



Activate with the #1 Social Sports Lifestyle brand with over 400,000 active players.

CURRENT MARKETS

- New York City
- San Francisco
- Washington, DC
- Boston
- San Diego
- Baltimore
- Denver
- Seattle
- Charleston
- New Jersey



National Digital Reach

4.5M+
WEB PAGEVIEWS
PER YEAR

300K+
ENGAGED
FOLLOWERS

500K+
EMAIL
LIST

Demographics

53:47
MALE : FEMALE
RATIO

70%
EARN
>50K/YEAR

95%
AGES 21-35
ACTIVE MILLENNIALS



THE VOLO DIFFERENCE

- **Volo gives back by providing sustainable youth programs** through the Volo Kids Foundation.
- All Players across the Nation use the same consumer focused technology, where **brands can connect, and drive real time results.**
- Activate with over **600 Volo Team Members and Host Ambassadors.**
- **Volo Pass 2023 Membership Unveiling** – less commitment with more options to play and have fun, which will lead to new Member growth.
- **Create 360 degree activations** through Sports Leagues, Social Media, Technology, Events, Ambassadors, Real Estate Projects, and more.



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Brand & Activation Benefits

- Drive active millennials **BRAND AWARENESS** by aligning with the largest Social Sports driven lifestyle brand
- Sample your ideal target consumer **7 DAYS A WEEK**
- Drive trackable retail **SALES** and volume
- Drive **NEW USER ACQUISITION**



National Activation Capabilities and Pricing

- Sport League Ownership for the largest Volleyball, Kickball & Soccer leagues in the US
- Digital Across all channels in all cities
- Sampling / Distribution - \$1 per person (w/ minimum investment)
- Player Shirts
 - Front logo on Upper Right for the year per market - \$25k
- Field Host Activation
 - Hosts repping your brand by Month - \$10k/month
- Event and Player Party Activation
- Field Signage Annually
 - 3x2 A-Frame at the fields - \$30k
 - Poster size A-Frame on the table w/ flyers - \$20k
 - Flyer size A-Frame on the table w/ flyers - \$15k
- Nationwide Blitz week - Minimum 5 cities
 - Staff / Digital / Onsite activations - \$15k
- National Tournament Series - \$50k
- Prizing Integration
- Digital Activation - Email, Social, Push, In-App and more

PREVIOUS PARTNERSHIPS



+MANY MORE!

[Click here to learn more](#)

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OUR MISSION

Unlock the Power of Play for Every Kid, Everywhere!

Volo Kids is on a mission to use play to build communities of active, resilient, and confident kids.

Volo connects people to communities through sports leagues and social events, providing youth sports at no cost to families through Volo Kids.



THE NEED

ABOUT 60% OF KIDS drop out of youth sports programs by age 11 due to high cost and lack of interest. (SFIA)

Kids from the low-income homes are more than three times as likely to be physically inactive and face increasing participation barriers.

This number has significantly increased due to the COVID 19, where children 6 to 18 are playing 50% less than before the health crisis as kids sport costs skyrocket, and affordable programs remain closed.

OUR PROGRAMS

- Provide free snacks, shirts, equipment + coaches
- Focus on skill development in one or more sports



Create Standalone Programs



After School Programs



Game Day Experiences for Schools



One Day Tournaments & Clinics

WHAT KIDS RECEIVE



Program Development



Team T-Shirts



Program Staff



Community Outreach



Liability Insurance



Healthy Snacks

OUR IMPACT

VOLO KIDS GROWTH SINCE 2016

↑ 1,343% Kids ↑ 1,628% Coaches ↑ 1,015% Programs

Year	Kids	Coaches	Programs
2016	250	73	14
2019	6,211	1,560	148
2020	2,628	776	64
2021	4,250	1,155	85
2022	7,500	2,000	175



“One of the things I gravitated to was how professional the coaches were. How warm they were. It makes me feel like I have an additional village.”

- Tracy, parent of Miles

“My daughter is learning team spirit, and to not be afraid of trying new things”

- “Parent”



Learn more about how you can get involved, and change kids' lives forever.

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