



The Canadian Functional Fitness Federation

@Canadian_Functional_Fitness | info@functionalfitnessfederation.ca

Setup your athlete profile today: www.cfff.fit

Dear Brand Owner,

My name is **Simon Damborg**, and I am the recently elected president of the [Canadian Functional Fitness Federation \(CFFF\)](#). We are the non-profit governing body for the sport of Functional Fitness in Canada - officially recognized as the [National Sport Organization \(NSO\)](#) operating under the [International Functional Fitness Federation \(IF3\)](#).

I'm going to open this with a little blurb about Functional Fitness and what it is, but if you're only interested in getting involved and the benefits to your brand, feel free to skip the next paragraph.

Our mission isn't to replace or compete with existing communities like CrossFit, Hyrox, or obstacle racing. Instead, we exist to strengthen the foundation of Functional Fitness across all styles and organizations in a way that all variations of the sport can benefit and grow from. We work alongside 50+ other national federations through the IF3 to build a unified platform for things like consistent movement standards, internationally trained and recognized Technical Officials (judges), and so much more.

Why create a sport? As we all know by now, there's no money in running large scale events. Which is one of many reasons why my goal in the coming years is to get Canada to recognize Functional Fitness as an [official \(funded\) sport](#), as this gives us access to NSO specific funding which allows us to run an annual large scale [Nationals competition](#), and even in person provincial qualifiers - which means more opportunities for us to put your brand in front of athletes!

How to get involved as a brand: the first step is to set up your brand profile on our web app so you can be listed as a [CFFF Partner Brand](#). This will be a one stop shop for clubs and competition managers to check on and reach out to Canadian brands to get them involved in their event, or vice versa, we encourage you to check out our [community competitions page](#) and reach out as well.

Register for a booth at our upcoming [2025 National Championships](#) on July 19-20 at the PNE Forum in Vancouver BC. As a non-profit, our only goal is to create the opportunity for Canadian brands to flourish and for our members and athletes to feel taken care of. Booths are by donation and done on a first come first served basis - **[so apply now!](#)**

If you have questions or feedback, I'd love to chat about how we can support each other! You can fire me an email anytime info@functionalfitnessfederation.ca and I'd love to schedule a call.

I look forward to working together,

Simon Damborg // [@thor604](#)

CFFF President // [@Canadian_Functional_Fitness](#) // info@functionalfitnessfederation.ca
