

# A DIFFERENT KIND OF BEACH

At the 2023 Cannes Lions International Festival of Creativity



June 19 – 22, 2023

# WHY SPORT?

Sport is Culture.

Sport is Art.

Sport is Entertainment.

Sport is Fandom.

## FANDOM IS THE FUTURE.

We will bring together the world's most inspirational creatives, brands, marketers, athletes, coaches and leagues to play sport, discuss the future of fandom, and celebrate the impact sport has on shaping global culture.

WELCOME TO

CANNES 2023

SPORT  

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BEACH

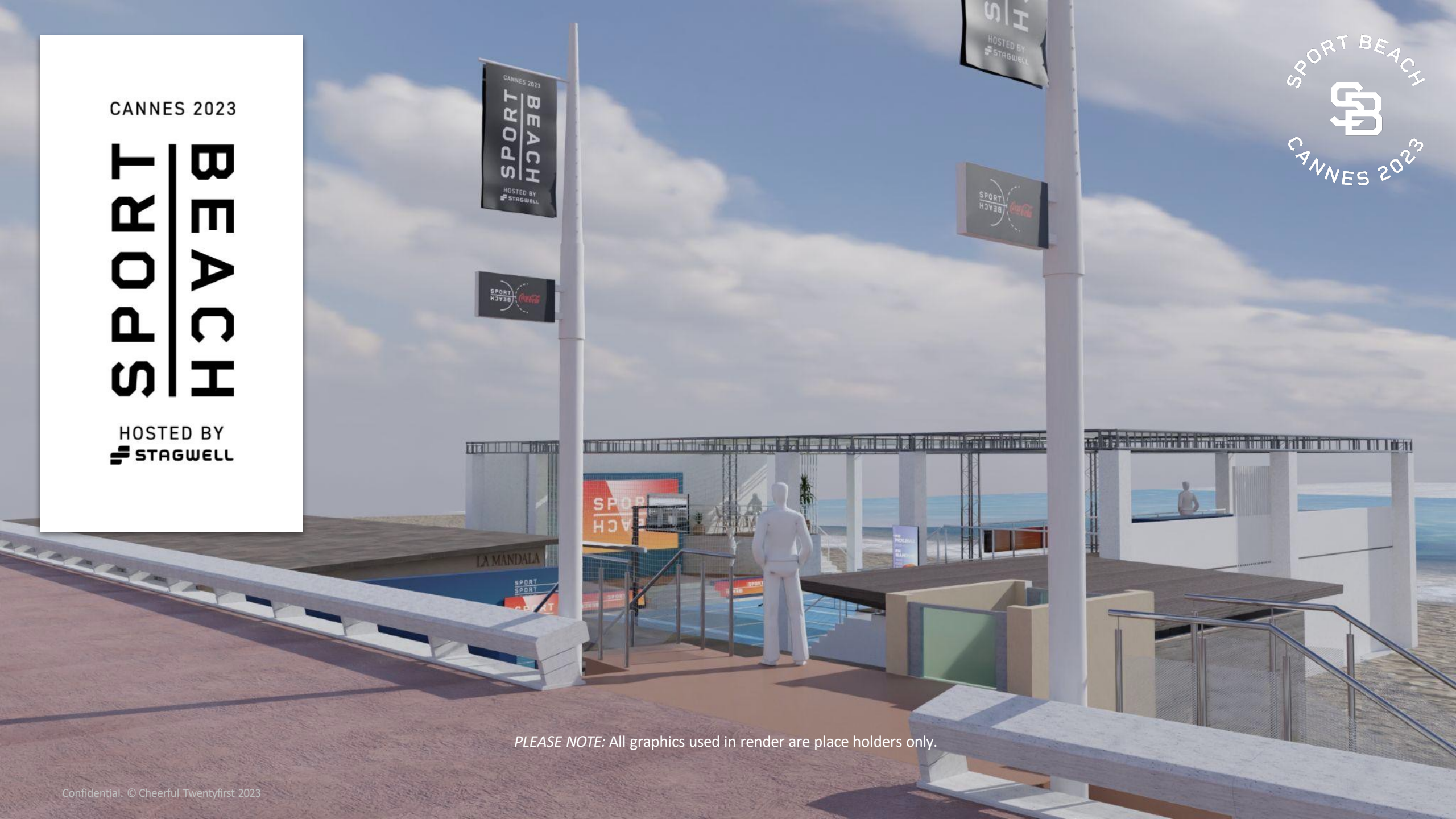
HOSTED BY  STAGWELL



CANNES 2023

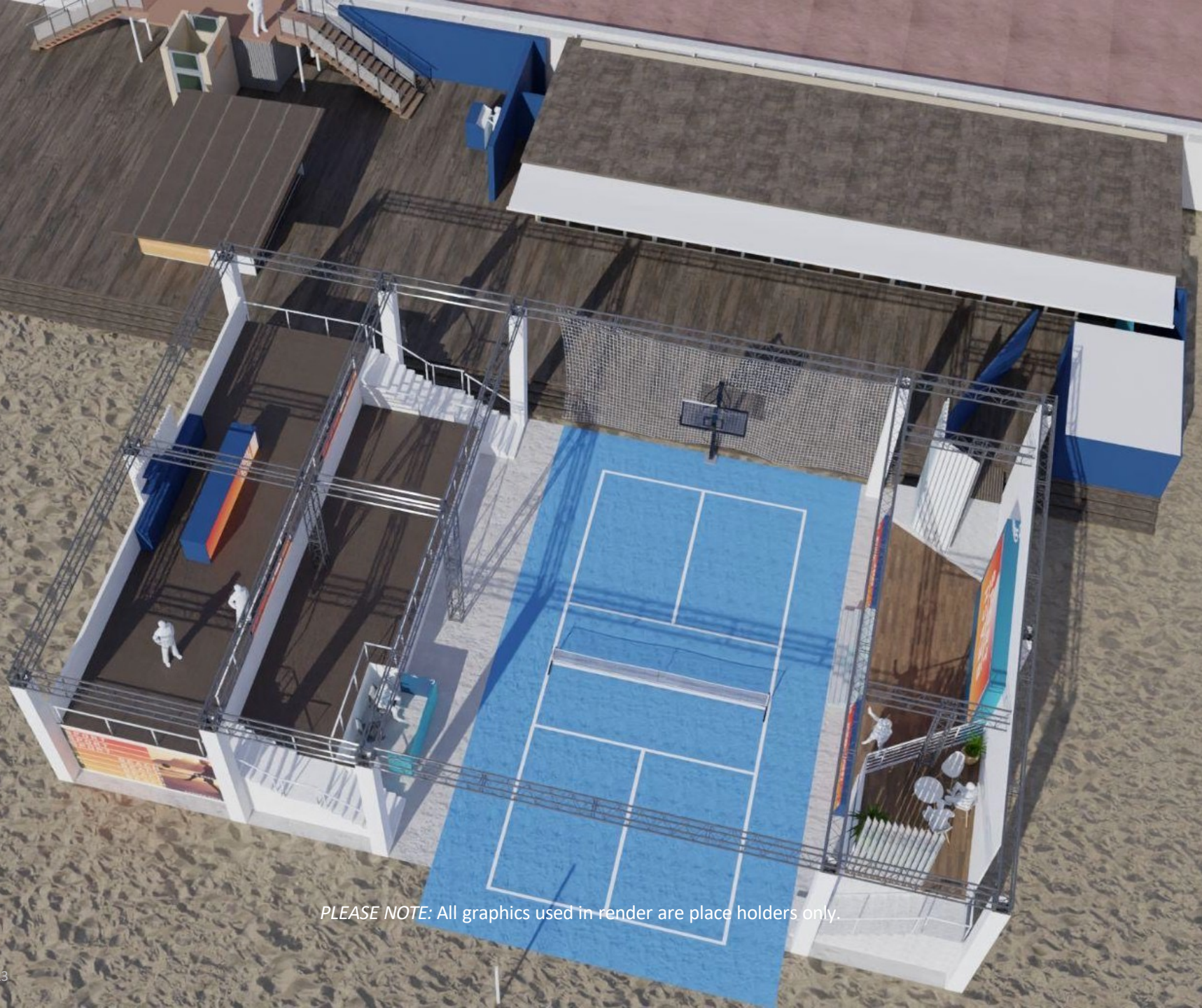
# SPORT | BEACH

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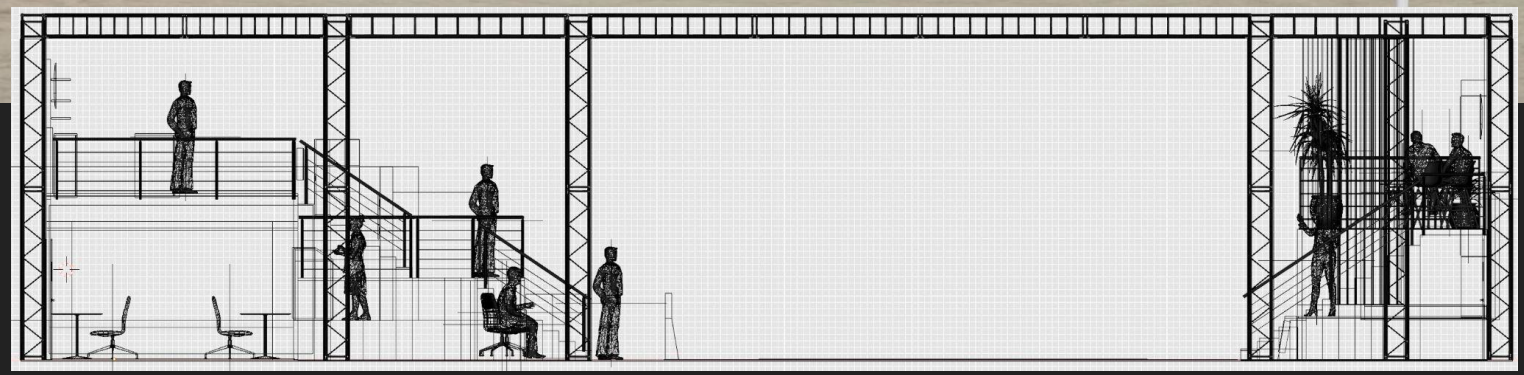
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Optional extra - beach graphic



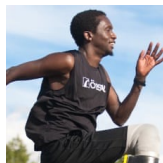




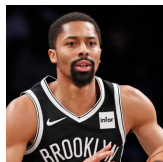
# CONFIRMED ATHLETES



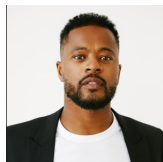
**CARMELO ANTHONY (BASKETBALL)** – An NBA All-Star who last played for the Los Angeles Lakers, Carmelo is also the founder of Seventh Estate (wine) and StayMe70 (clothing).



