

# SOCCERMAT® GRASSROOTS CIRCUIT — BRANDED EDITION

**Client Brand:** YOUR BRAND HERE

## 1. Overview

A fully branded SoccerMat® Grassroots Circuit designed for schools, parks, and recreation centers. Includes coach-led challenges, leaderboard participation, and sponsor visibility.

## 2. Branded Touchpoints

- Custom-branded SoccerMat (full surface) - Branded challenge cones & signage - Sponsor tent, table covers, QR banners - Branded certificates & player cards

## 3. Sample 60-Min Activation Flow

• 0–10 min: Check■in, warm■up, branded intro. • 10–40 min: Skills circuits (Accuracy, Speed, Memory Footwork). • 40–55 min: Group challenge + sponsor spotlight. • 55–60 min: Awards, certificates, QR signups.

## 4. Deliverables

- Branded SoccerMat activation kit - Staffing & coach playbook - QR signup forms & UGC prompts - Event summary report

*All branding customizable: colors, logos, mascots, campaign themes.*