



CONIFA and Oneallsports Announce Global Partnership to Empower Independent Football Communities with Sustainable Innovation

September 30th 2025 – **The Confederation of Independent Football Associations (CONIFA)**, the global football federation for associations not affiliated to FIFA, and **Oneallsports**, a leader in sustainable sportswear and fan innovation, are proud to announce a strategic partnership built on shared values of inclusivity, diversity, and innovation.

This collaboration will deliver sustainable sportswear, advanced fan merchandise, and NFC-integrated technology to CONIFA's global network of member associations, tournaments, and supporters. The partnership highlights a joint mission: celebrating football as cultural expression and uniting communities often underrepresented in mainstream sport.

Per-Anders Blind, CONIFA Global President

"Two entities comes together with the same core ethics: Innovation, Sustainability and Humanity within the field of sports, a perfect match! From CONIFA's perspective, we're really looking forward to walking hand-in-hand with OneAllSports for many years to come. Even if we're in a early stage of our joint journey, the OneAllSports Dreamteam has shown a remarkable proactive will, to create mutual greatness. This partnership will also create an opportunity to strengthen the CONIFA members at highest standards, it's a perfect match – We Are One!"

As the Official Sportswear and Merchandise Partner of CONIFA, Oneallsports will design and supply custom football kits, fan apparel, and interactive NFC-enabled merchandise for tournaments including the CONIFA Men & Women World Football Cup and Continental Championships. Together, CONIFA and Oneallsports will highlight the power of sport to foster inclusion, sustainability, and digital fan engagement.

David Mendelsohn, CEO & Founder of Oneallsports stated:

"Football has always been more than a game – it is a voice for communities, a bridge between cultures, and a celebration of identity. At Oneallsports, we are humbled to join hands with CONIFA to amplify that voice. By combining sustainable design with NFC technology, we are not only creating kits and merchandise but also building connections that transcend borders. This partnership reflects our belief that when people feel seen, included, and united, they can truly Do More, Be More,"



Key Highlights of the Partnership:

- Sustainable Sportswear: Eco-conscious football kits and fan apparel for CONIFA tournaments and teams.
- NFC Fan Technology: NFC-enabled merchandise offering digital experiences and exclusive content for supporters worldwide.
- Global Representation: Supporting over 60 CONIFA member associations across Africa, Asia, Europe, Oceania, and the Americas.
- Cultural Celebration: Amplifying football as a platform for identity, heritage, and diversity outside FIFA structures.

About CONIFA

The Confederation of Independent Football Associations (CONIFA) is the international governing body for football teams not affiliated with FIFA. Representing regions, indigenous people, minorities, and sportingly isolated territories, CONIFA provides opportunities for cultural and sporting expression through international tournaments and competitions.

Learn more at www.conifa.org

About Oneallsports

Oneallsports is a global sports brand driven by the mission to Do More, Be More. Through partnerships spanning rugby, football, esports, and youth development, Oneallsports creates opportunities for athletes and fans to connect, grow, and thrive. Guided by values of sustainability, innovation, and unity, we proudly support national teams, clubs, and grassroots movements worldwide. For us, sport is more than competition — it is a platform to inspire change, empower communities, and remind the world that WeAreOne.

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