



FLAME BEARERS

WOMEN'S SPORTS STORYTELLING STUDIO



We're a multimedia production company dedicated to elite women's sports storytelling. Through live and digital experiences, we bring these stories to life and build communities around **the greatest untapped entertainment on Earth: women's sports.**



“ YOU HAVE TO DREAM
BIG AND GO AFTER
WHAT YOU WANT.
**NO ONE IS GOING
TO HAND IT TO YOU.** ”

Julie Ertz

USWNT soccer player





WOMEN'S SPORTS IS A RISING FORCE

Women's sports have been building momentum for decades, powered by trailblazers who've long been driving change and pushing boundaries. What's different now is the world is finally paying attention. Audiences are craving deeper, more expansive representation and are eager to connect with the powerful stories of athletes reshaping the game. For brands and investors, the opportunity isn't just here—it's game time.



\$1.3B

IN REVENUE
AND GROWING

200%

GROWTH IN
ATTENDANCE

400%

RETURNS ON
INVESTMENT

89%

INCREASE IN
VIEWERSHIP

293%

INCREASE IN
MEDIA COVERAGE

PHOTO BY: AARON ANDERSON



THE UNTAPPED POTENTIAL OF WOMEN'S SPORTS

Despite growth in the women's sports market, media outlets and brands lag behind, ignoring the demand for true representation. There's a clear issue with QUANTITY and QUALITY.

QUANTITY:

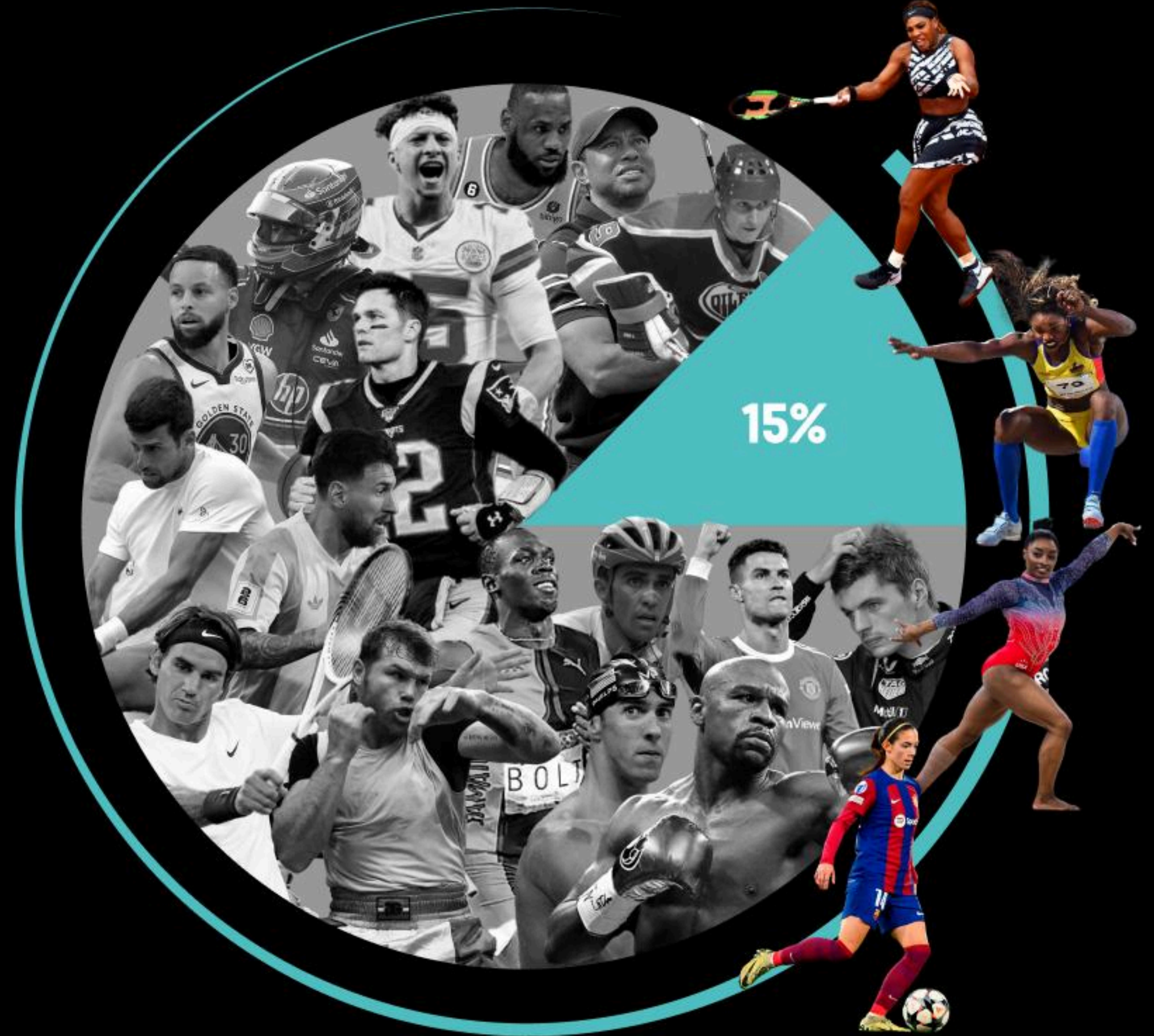
85% of sports coverage goes to men, leaving just 15% for women—and even that focuses on a narrow group: white, able-bodied athletes in popular sports like soccer and basketball. The scope needs to expand.

