

SoccerMat® Sponsorship Packages

Licensed templates for partners to sell & execute (SoccerMat licenses IP + play methodology).

Use these packages as a starting point for your client proposals.
Licensees handle creative, production, staffing, permits, and on-site operations.
SoccerMat provides the licensed concept, play formats, and activation methodology.

1) TITLE SPONSOR — “Powered by [Brand]”

- Exclusive headline sponsor naming for the activation
- Logo on SoccerMat play surface (licensed layout) + premium signage placement
- MC callouts + hero photo/UGC frame overlay
- Lead-gen QR flow (sign-up / coupon / contest)
- Category exclusivity (by agreement)

3) SILVER SPONSOR — “Presented in Partnership”

- Logo on shared banners / backdrop
- UGC tagging prompt + MC mention
- Flyer / swag distribution (partner-managed)

5) CATEGORY ADD-ONS (mix & match)

- Refreshment Sponsor
- Social Media / Creator Sponsor
- Leaderboard Sponsor
- Swag Sponsor

2) GOLD SPONSOR — “Official Partner”

- Brand logo on perimeter overlays / step markers
- Official partner signage + photo backdrop placement
- Leaderboard segment + branded challenge prompt
- QR coupon integration

4) COMMUNITY SPONSOR — “Supporter of Youth Soccer”

- Shared banner placement
- QR scan-to-coupon + recap mention (partner-managed)
- Local swag placement

Licensing note

SoccerMat® is the IP owner. This is a sample package menu for licensees.
SoccerMat does not manufacture products, run events, staff activations, or execute branding strategy.