

# Grassroots Circuit Example

**Objective:** Engage local youth communities through a branded SoccerMat® skills challenge circuit.

**Locations (4-Week Circuit):**

- Week 1 – School Academy Day (Local Elementary / Middle School)
- Week 2 – Community Park Challenge
- Week 3 – Mall Weekend Activation
- Week 4 – Fan Zone Tournament Event

**Station Setup:**

- 3 SoccerMat® challenge stations
- Digital leaderboard & QR code registration
- Sponsor-branded banners, flags, and merchandise
- Emcee-led challenges and prize giveaways

**Participation Flow:**

1. Kids line up and scan QR code
2. Perform 30-second dribbling / sequence challenge
3. Score recorded on leaderboard
4. Photo / video captured for UGC
5. Small prize distribution (stickers, wristbands, ball keychains)

**Metrics Projection:**

- 400–700 participants per weekend
- 1,500+ accumulated UGC posts across circuit
- 5–7 min average dwell time per participant

**Sponsor Benefits:**

- High visibility across schools, parks, and retail
- Viral-friendly physical activity challenges
- Cross-community engagement cycle
- Scalable circuit for region-wide expansion