

# SoccerMat® Grassroots Circuit — Licensed Activation Example

## Licensing Context

SoccerMat® is the IP owner and licenses the play methodology, challenge formats, and brandable activation system. Promotional agencies, sponsors, or operators independently design, produce, staff, and execute activations using the licensed SoccerMat framework, with SoccerMat earning a royalty for usage.

## 1. Overview

This document illustrates a **sample licensed activation format** for schools, parks, and recreation centers. It is provided as a reference framework only. Execution details are defined and delivered by the licensed partner.

## 2. Branded Touchpoints (Produced & Managed by Licensee)

- Co-branded SoccerMat® play surface (licensed layout)
- Branded challenge cones, signage, banners, and tents
- Sponsor tables, QR banners, certificates, and player cards

## 3. Sample 60-Minute Activation Flow (Executed by Licensee)

- 0–10 min: Check-in, warm-up, branded introduction
- 10–40 min: Skills circuits (Accuracy, Speed, Memory Footwork)
- 40–55 min: Group challenge + sponsor spotlight
- 55–60 min: Awards, certificates, QR sign-ups

## 4. Deliverables (Provided by Licensee)

- Branded activation kit and on-site setup
- Staff training using SoccerMat® licensed playbook
- QR sign-up flows and UGC prompts
- Event recap and performance summary

## Customization

All branding elements — colors, logos, mascots, and campaign themes — are defined and implemented by the licensed partner. SoccerMat® provides the underlying play rules, challenge logic, and activation methodology.

### Important Note

SoccerMat® does not manufacture products, run events, provide staff, or execute branding strategies. This document represents a licensed conceptual framework intended for partner execution.