the implementation of the campaign (full-time contract with the association).
  - This could be the person responsible for women’s football at the association

- Submit a complete application form to implement the “LIVE YOUR GOALS” campaign with clear objectives that are in line FIFA’s global objectives, accompanied by:
  - “LIVE YOUR GOALS” campaign four years plan;
  - Campaign communication plan in coordination with local media, including the creation of a section on “LIVE YOUR GOALS” on the website of the association (if applicable), communication strategy and press conferences (see section 9 below);
  - Four-year plan for grassroots development for girls (6-12 years old);
    - The execution of the campaign must be linked to a grassroots project for girls (as mentioned above) in coordination with schools and/or clubs
    - The approximate number of girls expected to participate in the project, age group and format of the festival(s) should also be included in the application. This will allow FIFA to order the correct football equipment for the festivals
  - Planning of festivals and event for the current year and where possible for a four-year period, including timings and contact details.

- Provide details on the funding that the association will allocate to roll out the campaign.
  - Member associations should also commit to providing financial backing for the campaign in addition to FIFA’s support.

- Select the female player(s) (at least one, maximum three players) who will be the face(s) of “LIVE YOUR GOALS” in the country, and send high-resolution photos.

- Provide a design concept for festivals and events: each association must provide a design project for the branding material of the campaign, with the necessary measurements.
  - The design concept should be submitted once the member association has received FIFA’s approval confirmation letter.
  - The designs will be exclusively created by the FIFA Brand Management department, and should be printed exactly as they are sent.
  - Member associations must submit their concept to FIFA to receive permission for use of the marks.
  - Member associations are not entitled to use the “LIVE YOUR GOALS” wording and logos or similar terms without FIFA’s approval, due to trademark laws and regulations.

- “LIVE YOUR GOALS” activities must not directly involve any member association sponsors or third-party commercial entities, due to FIFA’s contractual obligations (see also the chapter on branding below).
Timing

FIFA recommends allowing sufficient time for concept discussions and preparations. A full concept must be provided at least three months before the first event takes place. A full action list is provided in Appendix 1.

Deadline for applications is 30 October each calendar year.

FIFA support

FIFA will support the member associations as follows:

- **Conceptual support**: On receipt of the member association’s proposal, FIFA will be able to offer advice on how to integrate “LIVE YOUR GOALS” and help to develop a final concept including communications, marketing and implementation of the campaign.

- **Marks**: FIFA is the owner of the “LIVE YOUR GOALS” campaign and the respective marks and will trademark the “LIVE YOUR GOALS” logo as appropriate in the relevant country.

- **Branding**:  
  o FIFA will provide “LIVE YOUR GOALS” branding images and tools when the concept has been finalised and the member association has confirmed the dimensions of the branding material.  
  o The “LIVE YOUR GOALS” branding images will be designed by the FIFA Brand Management department in cooperation with the member association and made available for production.

- **Organisation of FIFA “LIVE YOUR GOALS” Girls Festivals**:  
  o Football equipment.  
  o Promotional material (leaflets, brochure and clips).  
  o Appointment of FIFA ambassadors or instructors for women’s football at the request of the member associations and on a case-by-case basis.

- **Showcasing Member Associations Projects**: FIFA will showcase the “LIVE YOUR GOALS” associations’ projects through FIFA’s platforms, including: FIFA.com, Facebook pages, Twitter and YouTube channel.

- **Funding**: Dependent on the size of the project and overall impact. Member associations should submit a detailed budget forecast including the organisation of Girls’ Festivals and the production/printing of branding material.


Branding

As soon as FIFA has approved the concept, the member association is required to send an overview of the design concept for branding material, such as field boards, entrance gate, flags, printed material and other signage. A location plan and specific measurements of all the branded material is required.

Based on this information, FIFA Marketing will design and provide:

- The “LIVE YOUR GOALS” branding images (see an example in Appendix 2).
- The actual print and production of the branding material is the responsibility of the member association. It is important that this material is printed with high quality. For timings, please see the action list in Appendix 1.

Please note that it is not possible to include sponsors in the “LIVE YOUR GOALS” campaign.

- This is due to FIFA’s contractual obligations with its partners.
- However, it is possible for FIFA Partners and National Supporters to be associated with an upcoming FIFA event in the host country (e.g. a stand at a game with information material).
- It is important that such activities are submitted to FIFA’s Member Associations & Development Division and FIFA Marketing beforehand for approval.

