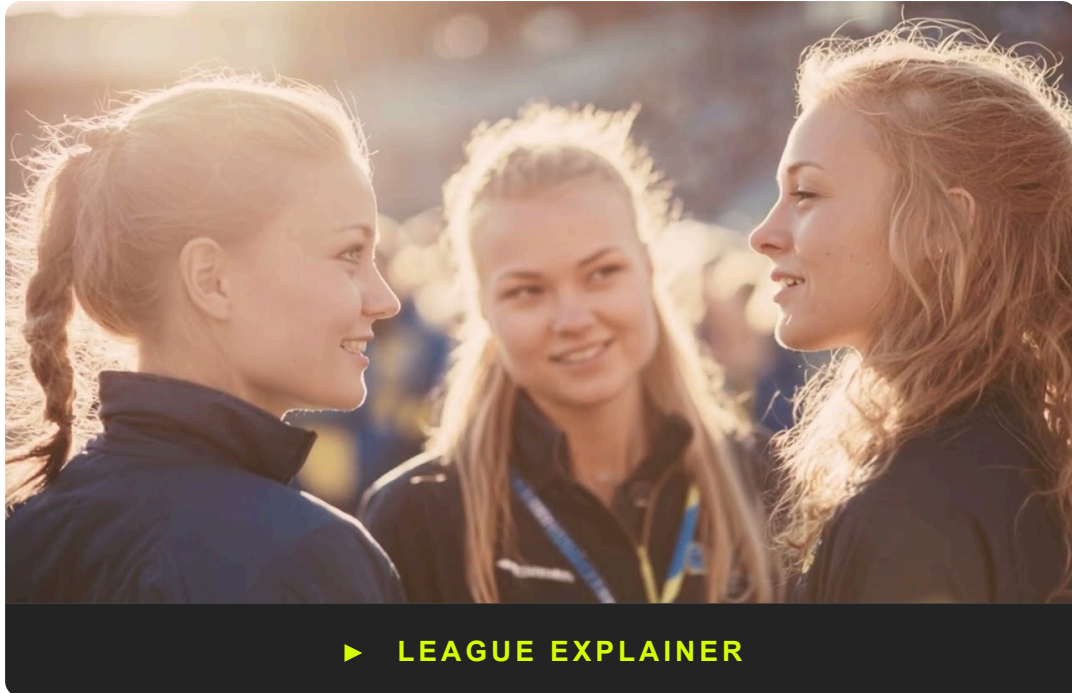


SENSATIONAL LEAGUE

FAST. REBELLIOUS. FEMALE.



DIGITAL PRE-SEASON

THE BUILD STARTS NOW

The Sensational League Digital Pre-Season starts in April.

Season One launches in Copenhagen in August. The four months in between are our go-to-market engine. We use this time to test the sport, build the teams, produce the first content, and open the league to players, brands, media, cities, and fans before the official season opens.

WHAT IT IS

A live build phase running from April to August where we test what matters before it counts. Football format. Content production. Platform and supplier setup. Brand integrations. All in a real environment, in public.

FOR PLAYERS

A chance to shape the league from day one. Build your profile, work with brands and creators, and define the culture before Season One opens.

Players who join the pre-season enter August as visible personalities with a growing audience, not as unknown names on a roster.

FOR BRANDS & COMMERCIAL PARTNERS

A low-risk entry point before the season opens. Test an activation, work with players and creators, and see how your brand fits inside the format before committing to a full season partnership. We are looking for partners who want to build with us, not just sponsor us.

FOR CITIES & PUBLIC PARTNERS

Sports events are no longer only measured by seats filled. Digital reach is a core part of the value. Sensational League launches in Copenhagen with an international digital footprint, and expands to the UK and US from 2027. The pre-season is the moment to understand the model and position your city to capture social, economic, and cultural value early.

FOR MEDIA & CONTENT PLATFORMS

Early access to the format, the players, and the stories being built around the league. The pre-season is where distribution and content partnerships take shape, before Season One creates the first wave of attention.

FOR FANS

A direct view into what it takes to build a professional sports league from scratch. The decisions, the players, the format, the culture. Open from day one.

WHAT WE ARE TESTING

Content formats across TikTok, Instagram, and YouTube. Live production. Technology and supplier partnerships. Fan engagement tools. Brand integration formats. Four months of real data before we scale.

Content

TikTok / IG / YouTube

Live Production

Broadcast & Events

Brand Integration

Partner Formats

[SIGN UP](#)

[PARTNER WITH US](#)



THE SENSATIONAL BALL

The Official Match Ball of Season One

Football has never had a ball designed for women. We changed that. Developed with researchers at the University of Copenhagen and Aarhus University, the Sensational Ball 4.5 is faster, safer, and built for the way women play.

13%

Longer passes

17%

Below concussion
threshold

40%

Less knee & ankle strain

[READ THE STORY](#)

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The game is changing.

Saga Sports Group

Copenhagen, Denmark

Questions? saga@sagasportsgroup.com

sensationalleague.com

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