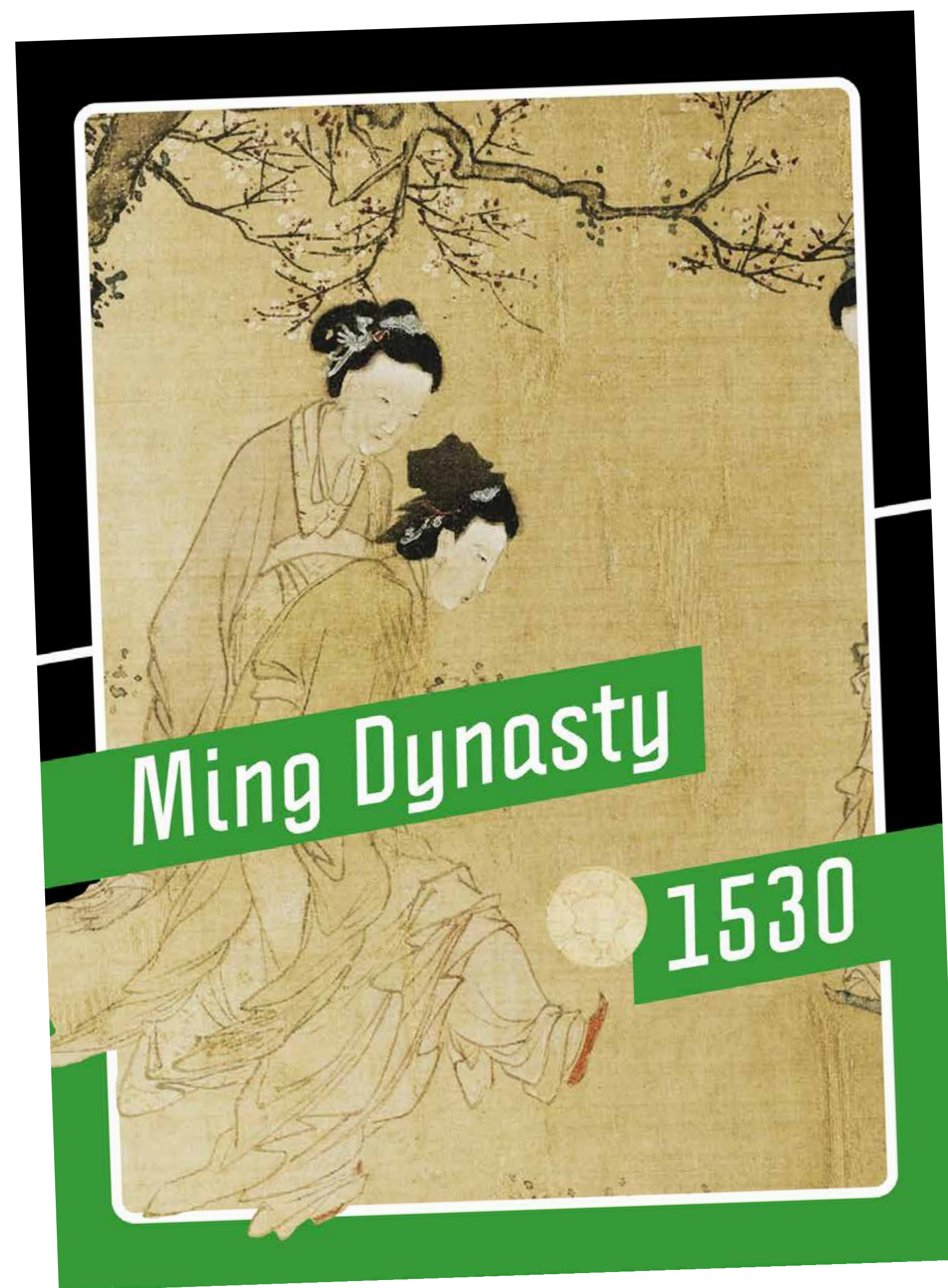




The Bad Girls  
of Football



## A BRIEF HISTORY OF FUN

Fun facts/history of Women's football starting from Han dynasty China to modern day...

Our Vision is to make the information as fun and palatable as possible therefore we aim to have comics/standup celebrities give these facts; as well as add their own twist to them.

Opening visuals progressing from Han dynasty paintings of women playing soccer, to greek rock carvings, to newspaper headlines from 1920 to modern day.

Finally cutting to standup comic video adding their own twist to these facts, before digging into detail.

## What does it mean to be a bad girl?

Simply put, (for the 'fairer sex') anything that is considered breaking the mould.