Communication plan

The “LIVE YOUR GOALS” campaign and related events should be promoted to the media and the public. At the event itself, a press conference must be conducted;

- As such the member association must develop a communication plan in direct connection with the events organised i.e. festivals, camps, visits to schools, etc.
- Potential promotional measures include press releases, radio spots and interviews, interviews with national players or similar in newspapers, etc.
- At the event itself, a press conference must be conducted with the presence of the MA’s key individuals (President, general secretary, person responsible for women’s football), national women’s team players and others.
- Female players from the national team, former national team players, coaches and key personalities from the world of football (for example, the President of the respective association) should attend the event in order to attract media coverage.
- It is important to plan the location, timing, attendees and run-down of the press conference and to inform and invite the media beforehand.
- There should also be a mixed zone after the event. The timing and location of the mixed zone needs to be defined and communicated to the media and participants.
- There must be a photographer on site, and pictures must be made available immediately after the event.
- After the event, a media release must be sent to the national media along with an article plus pictures to FIFA.com for publication on the “LIVE YOUR GOALS” site.
- There are also other reporting options for the event (e.g. video news release, Twitter, etc.).
Contact

If you are interested in implementing the “LIVE YOUR GOALS” campaign, please contact Mayi Cruz Blanco, FIFA Senior Women’s Football Development Manager at Mayrilian.CruzBlanco@fifa.org.
Appendix 1:
Action list

<table>
<thead>
<tr>
<th>Action</th>
<th>Who</th>
<th>Timing</th>
<th>Actual dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact FIFA and send the official application form together with additional information (section 1 above), including preliminary planning and budget forecast</td>
<td>MA</td>
<td>By 30 October</td>
<td></td>
</tr>
<tr>
<td>Provide shipping address and contact person for the entire project</td>
<td>MA</td>
<td>x – 3 months</td>
<td></td>
</tr>
<tr>
<td>FIFA’s approval</td>
<td>FIFA</td>
<td>30 working days</td>
<td></td>
</tr>
<tr>
<td>Submit design concept for branding material (including location plan, measurements of branded elements) and 3 offers from potential production companies</td>
<td>MA</td>
<td>x – 2 months</td>
<td></td>
</tr>
<tr>
<td>Provide names and high-resolution and unbranded pictures of national women’s team players</td>
<td>MA</td>
<td>x – 2 months</td>
<td></td>
</tr>
<tr>
<td>Invite national women’s team players and VIPs to the next event</td>
<td>MA</td>
<td>x – 2 months</td>
<td></td>
</tr>
<tr>
<td>Contact FIFA ambassadors or FIFA representative (if available)</td>
<td>FIFA</td>
<td>As soon as dates are confirmed</td>
<td></td>
</tr>
<tr>
<td>Prepare branding images including “LIVE YOUR GOALS” branding</td>
<td>FIFA</td>
<td>x – 6 weeks</td>
<td></td>
</tr>
<tr>
<td>Ship material (if applicable)</td>
<td>FIFA</td>
<td>x - 4 weeks</td>
<td></td>
</tr>
<tr>
<td>Print branded material (through agency)</td>
<td>MA</td>
<td>x – 4 weeks</td>
<td></td>
</tr>
<tr>
<td>Prepare media activities (invite media, book photographer/film crew etc., prepare press release)</td>
<td>MA</td>
<td>x – 4 weeks</td>
<td></td>
</tr>
<tr>
<td>Plan and organise festival operations, including set-up of branding material, running order, etc.</td>
<td>MA</td>
<td>x – 2 weeks</td>
<td></td>
</tr>
<tr>
<td>Send press release and pictures to local media, send info and pictures for FIFA.com</td>
<td>FIFA</td>
<td>x</td>
<td></td>
</tr>
</tbody>
</table>

Legend:  

x = first “LIVE YOUR GOALS“ festival or event
Appendix 2:

Examples of “LIVE YOUR GOALS” branding images
“LIVE YOUR GOALS” in Azerbaijan
“LIVE YOUR GOALS” in Costa Rica
“LIVE YOUR GOALS” in Japan
“LIVE YOUR GOALS” in Ireland