OUR SOLUTION?

Authentic storytelling that connects, breaks barriers, and drives lasting engagement. And we have the numbers to prove it.

QUALITY:

Women's stories are often co-opted, sexualized, or reduced to harmful tropes. They aren't just misrepresented—they're harmed, limiting their impact and potential.





We are Flame Bearers. We are storytellers, shaping live and digital experiences that connect athletes with fans hungry for a new entertainment experience and authentic representation.

WE SPARK MEDIA IMPACT

275+ | ELITE WOMEN
ATHLETE FEATURED

4.6M | VIEWS ON
YOUTUBE

14M+ | FANS
REACHED

23 | AWARDS
WON

200+ | PODCASTS
PRODUCED

56 | COUNTRIES
REPRESENTED





S E R V I C E S

STORYTELLING WHERE THE AUDIENCE IS

We create immersive live and audiovisual digital experiences, drawing audiences from one to the other. With a focus on storytelling, we cover the athlete, not the sport. We believe every sport truly shines through the stories of its athletes.

Original Content

- Podcast Production (video and/or audio)
- Long & Short-Form Episodic Series
- Documentaries
- Exclusive Interviews

Social Media

- Social Media Content Creation
- Team and Championship Launch Campaigns
- Community Building
- Behind-the-Scenes Access

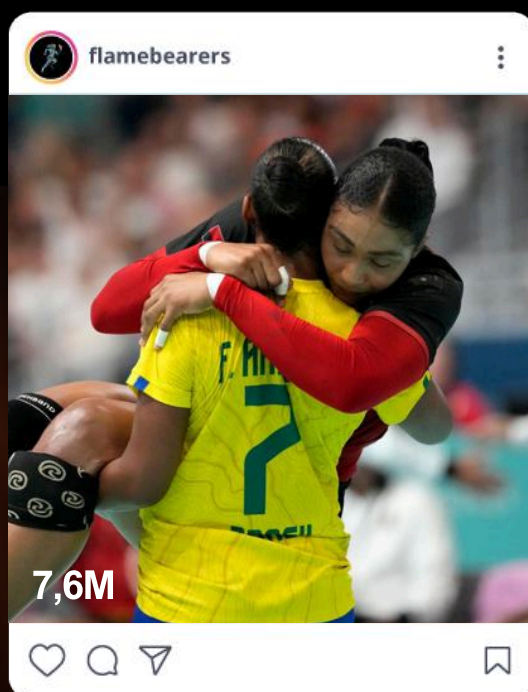
Live Events

- Q&A Sessions
- Brand + Athlete Collaborations
- Athlete Leadership Panels
- Digital Creation Labs
- Teamwork Workshops



OUR STORYTELLING SPARKS REAL IMPACT.

