



# Steve Bracknall

*Assistant Manager of The Royal Oak FC*

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Steve Bracknall is the assistant manager of The Royal Oak FC, a Sunday league football team competing in the fifth tier of the Sunday Imperial League.

He gained viral fame after granting cameras exclusive behind-the-scenes access to the inner workings of his football club. This move sparked a rapid surge in his online following, with over 1 million fans across various social platforms.

Through his authentic and engaging presence, Steve has inspired a new generation of football fans to embrace the romance of grassroots football. TikTok has been flooded with school children mimicking his now-famous team talks, turning him into an unexpected figurehead for the beautiful game.

Recently, Steve collaborated with Adidas on the launch of their Predator boots and made headlines when he partnered with England international Anthony Gordon for a boot giveaway that caused a street in Newcastle to be shut down.