

Grassroots Circuit — Licensed Activation Example

Licensing Context: SoccerMat® licenses the play methodology, challenge formats, and brandable system. Promotional agencies or sponsors design, produce, staff, and execute the circuit independently while paying a royalty for IP usage.

Objective

Enable a promotional partner to engage local youth communities using the licensed SoccerMat® skills challenge framework.

Example Licensed Circuit (4 Weeks)

Week 1 – School Academy Day

Week 2 – Community Park Challenge

Week 3 – Mall Weekend Activation

Week 4 – Fan Zone Tournament Event

Station Setup (Executed by Licensee)

- 3 SoccerMat® challenge stations (licensed design templates)
- Digital leaderboard & QR registration (licensee-managed)
- Sponsor-branded banners, flags, merchandise
- Emcee-led challenges and prize giveaways

Participant Flow

1. Participant scans QR code (licensee system)
2. Completes 30-second SoccerMat® sequence
3. Scores tracked on leaderboard
4. UGC captured by partner team
5. Prizes distributed by sponsor

Projected Metrics (Illustrative Only)

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

Value to Licensee & Sponsor

- Plug-and-play activation methodology
- High-visibility grassroots engagement
- Repeatable format for regional scaling
- No IP development required — license the system