*Thou shalt **not** break the image we have of you!*

## HERE WE GO...

It wasn't seen as unseemly for women to play football during Victorian England (England's most insufferable time period towards women).

The era responsible for the creation of that odd and jolly idea of the *Angel in the House* (the passive, meek, charming, graceful, self-sacrificing, pious, and above all pure woman).

Three cheers, then, for the first recorded women's football match that took place in London in March 1895!

**Go Northern lassies!**  
The game finished in a win for the Northern gals beating the Southern at 7-1.

By the 1920s, England alone hailed over 150 women's teams...  
And by Christmas Day 1917 - 10,000 spectators gathered in Preston to watch two women's teams duke it out on the field.



Of course, that is nothing in comparison with the 53,000 fans that gathered on Boxing Day 1920 at Everston Goodison Park when the Dick Kerr's ladies team took on St Helen's Ladies...

And no, it had nothing to do with the fact that they were the first women's teams to be allowed to play the game wearing shorts, although we bet they looked great and must have been a whole lot more comfortable than before!

## THE ROARING, TOILING, TWENTIES

Aww... The Roaring Twenties, that vibrant and unapologetic period where everything seemed to get a drastic trim - from hair to dresses... to women's football clubs

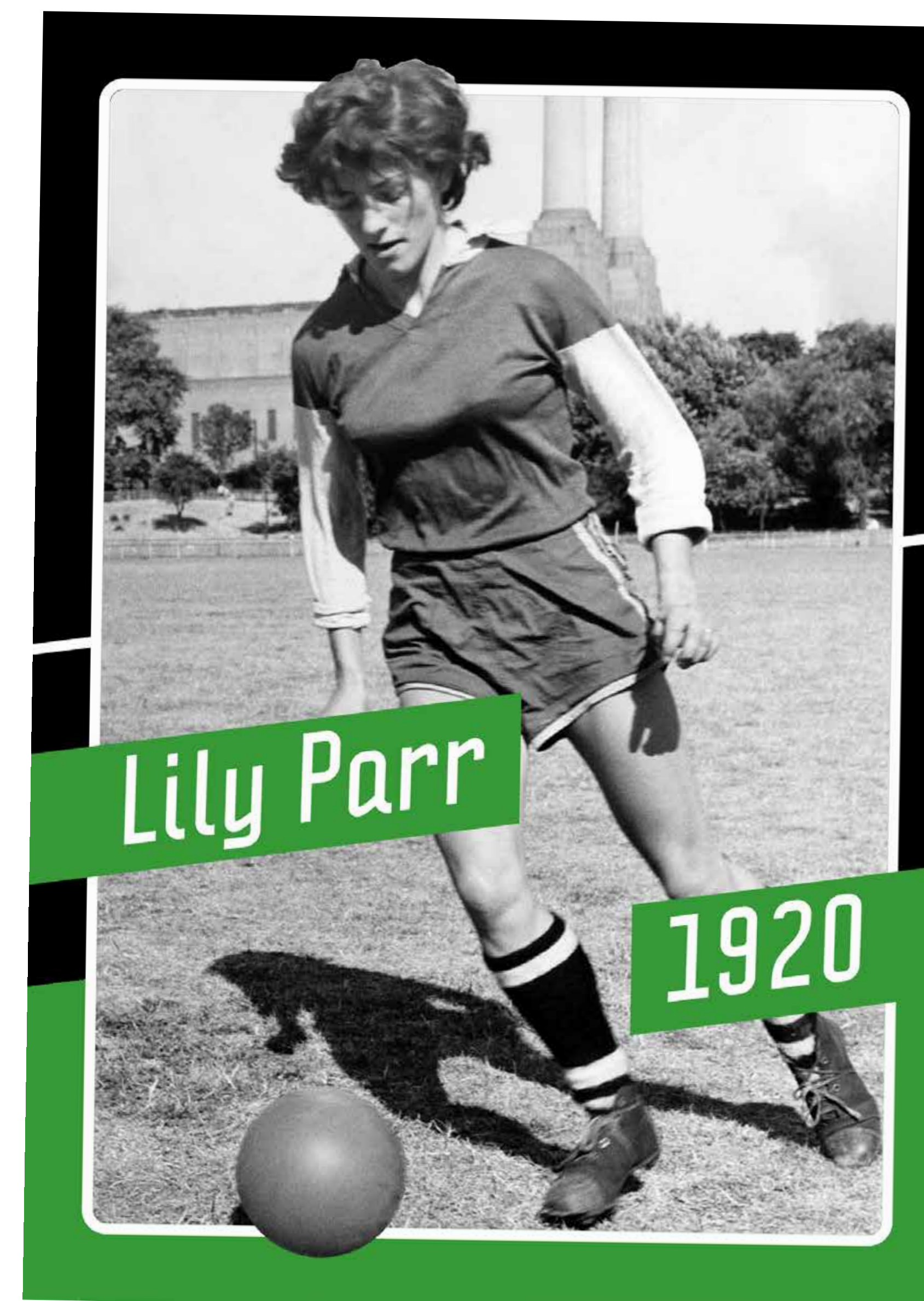
*Snip, snip, cut, cut - you're out!*

As 1921 hit, the world decided to turn back the clocks - and the ladies were sent home with their kits tucked under their dreams.