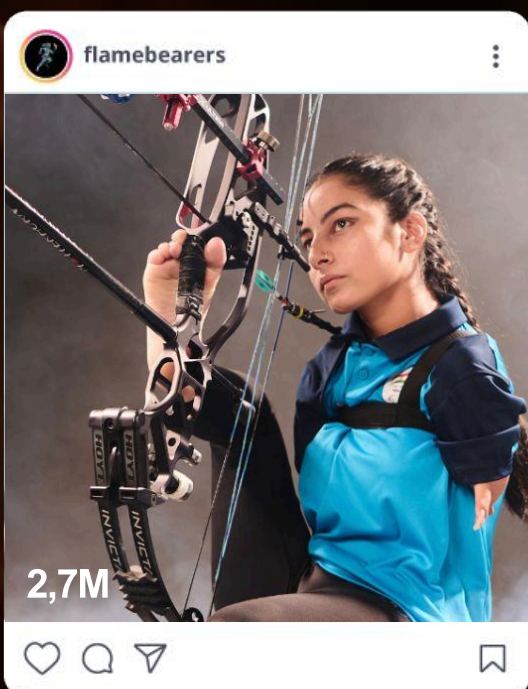
REELS:



ALBERTINA CK DE ALMEIDA & TAMIRES MORENA

After an injury left one player struggling to walk, her opponent stepped in to help, demonstrating true sportsmanship despite being on rival teams.

+7.6M VIEWS



SHEETAL DEVI

A Paralympic archer and Para Asian Games Champion, aims to maintain her strong performance and secure a medal for India.

+2.7M VIEWS

PODCASTS:



ANASTASIA PAGONIS

A 3x World Champion and 2x Paralympian, redefines how the world perceives visual impairment — shattering stereotypes and proving that disabilities don't define limits.

+153K VIEWS



REGINA SALMONS

A 2x Olympian and World Silver Medalist, embodies her motto: "vicious on the water, kind out of the boat," using rowing and poetry to champion self-acceptance over societal ideals.

+146K VIEWS



MARZIEH HAMIDI

An Afghan athlete stripped of her rights under the Taliban, refuses to be silenced, fighting for recognition and proving resilience in the face of gender apartheid.

+110K VIEWS



WE BELIEVE EVERY SPORT IS ONLY AS BRIGHT AS ITS ATHLETES
WE'VE BEEN IN THE ARENA WITH THE BEST OF THE BEST.



Michelle Akers

USWNT soccer player, World Cup winner, Olympic gold medalist, and FIFA Player of the Century.



