

ACTIVATIONS

Very Invested Parents



You're up with them for 5am practice. You travel to tournaments in cities near and far to cheer them on from the sidelines and stands. You're their biggest fan and the one who has been there the longest. They call you Mom and Dad, but we recognize you as Very Invested Parents, or VIPs. The discipline and dedication needed for success in travel team athletics and academic competition are habits that can be applied to learning strong personal finance habits. Sharing the Greenlight story, and engaging this highly-involved community of parents in a setting where their children's well-being is already top of mind, allows us to leverage their passion for the best preparation and performance. We'll help parents understand Greenlight is the trusted source to help families succeed in raising financially-smart children.

Market Managers will engage parents (and their village) at youth sporting events and academic tournaments. We will partner with local competition organizers to create a Greenlight space, outfitted as a respite for parents and bringing the fun for their kids. Market Managers share the Greenlight story, bringing it to life with their deep, relevant knowledge of how the app can positively impact kids and families. And with interactive displays and engaging activities, we'll meet Very Invested Parents at sporting and academic events year-round, from soccer fields to hockey rinks to the debate stage. The experience shared in these entertaining and educational Greenlight spaces will create the imperative for parents to make sure their kids are getting ahead, by becoming a Greenlight family.

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Checklist:

- Insight: Parents who are supporting travel sports and academic clubs are signaling that they're invested in getting their kids ahead.
- Activations: Minimum of 20 per market, per year
- Conversations: Minimum of 8,000 direct conversations, reach of 32M
- Target audience: Parents of Kids 10-14
- Success / benchmarks / goal: Hitting number of activations, positive response measured by volume and quality of activation requests.
- Crowd, Hook: Green tent, outgoing MM, personal finance in an unexpected place where there is already a crowd.
- Specific conversations about Greenlight: Likely to focus on PITA, Money Transfer and Inspire Kids.
- Scale, size of audience: Additional markets. Additional data on market size.
- Timeline, to market: 6-8 weeks
 - Hire, train MMs
 - █ and GL team collaborate on event footprint, █ to produce
 - █ and GL team collaborate on giveaway items, █ to produce
 - PM and MMs begin event outreach
 - MMs and PM activate at events

How This Gets Done

- PM and MMs identify target leagues, tournaments and events to activate, focusing on youth program demographics that align with Greenlight audience.
 - PM and MMs will work with each program to ensure optimal site, timing and to ensure Greenlight's involvement is a positive contribution to the event
 - Games to be selected on activity (travel team, club sport, academic), location, attendance (age of participants, number of participants) and ability for premium partnership
 - Display will include brightly branded elements to catch the eye and open tent to allow parents' curiosity to be piqued, interactive elements to engage visitors with Greenlight
- Design and produce footprint for indoor and outdoor iterations
 - Design and produce branded giveaway items
 - Use modular footprint elements, with opportunities for experiencing popular and new app features and an insider preview of the benefits of Greenlight for kids and parents.

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How This Gets Done

- Activation footprint will use elements which can be mixed and matched to be used in a variety of outdoor and indoor event settings.
 - Tenting, chairs, green carpet, signage, interactive digital elements, green velvet stanchions
 - Giveaways: Stadium seat cushions, adhesive phone wallet, mist fans, color-matched sunglasses
- Tournament and youth competitive program opportunities (by market):
 - Denver
 - Soccer
 - December 1-4, 2023 - CRYSC Winter Showcase
 - August 2023 - Skyline Cup Tournament
 - Feb/March 2023 - CRYSC Icebreaker Tournament
 - June 2023 - Kelvin Norman Memorial Tournament
 - August 2023 - Rapids Classic
 - Organizations including: Skyline Soccer Association, Colorado Rapids Youth Soccer Club, City of Denver Youth Soccer, Soccer Shots
 - Cheerleading
 - February 4, 2023 - Deep South Spirit Mile High Classic
 - February 18, 2023 - Celebrity Championships
 - March 18, 2023 - Kingdom Cheer Events
 - April 15, 2023 - The Spirit Championships
 - Organizations including: Cheer Athletics Denver, Three Cheers Colorado, Steele Athletics, Cheer Corp Elite All Stars, Cheer Central Suns
 - Basketball
 - Power 2 Play Sports Training Center
 - Fall League through Oct 22, 2022
 - November 10-12, 2022 - Pre-season Tournament
 - Winter League - January 7 - March 12, 2023
 - Gold Crown Foundation
 - November 17-20, 2022 - Rocky Mountain Hoops Classic
 - December 1-4, 2022 - Holiday Basketball Tournament
 - 2023 Date TBA - Spring Hoops Classic
 - Academic
 - January - March 2023 - Optimist Brain Bowl
 - Colorado Knowledge Bowl
 - Colorado Quiz Bowl
 - Colorado Regional High School Science Bowl
 - Colorado Young Leaders
 - Kent Denver School - Sun Devils Model United Nations
 - FIRST Robotics Competition

