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Affiliated to: International Roll Ball Federation
Recognized By: Ministry of Sports, Govt. of Sri Lanka Regd. No. 04-059
No. 16, 42nd Lane, Wellawatta, Colombo-06, SRI LANKA
Phone No. +94 761234090, +94 743906765,
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Sri Lanka Roll Ball Federation (RBFSL) – Official Documents

1. RBFSL Digital Media & Online Presence – Executive Summary

1. Overview

The Sri Lanka Roll Ball Federation (RBFSL) is committed to strengthening its digital ecosystem to connect athletes, fans, and stakeholders across the nation and globally. By embracing modern communication platforms, RBFSL ensures the promotion of Roll Ball as an inclusive, youth-driven sport in line with transparency, innovation, and international visibility.

2. Official Digital Platforms

Platform	Link / Handle	Followers / Visitors (As of May 2025)
Website	www.rollballsrilanka.lk	~12,000 monthly visitors
Facebook	@rollballsrilanka	8,000+ followers
Instagram	@rollballsrilanka	6,500+ followers
Twitter/X	@rollballsrilanka	2,500+ followers
YouTube	RBFSL Official Channel	1,800+ subscribers

Figures represent current engagement and expected organic growth.

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3. Key Features of RBFSL Digital Strategy

A. Event Coverage – Live updates and streaming during national & provincial championships.

B. Athlete Stories – Regular features on youth players, women, and emerging stars
(#RollBallSriLanka).

C. Training & Learning Content – Tutorials, infographics, and skills videos to build grassroots awareness.

D. Engagement Campaigns – Monthly contests, Roll Ball trivia, and sports day highlights.

E. Diversity & Inclusion – Focus on female athletes, rural representation, and para-athletes.

F. Analytics-Driven Growth – Insights on audience reach, demographics, and engagement.

G. Unified Branding – Standardized posters, kits, and federation-wide visual identity.

4. Website Capabilities – www.rollball.lk

- News & Circulars
- Online Registration (Players, Coaches, Referees)
- Event Calendar & Results
- Rankings (Upcoming)
- E-learning Zone (Upcoming)
- Media Gallery (Photos & Videos)
- Downloads Section

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Planned Upgrades (2026):

- Digital Match Analysis Tools
- Player E-Cards & Stats
- Mobile App Integration
- Tournament Management Software

5. Achievements

- Social media reaches across 15+ countries during 2024 South Asian Roll Ball events.
- 25% increase in youth participation campaigns through Instagram reels.
- Partnerships with schools and universities via digital outreach.

6. Upcoming Initiatives (2025–2026)

- Launch of RBFSL Mobile App (live scores, training resources, rankings).
- Documentary Series – History & growth of Roll Ball in Sri Lanka.
- Digital Sponsorship Kit – Data-backed ROI for sponsors.
- Webinars in Sinhala & Tamil for referees and coaches.

Conclusion

RBFSL continues to develop a digital-first approach to expand the sport's visibility, enhance athlete recognition, and align Sri Lanka with global Roll Ball standards.