



# TOUCHDOWN IN GHANA

## A Snapshot of American Football's Rise

In recent years, American football has steadily grown in popularity in Ghana, with NFL viewership and grassroots participation increasing, largely driven by:

**NFL  
Investment**

**Diaspora  
Influence**

**Grassroots  
Development**

**Localised  
Social Media  
& Activations**

Collectively, these factors foster a vibrant environment where American football can flourish, nurturing fresh talent, creating new fans, and paving the way for more Ghanaian representation on the international stage.

# SOCIAL MEDIA ENGAGEMENT

## Bespoke Social Media Channels



Launched 2021



**77K Followers**  
(+27% Growth in 2024)



**46K Followers**



GHANA

Launched 2023



**5K Followers**

# LOCAL ACTIVATIONS

## Official Watch Parties

Philadelphia Eagles hosted watch parties for the 2023 & 2025 SuperBowls with attendances of 350+

NFL Africa hosted a watch party in Accra in 2024 with 100s in attendance

The SuperBowl has been available in Ghana on free-to-air television in recent years through Sporty TV

## NFL Fan Zone in Accra (2023)

Fans could meet current and former players, learn more about American football, and participate in interactive games and activations

## "Born to Play" Advert

Broadcast at half-time during the 2024 SuperBowl, the two-and-a-half-minute advert featured a group of current NFL stars racing through Accra's vibrant streets, celebrating the sport's global rise and spotlighting new pathways for athletes aiming to compete at its highest level.

Symbol of just how important the NFL sees Ghana for fan engagement and talent scouting



# DIASPORA INFLUENCE

7   
Athletes of Ghanaian heritage played professionally  
in the NFL during the 2024/25 season

4   
Ghanaian Super  
Bowl winners



**Asante Samuel Sr.**

New England Patriots  
2004 & 2005



**Joseph Addai**

Indianapolis Colts  
2007



**Charlie Peprah**

Green Bay Packers  
2011



**Ekow Boye-Doe**

Kansas City Chiefs  
2024



**Jeremiah Owusu-Koramoah**

GQ Magazine's most stylish NFL player 2024, wearing traditional Ghanaian fashion and showcasing African culture throughout his career.

Since 2022, he has held an annual American football training camp in Accra, utilising sport as a catalyst for positive change in the youth of Ghana



# INTERNATIONAL PLAYER PATHWAY



American football has been transformed from an unknown novelty into an organised youth sport in Ghana.



## NFL AFRICA TRAINING CAMP

The first NFL Africa training camp was held in Accra, Ghana in 2022



Participants took part at the event



Invited to attend the NFL International Player Pathway Combine in London



Invited to the NFL Academy

Following the 2022 training camp, Ghana now hosts its own annual flag football championships



# GRASSROOTS INVESTMENTS

## Government Support

After the first NFL Fan Zone in Ghana, Vice-President Mahamadu Bawumia said

“ The next frontier for the NFL is Africa... Government will continue to support this endeavour. We are excited about what is ahead and we hope we will get some dominant players from Ghana and Africa into the league. ”

## Flag Football

### 10 SCHOOLS


Launched in Accra in 2022

Expanded to

### 24 SCHOOLS

by 2024, with 1000+ kids playing

A Ghanaian school team participated in the NFL Flag Championship in Florida, USA in 2023 (making it all the way to the semi-finals)



The NFL has laid a strong foundation in Ghana and with sustained support, the country is poised to become a vibrant hub for American football in Africa – producing the next generation of players and fans for the NFL.