

To the international community of Acrobatic Gymnastics enthusiasts

Just think of all the enthusiasm, the hard work, the dreams and all the time, energy and passion that you have invested in our great sport.

Recall the joy you felt when you, your pupils, your young athletes, mastered a new skill and element or met a goal they'd been working towards under your guidance. The thrill of that first time your new choreography chimes to perfection is unforgettable.

We've all watched the video playbacks of our gifted and hard-working pupils, among them some of the world's leading acrobatics athletes, that leave audiences open-mouthed.

It takes every inch as much training to get to that level of excellence as is the case in other sports: discipline, dedication, determination, sweat, courage, passion and, yes, responsibility are all part of the process.

Acrobatic Gymnastics inspires and fascinates all of us who already appreciate its athleticism and aesthetic richness but how do we reach the wider audience of people who don't even know that acro exists?

If we consider talent shows, trends and the number of people tuning in to acrobatics displays on social media, the potential for growing our audience is as obvious as it is large.

As things stand, we are a niche sport. The roar of the crowd is to be found elsewhere, in the place we find the ultimate goal for a gymnast: the Olympic podium. That remains steadfastly out of reach for acrobatics athletes. We're not in the Games and, quite frankly, we lack the trajectory to get us there.

What if we could change that?

Can you imagine our athletes bearing the flag of their country and competing in the light of the Olympic flame?

Today, we are reaching out to you, the heart and soul of the acro community, with a vision that speaks to our passion and dedication to this extraordinary sport.

We are at the beginning of an exciting journey - ***the creation of an international support foundation for Acrobatic Gymnastics, the IAF (International Acro Foundation).***

This initiative aims to take Acrobatic Gymnastics to a new level - together.

Through the new federation, we will be able to pool our resources, share knowledge and strengthen support for acro on a global level. Together we can create a platform that will help our athletes perfect their skills, realise their dreams and ultimately reach the stage they deserve: the Olympic Games.

Imagine a world in which acro is a trending sport, where kids all over the globe see our athletes as shining role models. With the IAF, the goal becomes tangible.

Of course, we need a strategy. We need fresh momentum that reflects the spirit of the prevailing age. Awareness counts: firstly, we need a “guerilla” marketing campaign with viral clips on social media at the start of a journey towards streaming and television coverage of our sport. Along the way, the right contacts to the right people and companies, will be essential to our success.

No Change In Our Status With the F.I.G.

It's important to note that we are NOT striving to change our current status as members of the Fédération Internationale de Gymnastique (FIG).

The International Acro Foundation shall be a means to support our sport, on financial and organisational levels, spread awareness and make it more popular.

Furthermore, it will foster international exchange between clubs and athletes and support international tournaments and competitions.

So what are our next steps?

Firstly, we want to set up the legal framework for the foundation. We are working on our gameplan with the experienced Senior Sports/Olympics Advisor, Markus Kecht.

We will also start to look for a professional Managing Director/CEO, having already found core supporters to fund such a role for the next three years. We have a clear idea what professional background a Managing Director/CEO of the IAF would need.

At this early stage, we also think it's important to define a strategy, organise an initial social media campaign on leading media channels, starting with Instagram and Tiktok. We will address influencers, sports officials and other potential supporters of our cause.

For the campaign to be resilient as we ramp up our efforts to get acro all the way to Olympia, your cooperation and energy as advocates and enthusiasts of this endeavour are, of course, crucial.

Our aim is to form an international community of supporters – some with money and influence, others with passion, expertise and the willingness to help in this new movement.

We invite you to become part of what for our acro community (at the very least 😊) is an historic movement that has the potential to change the landscape of our sport for good.

Let's work together to show the world what sport Acrobatic Gymnastics is all about- a fusion of aesthetics, strength and team spirit; a beautiful combination of music and athletic mastery, holding hands with the responsibility that the athletes share with each other.

What could be YOUR next step?

Please go to www.acrofoundation.com and let us know if you want to take part – by providing active organisational help, through contacts, and/or financially. Please think about who in your network might also wish to help and forward them this letter.

Our vision is about more than sport. While pursuing an Olympic dream for the athletes, we can bring young people from all over the world together in better understanding of different cultures, with mutual respect.

This dream that has lived in the hearts of Acrobatic Gymnastics athletes for generations.

Let's breathe life into it!

Let's be a truly international sports movement with the goal of the Olympic Games set squarely in our sights.

You and Sports Acrobatics deserve nothing less.

With hopeful greetings, your team of the

International ACRO Foundation