

THE TRCK

AGENDA

- **What is it?**
- **Who is the target audience?**
- **What ´s in for the partner?**
- **How much do I have to invest as a partner and what do I get from it?**
- **What ´s the timeline?**
- **Who to contact**

We merge popcultural communities into an active sports community





IMAGINE A PLACE...

...where you can belong to a gaming community, a sports group, and a worldwide movement. Where you can spend time in different worlds at one time. A place that makes it easy to do sports every day, compete with others and have fun in different narratives.

The TRCK





Training

Tracking

Community

Competition

Training (example brands)



Tracking

THE TRCK App

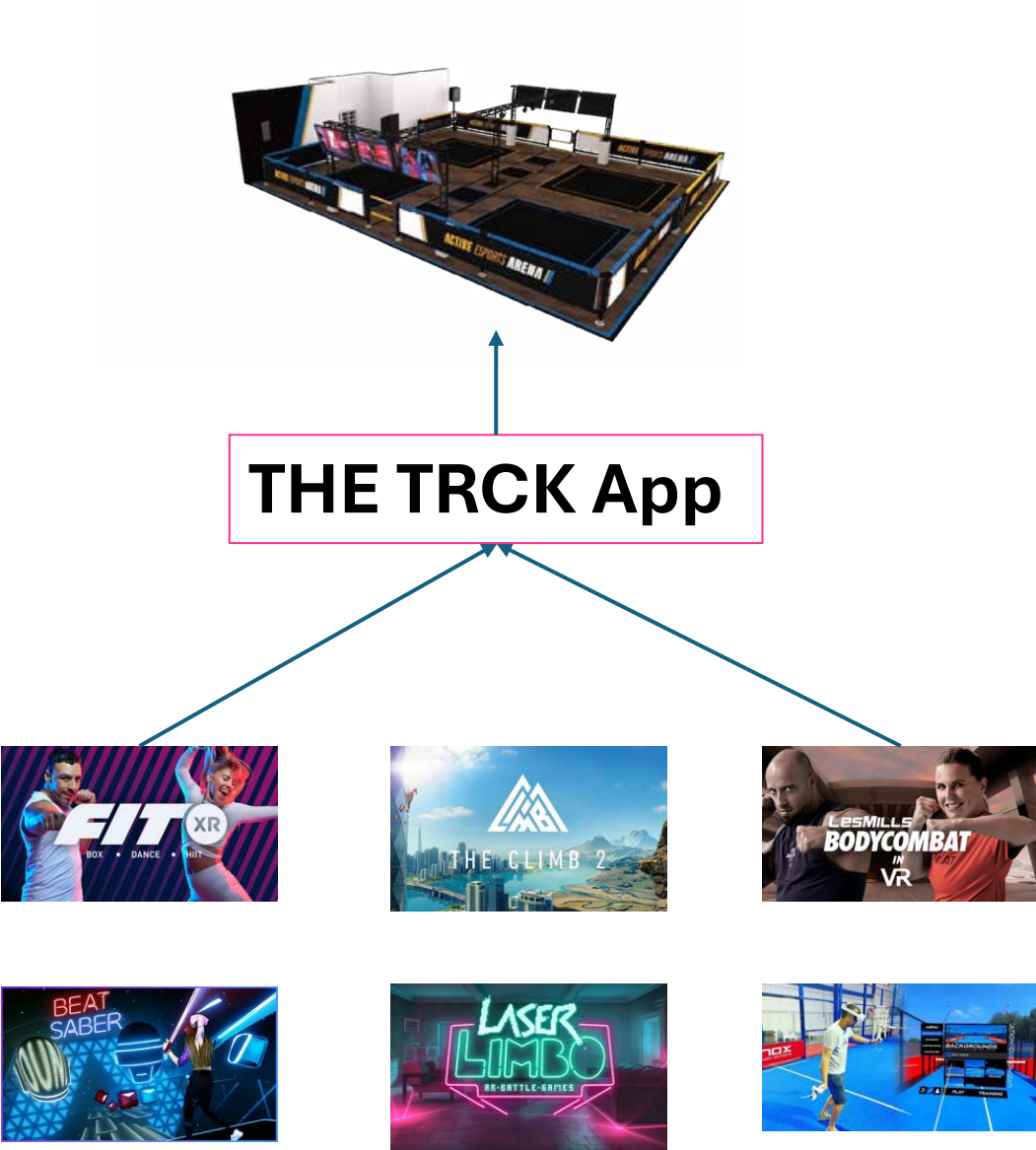
API

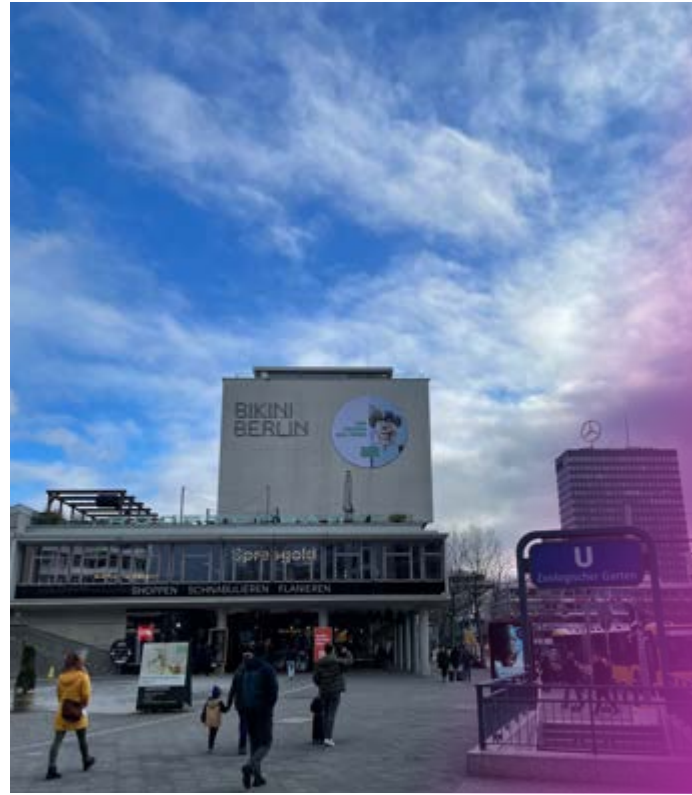


Community



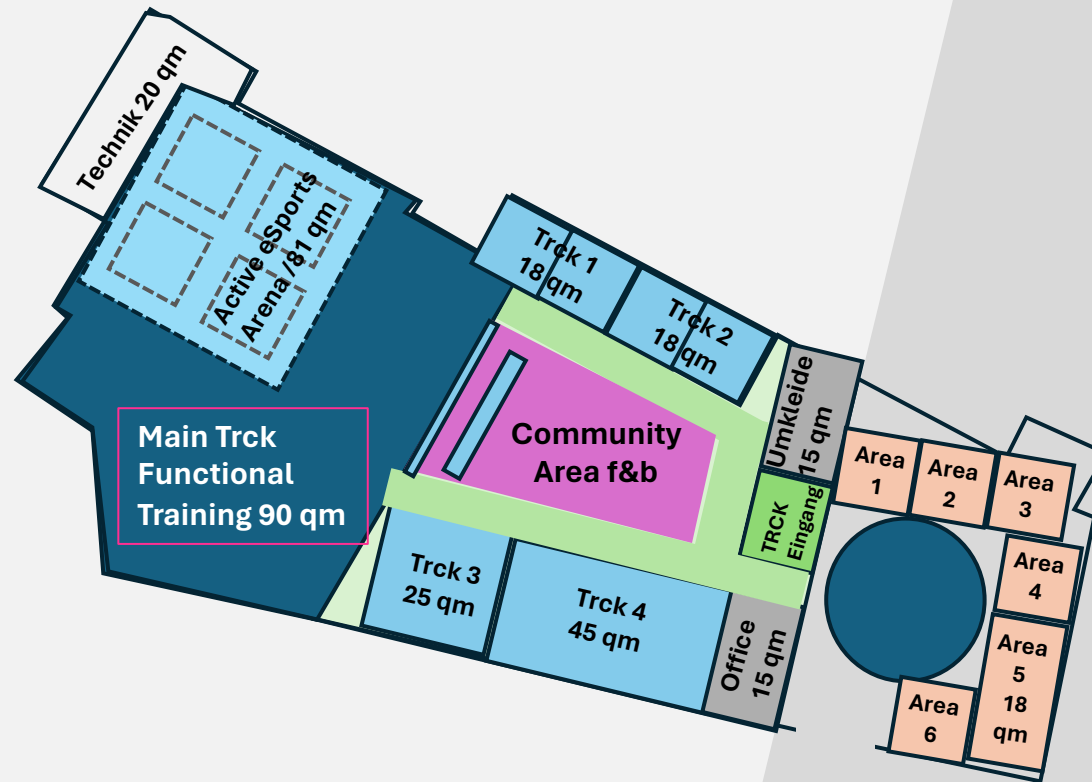
Competition





The Space

The Space



The Trck: 400 qm

Meta Zone 180 qm

The Audience