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How This Gets Done

- Rocky Mountain BEST Robotics
- National Robotics League Colorado
- DECA Dash 5k Spooky Edition
- Energy Day Festival
- The Rich Morrow Math Challenge
- MATHCOUNTS Colorado
- Colorado Future Farmers of America
- Additional Opportunities
 - One Hockey Denver
 - CCM Denver (Hockey)
 - Foothills Hockey Association
 - Triple Crown Colorado Baseball
 - Cherry Creek Youth Sports (Baseball, Basketball, Football, Lacrosse, Softball, Volleyball)
 - Healthy Kids Expo
- Dallas
 - Soccer
 - November 11-13, 2022 - U9OC Veteran Heroes Cup
 - November 25-27, 2022 - Bobby Rhine Invitational
 - January 27-29, 2023 - Michael Brown Winter Classic XXII
 - April 2023 - Texas State Cup
 - April 1-9, 2023 - 2023 Dallas Cup
 - Organizations including: Dallas Youth Sports Soccer, FC Dallas Youth Soccer, North Texas Soccer Association, YMCA Dallas Soccer
 - Cheerleading
 - December 3-4, 2022 - Spirit Celebration Christmas Grand Nationals
 - December 17, 2022 - The Spirit Championships
 - December 17-18, 2022 - Spirit Royale Marquee
 - February 25-26, 2023 - NCA All Star Nationals
 - Organizations including: Mustang Cheer, Alliance Cheer Elite, Cheer Athletics Dallas, Texas Cheer Allstars, Rogue Athletics Cheer, Storm All Stars, Spirit of Texas, White Rock Tumble and Cheer
 - Basketball
 - PrimeTime Sports
 - Dallas Youth Sports
 - October 15, 2022 - Dallas Youth Sports Scholarship Tournament
 - October 15, 2022 - DYS Community Night Out
 - November 26-27 - Fall Classic
 - December 10, 2022 - Holiday Invitational

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How This Gets Done

- Academic
 - Dallas BEST Robotics
 - 2023 VEX Robotics World Championship
 - YMCA of Metropolitan Dallas Model United Nations
 - TAME - Texas Alliance for Minorities in Engineering
 - Texas Science Olympiad (Dallas/Ft. Worth Regional)
 - Afro-Academic, Cultural, Technological and Scientific Olympics
 - Texas Future Farmers of America
 - DECA State Career Development Conference
 - MATHCOUNTS Dallas
 - FIRST in Texas (FIRST LEGO League)
- Additional Opportunities
 - CCM Dallas
 - Dallas Youth Baseball
 - Texas Stix Baseball
 - North Dallas Baseball
 - City of Dallas Youth Sports (Baseball, Cheer, Flag Football, Lacrosse)
 - Dallas Stars Elite Hockey Club
 - Dallas Junior Hockey Association
 - ASI Gymnastics Parents' Night Out
 - WOGA Gymnastics
 - Dallas Youth Cricket League
 - Greater Ft. Worth Youth Tennis (March - June)
 - Dallas Professional Tennis Association