Women's football was officially banned in the UK in 1921, with countries worldwide following soon. *Why not? Bad ideas are infectious.*

While the decade may have spelled freedom for most subjects, women's football was, most definitely, not one of them.

Half a century; another World War; a love generation revolution; rock 'n roll; and so much more; would ensue before women would be allowed to kick a ball in public again.



Women football star players like Lily Parr, one of the first women professional players, would have to fight for the rest of their lives for their right to play and be paid her wages via packets of Woodbine cigarettes... Of course, that is when they were allowed to play.

Thankfully in 2002, *only 24 years* after her death, the Football association made it up to Mrs Parr by inducting her as the first woman in the National Football Museum Hall of Fame.

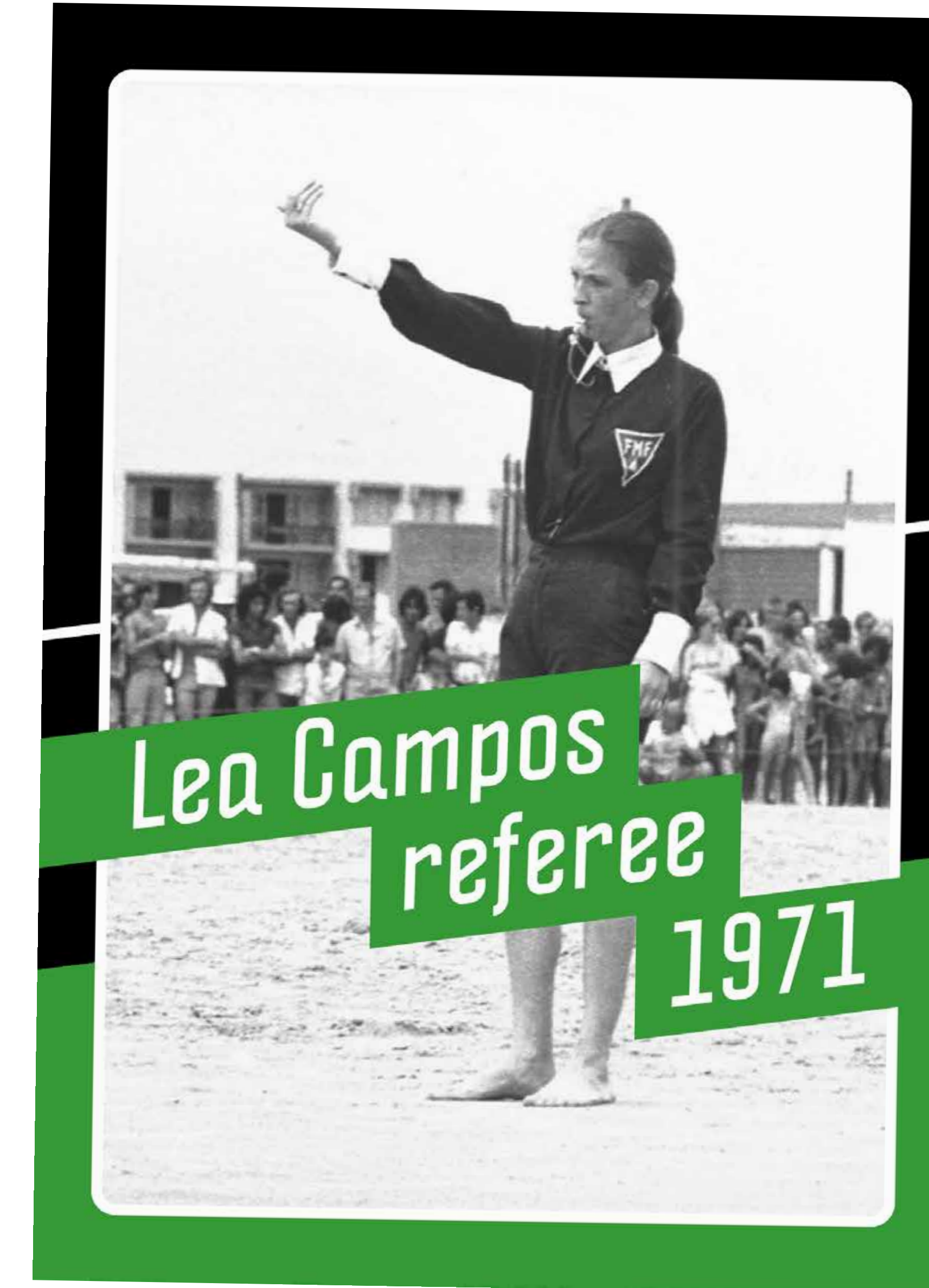
## THE COMEBACK - Football calling!