Who are we targeting on?

Age: 14 – 49 years

Gender: male & female

Interests: Fitness, Gaming, Innovation, Tech, Community, First Mover

What´s in for the Partners?

Reach

An average of **17,000 people** visit the concept shopping centre every day, with Saturdays being the **busiest days with 25,000 visitors.**



What´s in for the Partners?

Reach

- We are talking to the **most successful media and TV companies** to achieve the widest reach for the innovative theme of **The Track**.
- We have very strong contacts with **gaming and sports influencers** and **communities** in Germany and internationally.
- We are working very closely with **IFA** to give the theme **international** impact and reach.
- We are **recommended by Bikini Berlin** as an entry point to new fitness opportunities in the range.



What's in for the Partners?

Full Service

- The area will be **staffed and supervised** by trained coaches and members of the gaming community from **10:00am to 10:00pm daily**.
- As well as a unique sporting experience, **visitors** will also have the opportunity to **socialise and enjoy a protein-rich, healthy meal in a separate area**.
- Members will be able to **track their progress and achievements** in the games on their **own mobile app** and share them on social media channels and within their communities.
- We will create **branded events** and make them the anchor point for the new sports experiences.



Timeline

Communication rules

04.04.2024

15.04.2024

01.09.2024

28.02.2025

Start
Communications
Phase I

Partner and Media
Communications

Grand Opening with
IFA 2024
Communications

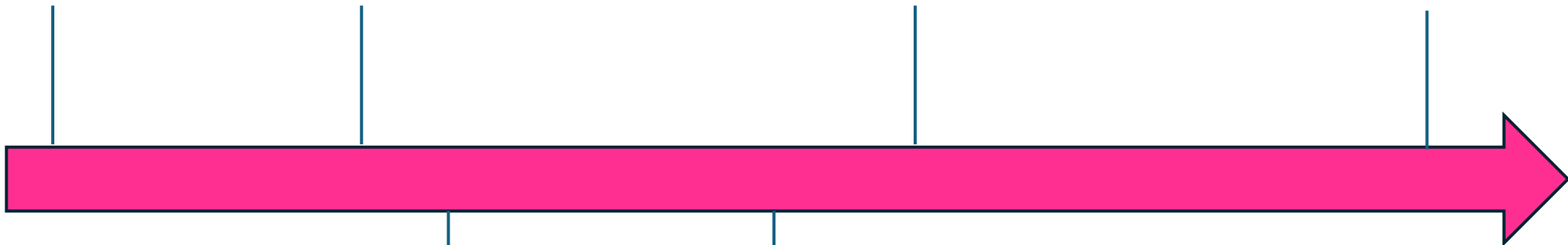
New Locations (DE /
NL)

31.05.2024

01.08.2024

Konzept and
Integrationplanning

Setup &
Communications
Phase II.



SCAN ME



Get your space in **THE TRCK**

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