

Give your next event a kick!

Kick-Point is an interactive sports game that allows players to test their kicking power and accuracy with a high-tech system.

KICK-POINT



ACTIVATIONS
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What is Kick-Point?



Kick-Point is an electronic soccer goal that allows players to test their skills in a high tech, fun environment. Kick-Point is perfect for brand activation and fan engagement. Can also be used to test skills using Aussie Rules, rugby, netball, basketball and American footballs!

It is fun!

With a focus on fun, Kick-Point provides players with instant feedback on their kicking skills in terms of placement and speed. The display screen shows the player and the audience the target to shoot down, which could be anything from a numbers, images or logos.

After the player has seen the target on the display screen, the aim is to try and hit the same graphic within the real goal. The player and the audience can see a replay of the shot displayed on the display screen after every successful shot at goal.



What can Kick-Point do for your brand?



Developed in Germany and incorporating the ground-breaking, infra-red technology, Kick-Point's benefits have been utilised with great success, including:

Club benefits

- Fan engagement
- Added entertainment on match days
- Revenue generation through sponsors

Club Sponsors benefits:

- Brand awareness
- Tie in your sponsorship
- Lead generation

Sporting clubs utilise the solution with the following objectives in mind: increase supporter engagement in dedicated 'fan zones'; enhancing game-day experiences; drive membership sales; and giving team sponsors a further opportunity to leverage their support in a visible and fun way on match days.

CrownBet enhanced their sponsorship of the Champions Cup between AS Roma, Real Madrid and Manchester City. The Kick-Point was placed in the causeway at the MCG and players could sign up with CrownBet in order to have their shot at kicking for a million dollars during half time of the final game on July 24.

The client and their booking agency were thrilled with the boost to their brand and even signed 564 new members at the ground! (See below).

"We were incredibly impressed with the Kick-point technology and how engaging it was from a consumer perspective. The presentation of the entire set up projected a premium brand activation, and it was reassuring seeing your team execute everything so seamlessly and on time across the week. We had a very happy client so thank you"



Ricky Marcy - Sponsorship & Events Director

For further information please call Ashley Heath (CEO) on +61 407 001 223 or email ashley.heath@activationsap.com.

Please also visit our website at www.activationsap.com for more photos, videos, and to meet the Activations AP team, including AFL legend, Wayne Carey.