**MARKO CHESETO (MARATHON)** – A Kenyan All-American athlete in track and field and cross country running. In 2019 he set a world record for a marathon by a double amputee.



**SPENCER DINWIDDIE (BASKETBALL)** – An NBA star, Dinwiddie serves as guard for the Brooklyn Nets. Spencer is co-founder of Calaxy, which is reimagining the creator-fan relationship.



**PATRICE EVRA (SOCCER)** – Former Manchester United and France National team Captain, Patrice is now a successful entrepreneur with his 'I Love This Game' brand.



**ALLYSON FELIX (TRACK AND FIELD)** – Seven-time Olympic Gold Medalist and five-time Olympian, Felix is the most decorated Track & Field Olympian in history.



**DIANA FLORES (FLAG FOOTBALL)** – star quarterback and captain of Mexico's National Team. A World Games Gold medalist, Diana also serves as the NFL & IFAF's Flag Football global ambassador.



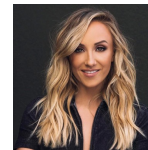
**MACK HOLLINS (FOOTBALL)** - NFL Wide receiver, Super Bowl Champ and activist. He has played for the Eagles Raiders, Dolphins (captain), and now the Falcons. Mack is a Special Olympics Global Ambassador.



**DK KIZER (FOOTBALL)** – Former Quarterback for the NFL's Cleveland Browns and the Notre Dame Fightin' Irish, Kizer is now the Founder & CEO of a Web3 start up called One of None.



**VANITA KROUCH (FLAG FOOTBALL)** – quarterback of the US Women's Flag Football team and 2016 National Flag and Touch Football Hall of Fame inductee.



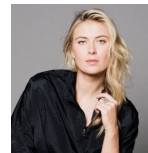
**NASTIA LIUKIN (GYMNASTICS)** – 2008 Olympic all-around champion, a five-time Olympic medalist, the 2005 and 2007 World champion on the balance beam, and the 2005 World champion on the uneven bars.



**KYLE MARTINO (SOCCER)** – Martino has played at all levels of U.S. Soccer from youth, to college, to Major League Soccer and the U.S. Men's National Team. Kyle is founder of the Over Under Initiative.



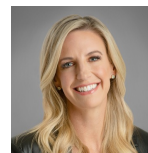
**PAUL RABIL (LACROSSE)** – Co-founder of the Premier Lacrosse League and former pro player himself, Rabil is widely considered one of the best players of all time.



**MARIA SHARAPOVA (TENNIS)** - A former world No. 1 tennis player, Sharapova is one of 10 women to achieve a career Grand Slam.



**ANNIKA SÖRENSTOM (GOLF)** - Won won 90 international tournaments as a professional, making her the female golfer with the most wins to her name.



**ALY WAGNER (SOCCER)** – Two-time World Cup medalist, and two-time Olympic gold medalist, Aly now serves as co-chair of the new NWSL Bay Area Club and FOX Sport's lead match analyst for Women's World Cup