In 1969, as the love revolution continued its march, the Beatles played on the radio, television screens blazed in almost every home, and the war waged on in Vietnam - the first Women's Football Association was finally formed boasting in a dwindled down number of 44 teams.

Two years later the FA would allow women to play on its member pitches and use its referees. (Better late than never...)



## VIVA WOMEN'S FOOTBALL GENERATION



From *bad girl* referees who got that notoriety for wishing to - wait for it... Referee in real stadiums, with real teams (!) to all star women football players who just refuse to give up that ball and want to make that goal...

This last half decade has seen it all!



**Ada Hegerberg, Norway, Olympique Lyonnais, 26**

—Norwegian legend, acquired by France, is the first woman to win the Ballon D'Or, and boasts in five Women's Champions League titles, six Division 1 Feminine titles, and just for good fun - French Cup five times and one Norwegian Women's Cup. *Go Ada!*

**Alexia Putellas, Spain, Barcelona, 28**

— Captain of the Spanish National team, she is regarded as the best female player in the world. In 2021 she received the 1st price of UEFA Women's Player of the Year and the 1st price of Ballon d'Or Feminin... Did we mention she is also taking Barcelona to the 2022 UEFA Women Champions League. *Yes, she is the IT-GIRL of the football!*

**Alisha Lehman, Switzerland, Aston Villa, 23**

— This A-list footballer, who plays for England's Aston Villa and National Swiss team, is as heralded as much for her forward work on the field as in her privatelife. *#breakingthemould*

**Deyna Castellanos, Venezuela, Atlético Madrid, 22**

— We are glad she didn't listen to those who told her 'football wasn't for girls', because this young baffling talent (winner of 2014 FIFA Golden boot) put the o's in football! *#oooooh*

**Lieke Martens, Netherlands, Barcelona, 29**

— If there is a voting as star player to be won, Martens has won it: Best FIFA Women's player,



UEFA Women's Player of the Year, Forbes list of 'Most Powerful Women in International Sports.

*Alright, we get it - you're good!*

**Lucy Bronze, UK, Manchester City, 30**

— This right-backer for Manchester City is the first English footballer to win UEFA Women's Player of the Year Award and Best FIFA Women's Player in 2020.

*Bronze is just the last name, the girl is GOLD!*

**Pernille Harder, Denmark, plays for Chelsea, 23**

— All hail for the world's most expensive female footballer, LGBTQ+ advocate, and two time UEFA Women's Player of the Year.

*Who said you can't make a mark on all fronts.*

**Sam Kerr, Australia, Chelsea, 28**

— Three time Ballon D'OR winner.

*Need we say more?*

**Wendie Renard, France, Olympique Lyonnais, 31**

— One of the best Women's footballer in 2022, about to become the first woman to make 100 Champions League Appearances.

*Talent and passion don't rest...*

**Marta, Brazil, Orlando Pride, 36**

— Record holder as Brazil's Top International goalscorer of any gender (115 to be exact), as well as most goals scored in a FIFA World Cup Tournament (men's or women's). We don't have time to list all her awards...

*#toomany*

**Alex Morgan, USA, San Diego Wave, 32**

— Co-captain of the US National Women's football team, her unending goal tally is as impressive as her hobbies which include New York Times bestseller book, her own feature film (Alex&Me), and a long array of endorsements. *Wait we forgot - Time's 100 Most Influential People.*

**Hope Solo, USA, OL Reign, 40**

— World Cup Champion, two time Olympic gold medalist, regarded as one of the top and most brilliant female goal keepers of all time. *Hope Solo makes Han Solo look lame.*

**Mia Hamm, USA, retired, 50**

— She may no longer be playing, but this old time legend needs no introduction. There is no mention of women's

football without a hail to Mia. *Yeah that's show good she was...*

**Olivia Moultrie, USA, Portland Thorns FC, 16**

— At the age of 13, she already boasted in being America's youngest women's player to turn professional; by age 15 (2021) she was the youngest player to play an NWSL regular-season game.



