

SPORTS BRAND MASCOT

BUILDING FAN ENGAGEMENT,
SPONSOR OPPORTUNITIES,
MERCHANDISE REVENUE

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WHAT ARE MASCOTS?

VISUAL SYMBOLS OF A BRAND

Brand mascots are characters or figures designed to represent a brand visually. They serve as a recognizable symbol that embodies the brand’s identity and values, making it easier for consumers to remember and relate to the brand.

PERSONIFIED BRAND AMBASSADORS

Mascots act as personified brand ambassadors, giving a human or character face to the brand. They help communicate the brand's message, engage with the audience on a personal level, and create a unique personality that sets the brand apart from competitors.

MARKETING AND ENGAGEMENT TOOLS

As marketing tools, mascots are used in various promotional materials, advertisements, and social media campaigns. They help capture attention, create memorable interactions, and increase audience engagement by adding an element of fun and relatability to marketing efforts.

SPORT MASCOT EXAMPLE

- **REPRESENTS:** Uganda Soccer Team
- **NAME:** Swamp King
- **Age:** 28
- **Species:** Shoebill
- **Personality:** Fun, endearing but shows confidence and dominance. Making him a loveable character but is respected as well.
- **Appearance:** Head of a Shoebill, big grey whings covering the shoulders and the length goes past the knees. This is a hybrid, so the rest of the body is human.

USE IN SPORTS?

DIGITAL

Your mascot becomes the face of your club across digital platforms, helping build a recognisable and engaging brand identity. It can feature in social media posts, matchday graphics, videos, website content, and fan interactions, creating memorable experiences while increasing engagement and strengthening the connection between the club and its supporters.

MERCHANDISE

A mascot creates exciting opportunities for branded merchandise that fans of all ages can enjoy. The character can appear on jerseys, scarves, plush toys, apparel, accessories, and collectibles, giving the club a unique product line that generates additional revenue while reinforcing team loyalty and expanding its market presence.

SPONSORTSHIP

Mascots provide sponsors with a fun and memorable way to connect with supporters. They can appear in promotional campaigns, advertisements, product launches, community events, and digital activations, creating valuable partnership opportunities that increase sponsor visibility while helping clubs deliver more engaging and interactive marketing experiences.

COSTUME

A professionally designed mascot can be transformed into a wearable costume for matchdays, community events, and promotional appearances. It brings energy to the stadium, entertains supporters, visits schools and charities, and creates memorable fan interactions, becoming a recognisable ambassador that represents the club beyond the game itself.

PACKAGES



KICKDAY TIER

- *1x Fully Designed Mascot - one pose*
- *Front, side & Back View*
- *Includes starter guide on the bascis of using a mascot.*
- *Brand Trademark Assesment by Steyn IP Attorneys to protect the Intellectual Property of your mascot*

MATCHDAY TIER

- *Everything from Tier 1 +*
- *Additional Pose Design Design*
- *Custom “How To Use” guide tailored to your club*
- *Basic Character Story Write-up*
- *1x Merchandise Tshirt Illustration*
- *Expression Sheet (Includes 6 expressions)*

LEGEND TIER

- *Mascot character sheet (front, side, back)*
- *Advanced Pose Library (6 poses)*
- *Complete mascot world building*
- *Full merchandise design Library*
- *Sponsorship integration visuals (jersey placement, branded moment*
- *15s Animation of your mascot for introduction purposes.*

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INTERESTED?



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