



Kick It 3v3 Territory Licensing FAQ's

What is the Kick It Territory Licensing program?

- The Kick It Territory Licensing program is the new classification of Kick It 3v3 Soccer that allows individuals to license their own territories and operate their own Kick It 3v3 Club, League, Tournament or Camp. Exclusive Territories are available for a \$500 annual fee per zip code. Rights also include Kick It 3v3 men's and women's esports team with your own unique logo and name.

How is my Territory defined?

- Each license is defined by a zip code (or postal code outside of the US). The primary territory license is \$500.

Does this include youth and adult players/teams?

- Yes. Licensee shall also have exclusive territorial rights to operate Kick It 3v3 leagues, tournaments, and camps, as well as establish youth "academy" teams under your territory club option. Rights include operating local leagues and tournaments for which division winners will automatically qualify to participate in our national tournaments.

How will I know if my territory is available? Are there territories that are not available?

- You can reach us at contact@kickitsoccer.com to determine whether your territory is available. Some territories may be unavailable due to already long-established Kick It 3v3 local, regional, or national events that are grandfathered in, and already run thru the Kick It 3v3 National Staff.

What are the benefits of operating a KI Territory?

- Territory licensees will have their own dedicated page on the Kick It 3v3 website as well as the guaranteed participation in national and regional events for their club/academy teams.

How can I earn money with a License?

- You can also sell local sponsorship rights to your club/academy for presenting sponsorships, team jersey sponsors, event signage, team merchandise, digital advertising for each event you do in your territory. You will also generate revenue from League, Tournament, and Camp registration fees. Licensee is responsible for all expenses. Kick It retains 10% of total revenue for each event in Territory Licensee zip code.

Can I have a License in more than 1 territory? How much does it cost?

- Yes. In fact, most territory operators look to secure 2-3 territories to enhance their overall impact in the area. The license fee is \$500 plus \$350 for each additional adjoining territory. You will be allowed 1 club/academy under each license, even if you expand your territory. If you want more than 1 club/academy, you will need to apply for multiple licenses at the \$500 rate.

What does Kick It provide Training wise?

- Each licensee is issued an operations manual with detailed documents on how to operate events in your territory, from P&L statements, to detailed marketing plans. Additionally, each territory licensee will have access to our Kick It 3v3 Home office admin staff, registration platform, additional National sponsorship onsite activation opportunities, dedicated tech support and access to Kick It equipment rental/purchase. Each year we will also hold a national meeting for territory licensees to go thru additional training and best practices.

What about event equipment like Goals, tents, banners, etc? Do I have to purchase, or is that included?

- Kick It prides itself on maintaining the highest quality of event execution and overall event attractiveness thru our high-quality equipment. Each Territory Licensee is responsible for all equipment costs. Each Licensee is expected to purchase the initial equipment package (1-2 Kick It Branded tents, 4 KI feather banners). For the remaining equipment needs, we have multiple plans available for operators to rent/lease, purchase, as well as custom equipment options for your events to look as close to our national events as possible.

As a Territory Licensee, what am I responsible for?

- As the territory owner, you are responsible for the planning, execution, and event day operation of any and all events in your territory you choose to schedule. This includes, but not limited to all operational, game day expenses such as referee costs, field rental costs, transportation costs, etc.

How do I find out more information and take the next step?

- You can fill out an application [here](#). For access to the terms and conditions, click [here](#).