*Good golly, kid!*

**Wang Shuang, China, Wuhan Jiangnan University, 27**

— A legend in her home country when she became the first Chinese woman footballer to be signed by one of the top European clubs - none other than - Paris Saint Germain! *Mais, oui!*

**Li Ying, China, 29**

— Boasting in a career of 116 international matches, it is perhaps ironic that she is most renowned around the world as the first Chinese footballer to openly announce her homosexuality and partnership.

*Not afraid to fight for her rights on all grounds!*

**Sun Wen, China (retired) 49**

— A true football legend not just in her country but with fans worldwide, and for a damn good reason - in 2000 she won FIFA Female Player of the Century along with Michelle Akers.

*Wait, century?*

**HOLD THE CALL!! NOT UNTIL...**

And yet, it was not until 1989 that that the first full coverage on Women's football first took place.

*Thank you Channel 4 England!*

Not until 1991, that the first ever Women's World Cup (Originally called FIFA Women's World Championship was held in none other than China, a country that was just coming out of communism and its own inner turmoil and fight.

And ironically, not until two years later in 1993 that Women's Football came under the Football Association Umbrella, and not until 1997 that the FA announced plans to grow women's football to elite levels.

*Cheers for that!*



## THE BIG BANG, BALL!

In less than half a decade, since the ban, women's football has increased in popularity across the globe...

From Team America winning four world cup titles and four Olympic golds and eight CONCACAF Gold Cups...

To Spanish Women's footballers being hailed as soccer stars and having stadiums named after them... *What they do that for girls?!*

To the new WSL record of 38,262 fans in November 2019 by Tottenham when Women's Arsenal played north London derby...

*Let's get those numbers up!*

To the 2019 World Cup semi-final attracting a record of 11.7 million viewers on BBC One... Yes, Women's Football is on the rise, and the grass is getting greener... But, the goal post is a long way ahead. ...Still, as long as there are bad girls in football - there is bound to be a good game to watch, and one hell of a fight to make it to that goal line and score that life changing goal.



— *cut to* —

Excited words from the interviewees about their goals and what they want to achieve, and their enthusiasm for the game and the future.

🔊 *Love Generation*  
Bob Sinclar (2006 FIFA EDIT)

— *End TITLES* —

News clippings of women footballers breaking the mould, dynamic videos of them on the field, clips from the upcoming World Cup 2023 which we will acquire.

## THE OPPORTUNITY

### *Who Watches Documentary Films?*

It is a well known fact that documentaries provide a unique demographic. They raise attention towards interesting issues and themes, and wittily provide their own alternative frames into the coverage.

Documentary viewers are not just your ordinary run-of-the-mill demographic, they are well-informed, intelligent, wealthy, loyal and influential.

The result?

A long renowned list of documentaries that are delectable, intellectual bonbons...

And, successful!

Below are some samples of similar documentary gross sales.

***A detailed Marketing and ROI Financial plan to come soon.***

#### **Free Solo (2018)**

Domestic Box Office \$17,541,090

International Box Office \$11,070,000

**Worldwide Box Office \$28,611,090**

#### **Pina (2011)**

Domestic Box Office \$3,520,458

International Box Office \$20,940,300

**Worldwide Box Office \$24,460,758**

#### **Senna (2010)**

Domestic Box Office \$1,612,430

International Box Office \$9,312,217

**Worldwide Box Office \$10,924,647**

#### **NASCAR**

#### **The IMAX Experience (2004)**

Domestic Box Office \$21,550,235

International Box Office \$649,121

**Worldwide Box Office \$22,199,356**

***The Bad Girls of Football*** aims to follow that proven formula, as well as add its own spice to it via a multilayered concept that features the history of women's football, the unique stories of some of the most celebrated players in history, and global gender issue - all seamlessly and beautifully tied together and told through a witty, fun, and palatable narrative, zested up by some of the world's best standup comedians.

Needless to say, football (soccer) has a massive, and loyal, viewership across the world. In a number of countries the love for the sport could be compared to religious fanaticism. Yes, we have a solid base of avid fans/viewers.

*The time is right to hail these glorious women, and kick off this timeless story!*

## **EXECUTIVE TEAM**

Created by O'ar Pali and Limei Wang

### **PRODUCERS**

Limei Wang  
President of Development, Channel Production Films  
& multi Emmy Award-winning Producer

O'ar Pali  
Screenwriter, Director & Producer of two award winning shorts,  
and two European full features

### **CO-PRODUCER**

Constantin Bjerke  
Founder & CEO at Mirus Media

### **EXECUTIVE PRODUCER**

Rebecca Bex Smith  
Founder & CEO Crux Sport and UEFA Venue Director

