

A SPONSORSHIP SUCCESS STORY: HOW WONDR BY BNI AND NIVEA MEN LED THE FUTSAL SERIES 2025

Throughout the Futsal Series, NCFS, XSERIES, Podcast Series and SAS from regional stages all the way to the FSGNC 2025 final wondr by BNI and NIVEA MEN stood out as the top performing brands, proving that Games of Society's sponsorship packages deliver strong value and real results.

wondr by BNI drove impressive engagement through interactive activations and consistent digital integration in every host city. NIVEA MEN excelled with impactful on-court branding, effective content, school visits, and player-led moments that significantly boosted reach, especially during the season's biggest final match.



Their achievements highlight Games of Society as a powerful sponsorship platform offering wide exposure, direct engagement, and high-impact digital performance. This serves as a clear signal to other brands that investing in Games of Society is truly worth it.



SAS21 BRINGS A NEW VIBE TO THE FUTSAL SERIES STAGE

Indonesia's entertainment scene is seeing a new phenomenon with the arrival of Student Ambassador Series 21 (SAS21), the country's first girl group made up entirely of students from different schools. The group was formed in October 2025 through the Student Ambassador Series program, a talent search connected to the Futsal Series ecosystem.

SAS21 made their debut at Indonesia Arena on November 1, 2025, performing their first single, "Follow Me," during the halftime show of the Indonesia vs Australia match at FSGNC. The group was created to give female students a more inclusive space within the Games of Society environment, especially in the Futsal Series.



TRUST FROM BRANDS



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GAMES OF
SOCIETY

MORE THAN JUST A GAME

THE RISE OF GAMES OF SOCIETY BEYOND THE COURT



FROM A SMALL COURT
TO A NATIONAL STAGE

SINCE
2022

FutsalSeries

GAMES OF SOCIETY IN NUMBERS:

TOTAL AUDIENCE GOS 2025

TOTAL ONLINE AUDIENCE:

34 MIO+

TOTAL OFFLINE AUDIENCE:

700K+



2023 in GOR Ciracas



2025 in Indonesia Arena



FROM A SMALL COURT TO A NATIONAL STAGE

Games of Society kicked off its very first Futsal Series show at a modest GOR Ciracas court in East Jakarta, a humble beginning that sparked a rapid rise. What started on a small stage than quickly **transformed into a nationwide movement**, culminating in a historic finale at the iconic Indonesia Arena.

At the Futsal Series Grand National Championship, the energy peaked as the Indonesian National Team faced off against Australia **in front of 15,337 fans a record-breaking turnout that officially made it the most-watched futsal match in all of Asia.**

From local courts to the continental spotlight, **Games of Society's three-years journey has been defined not merely by growth but by our role in shaping the future of youth sports culture in Indonesia.** This momentum is rare, and the impact continues to multiply, especially with the 2025 FSGNC final elevated by the presence of FFI President Michael V. Sianipar and Vice President Gibran Rakabuming Raka, whose support added excitement and strengthened the movement for Indonesia's futsal development.

BROKE WORLD RECORD
 #4 MOST CROWD OFFLINE AUDIENCE FOR FUTSAL ATTENDANCE IN THE WORLD
15.337
 ATTENDANCE IN SINGLE MATCH

GAMES OF SOCIETY UNLOCKS ACCESS FOR YOUTH AND FUELS THE GROWTH OF THE FUTSAL ECOSYSTEM

SMKN Bantarkolong's victory at the 2025 Futsal Series Grand National Championship shows that Games of Society can open opportunities even for schools in remote areas. Their achievement proves that **great talent can come from simple schools and grow through the Futsal Series.**

More than just competition, Games of Society aims to build a complete futsal ecosystem by providing a pathway for students from high school and vocational schools to university faculties leading all the way to the professional level through PFL NXT (Pro Futsal League National Combine).

New Era of Sport Begins NCFS NATIONAL STAGE 2025

The National Collegiate Futsal Series (NCFS) is the newest IP from Games of Society, officially launched in February 2025 after a successful "test run" at the Yogyakarta Faculty Region in 2024. The overwhelming enthusiasm from students and the strong supportive atmosphere became the foundation for developing **NCFS into the biggest University level futsal competition.**

The first NCFS season in early 2025 drew huge interest, bringing together thousands of students and fans from many different backgrounds. After this strong debut, NCFS will be back in February 2026, opening the new season in two cities: Semarang and Samarinda.