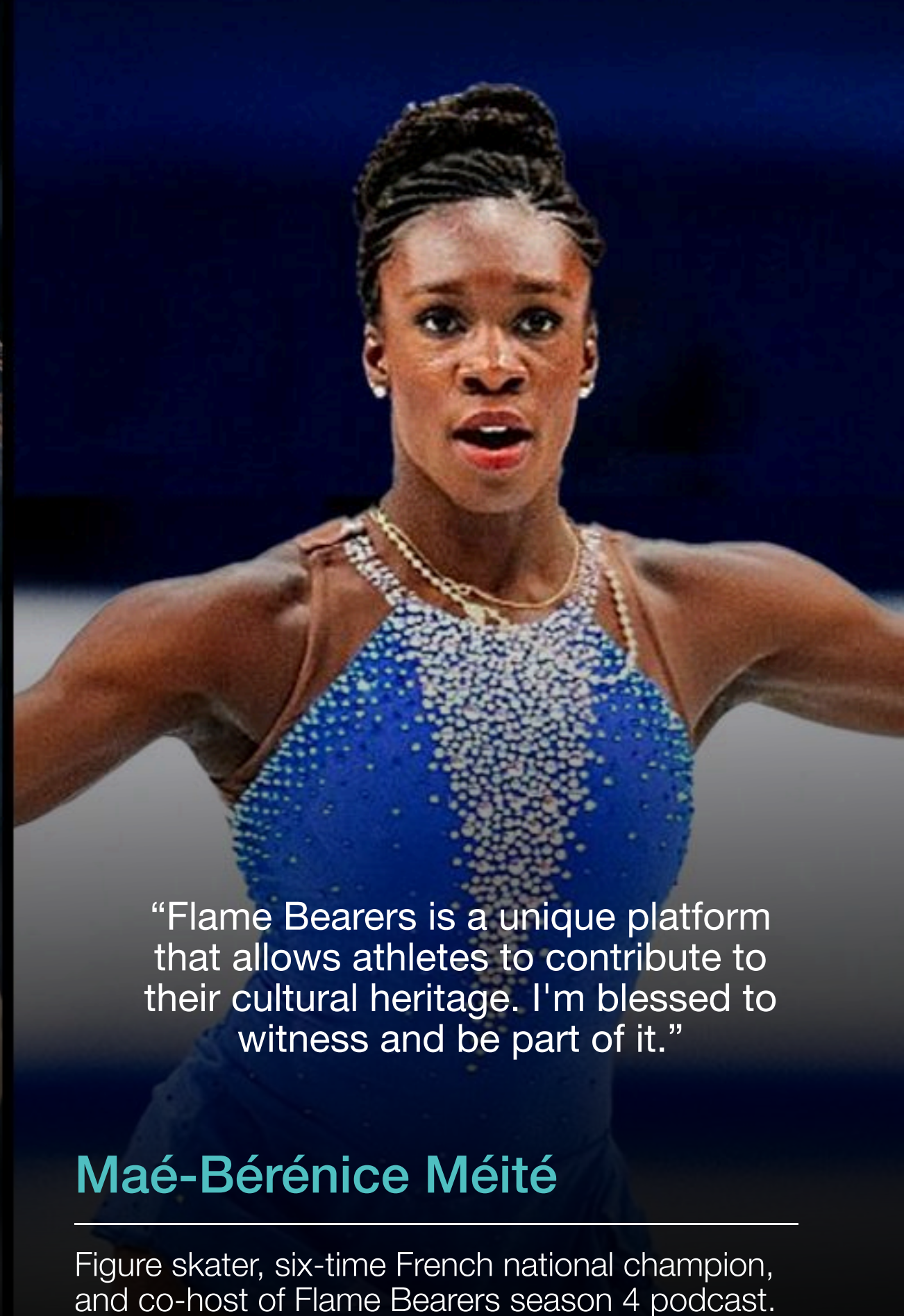
Caster Semenya

Middle-distance runner, two-time Olympic gold medalist and three-time World Champion.



Sue Bird

Basketball player, winner of four WNBA championships, five Olympic gold medals, and four FIBA World Cup titles.



“Flame Bearers is a unique platform that allows athletes to contribute to their cultural heritage. I'm blessed to witness and be part of it.”

Maé-Bérénice Méité

Figure skater, six-time French national champion, and co-host of Flame Bearers season 4 podcast.



AS SEEN ON

Apple News+

BOSTON.COM

Bloomberg



W

GD
GRITDAILY

CEC WEEKLY

LA WEEKLY



**“ THE ONLY PERSON
WHO CAN STOP YOU FROM
REACHING YOUR GOALS
IS YOU. ”**

Jackie Joyner Kersee

Track and field athlete with three gold, one silver, and two bronze Olympic medals.

Women’s sports is a rising force, powered by passion, resilience, and an audience hungry for authentic representation. This is more than a moment—it’s a movement, and we hope you’ll join the momentum. Together, we can help your brand connect with new audiences on a whole new level, creating meaningful impact through powerful storytelling. Let’s change the game, together.

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