



Kick It 3v3 Soccer – Club Partnership Plan

www.Kickitsoccer.com



OVERVIEW



EXPERIENCE COUNTS

- Big Ticket Sports LLC has been America's leader in grassroots national sports events for over 30 years. We produce 100+ sports festivals on an annual basis across North America serving athletes, their friends and families, corporate sponsors and communities.

KICK IT

- Kick It revolutionized small sided soccer in the US with the invention of 3v3 tournaments in 1990.
- Kick It 3v3 Soccer is a series of indoor and outdoor, small-sided soccer tournaments, leagues and programs for male, female, and coed teams of all abilities, ages five through adult. The game is played on small sided fields with small goals and no goalies.

FAMILY EVENT

- Players love the 3v3 version of soccer because it is offensive minded, rewarding individual skill as well as teamwork. Parents and spectators love the Kick It 3v3 Soccer Tour for its excitement and high-scoring games. The event provides a festival style atmosphere for the entire family!

WE'RE GOING TO DISNEY

- Each local event qualifies for Kick It Regional Events that filter to the Kick It 3v3 World Championships in Lakeland, Florida, just a short distance from the world-famous Disneyworld Parks and Resorts in Orlando!



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KICK IT 3V3 CLUB PARTNERSHIP



○ Kick It Provides:

- Club/City as an Official Kick It 3v3 Tour Stop for 2021
- Turn key event set up/ break down and lining fields
- All goals, tents, generators, inflatables, signage, etc.
- All costs associated with marketing and promoting
- Referee and assigner costs paid after event
- Online registration and customer service call in center
- Event manager and staff assigned to event planning and execution
- Interactive inflatables, age appropriate music and free sponsor samples
- Premium medals/awards for top winners in each age group and divisions
- Event liability insurance
- Tournament bracketing and scheduling
- Team store and merchandise
- Local, Regional, National and Disney 3v3 qualification for all teams
- Official Kick It 3v3 ranking points system
- Fundraiser event for host/club and additional "Off Season" programming



All Kick It 3v3 teams qualify for the open division at the Kick It 3v3 Winter and Summer Nationals!



CLUB/PARTNER RETURN ON INVESTMENT

CLUB PROMOTION

- Many clubs use this opportunity to hand out their soccer camp or league registration information to the team/player/parents.
- Jump start registration for fall and winter programs, leagues, full sided tournaments, etc.

Incremental Revenue & Programs

- Additional revenue during the off season through concession sales, parking, merchandise and registration overrides.



Club/Host REVENUE Share Model

Host Organization retains 100% of Parking

Host Organization retains 100% of Concessions

Host Organization receives 15% Merchandise

Host Organization receives a flat payout rate based on paid teams registered (example below)

50+ Teams=\$2,000

100+ Teams= \$4,000

150+ Teams=\$6,000

200+ Teams=\$8,000



EVENT REQUIREMENTS



- **3-4 Full Size Soccer Fields (Six 3v3 Fields on one Full Field)**
- **12 teams per one 3v3 field metrics**
- **Parking for 300-500 vehicles**
- **Clean Bathrooms**
- **Trash Bins & Recyclables + Removal**
- **4-6 Volunteers For Headquarters & Team Store (Merchandise)**

3v3 EVENT TIMELINE

Thursday – Friday	Field Lined & Event Setup
Friday Night	Team Check-In / Practice
Saturday 9:00 – 5:00	Pool Play Games
Sunday 9:00 – 3:00	Playoff Games





KICK IT CLUB PARTNERSHIP



Club/Partner Responsibilities

MARKETING & Registration

- Drive team counts, spread the word to the entire community.
- Promote Kick It 3v3 Event via Club website – logo and links
- Distribute Kick It 3v3 Tour cards to clubs and rec programs.
- Email club members and other soccer associations/clubs.
- All Teams registered on kickitsoccer.com registration platform

VENUE

- Host provides a venue able to hold the event at no cost to Kick It.
- Typical venue is 3-4 grass soccer fields with enough parking to hold 300 cars.

REFEREE ASSIGNOR

- Introduce referee assignor and referees to event manager.
- Kick It pays referees and ref assignor via check or venmo 1-2 days after event

Payouts

- Kick It will provide a full settlement and revenue share payout following the event to local host club/organization representative.



Kick It Event Cities



Regional Tournaments

Kansas City, MO
Flagstaff, AZ
Dallas, TX
Concord, NC
Atlanta, GA

Cedar Rapids, IA
Lakeland, FL
Cleveland, OH
Wethersfield, CT
Vail, CO

Memphis, TN
Minneapolis, MN
Nashville, TN
New Orleans, LA
New York, NY
Omaha-Council Bluffs, IA
Orlando, FL
Philadelphia, PA
Phoenix, AZ
Pittsburgh, PA (2)
Portland, OR
Charlotte, NC (2)
Raleigh, NC
Salt Lake City, UT
San Antonio, TX
Seattle, WA
Spokane, WA
St. Louis, MO
Statesville, NC
Lakeland, FL (3)
Tampa, FL (2)
Tucson, AZ
Tulsa, OK
Virginia Beach, VA
Washington, D.C.
Worcester, MA

Albuquerque, NM
Atlanta, GA
Atlantic City, NJ
Austin, TX
Baltimore, MD
Carthage, MO
Charlotte, NC (2)
Chattanooga, TN
Chicago, IL (3)
Cincinnati, OH
Cleveland, OH
Columbus, OH
Dallas, TX (2)
Denver, CO (6)
Des Moines, IA (2)
Detroit, MI
Greeley, CO
Hartford, CT
Houston, TX
Indianapolis, IN
Jacksonville, FL
Kansas City, MO (2)
Lexington, KY
Lincoln, NE (2)