SOCIAL MEDIA 2025

Total Impressions:

2.7 B10+

Total Reach:

654 MIO+

TOTAL AUDIENCE FUTSAL SERIES GRAND NATIONAL CHAMPIONSHIP 2025
 (October-November)

Total Online Audience:
5.9 MIO+

Total Impressions:
540 MIO+

Total Offline Audience:
40K+

Total Reach:
280 MIO+

IMPRESSIONS & REACH

INSTAGRAM

TIKTOK

THE PROGRAM IP	REACH	IMPRESSIONS
Futsal Series	371,540,655	391,853,048
XSERIES	135,807,003	137,917,823
NCFS	12,754,604	13,096,211
Student Ambassador Series	11,792,750	12,156,500

THE PROGRAM IP	REACH	IMPRESSIONS	THE PROGRAM IP	REACH	IMPRESSIONS
Futsal Series	27,552,801	983,737,069	Futsal Series Timika	951,829	9,759,530
XSERIES	6,679,468	109,526,488	Futsal Series Mataram	907,815	18,097,140
NCFS	12,385,868	170,149,685	Futsal Series Balikpapan	877,463	26,792,495
Student Ambassador Series	8,239,400	47,938,648	Futsal Series Bekasi	870,852	12,633,340
Futsal Series Yogyakarta	13,995,122	61,027,923	Futsal Series Serang	863,151	13,531,377
Futsal Series Gresik	5,262,719	36,304,239	Futsal Series Pontianak	823,369	31,518,950
Futsal Series Aceh	4,101,795	36,320,108	Futsal Series Palangkaraya	821,093	20,078,936
Futsal Series Cirebon	3,985,825	20,974,682	Futsal Series Medan	808,006	29,630,295
Futsal Series Malang	3,428,046	32,920,618	Futsal Series Bogor	806,216	11,060,967
Futsal Series Tasikmalaya	2,933,204	33,479,987	Futsal Series Batam	794,168	74,482,010
Futsal Series Semarang	2,331,232	14,208,153	Futsal Series South - Central	789,517	9,314,092
Futsal Series Garut	2,127,934	17,327,917	Futsal Series Banjarmasin	737,734	26,921,531
Futsal Series Samarinda	2,006,409	42,884,722	Futsal Series Lampung	717,236	23,952,941
Futsal Series Surabaya	1,956,050	43,908,871	Futsal Series Palembang	701,123	42,965,663
Futsal Series Bengkulu	1,723,871	27,513,709	Futsal Series Tegal	628,794	8,733,965
Futsal Series Depok	1,636,359	28,596,682	Futsal Series Manado	428,321	6,919,906
Futsal Series Bali	1,625,173	3,880,578	Futsal Series Bandung 2	258,021	2,605,964
Futsal Series Makassar	1,524,774	31,999,776	NCFS Semarang	75,341	549,985
Futsal Series Pekanbaru	1,497,695	36,837,609	NCFS Malang	62,403	347,939
Futsal Series Jayapura	1,412,429	22,845,538	NCFS Yogyakarta	56,750	552,576
Futsal Series Jakarta Barat	1,328,326	14,201,098	NCFS Bandung	56,612	589,497
Futsal Series Solo	1,271,102	9,985,708	NCFS Jakarta	48,028	362,786
Futsal Series Klaten	1,243,730	16,251,908	NCFS Samarinda	47,557	464,544
Futsal Series Bandung	1,118,874	25,865,002	NCFS Makassar	44,154	590,206
Futsal Series Jakarta Timur Utara	1,099,379	15,497,075	NCFS Surabaya	41,366	397,635
Futsal Series Palu	1,045,452	10,386,727	NCFS Medan	38,790	354,400
Futsal Series Padang	1,042,703	34,546,587	NCFS Depok	35,458	229,924
Futsal Series Tangerang	1,012,956	11,143,922	Games of Society	655,438	5,718,773