



**ACTIVE-SOCIAL OOH AND DOOH
WITH UP TO 87% BRAND RECALL,
ALL WHILE HELPING UK
GRASSROOTS SPORTS CLUBS**



grassroot
MEDIA

What We Do

Grassroot Media places advertising directly in front of the people who play sport, not just watch it. Our poster and screen networks reach active, social adults in real life environments across the UK in football, rugby, cricket and bowls clubs.



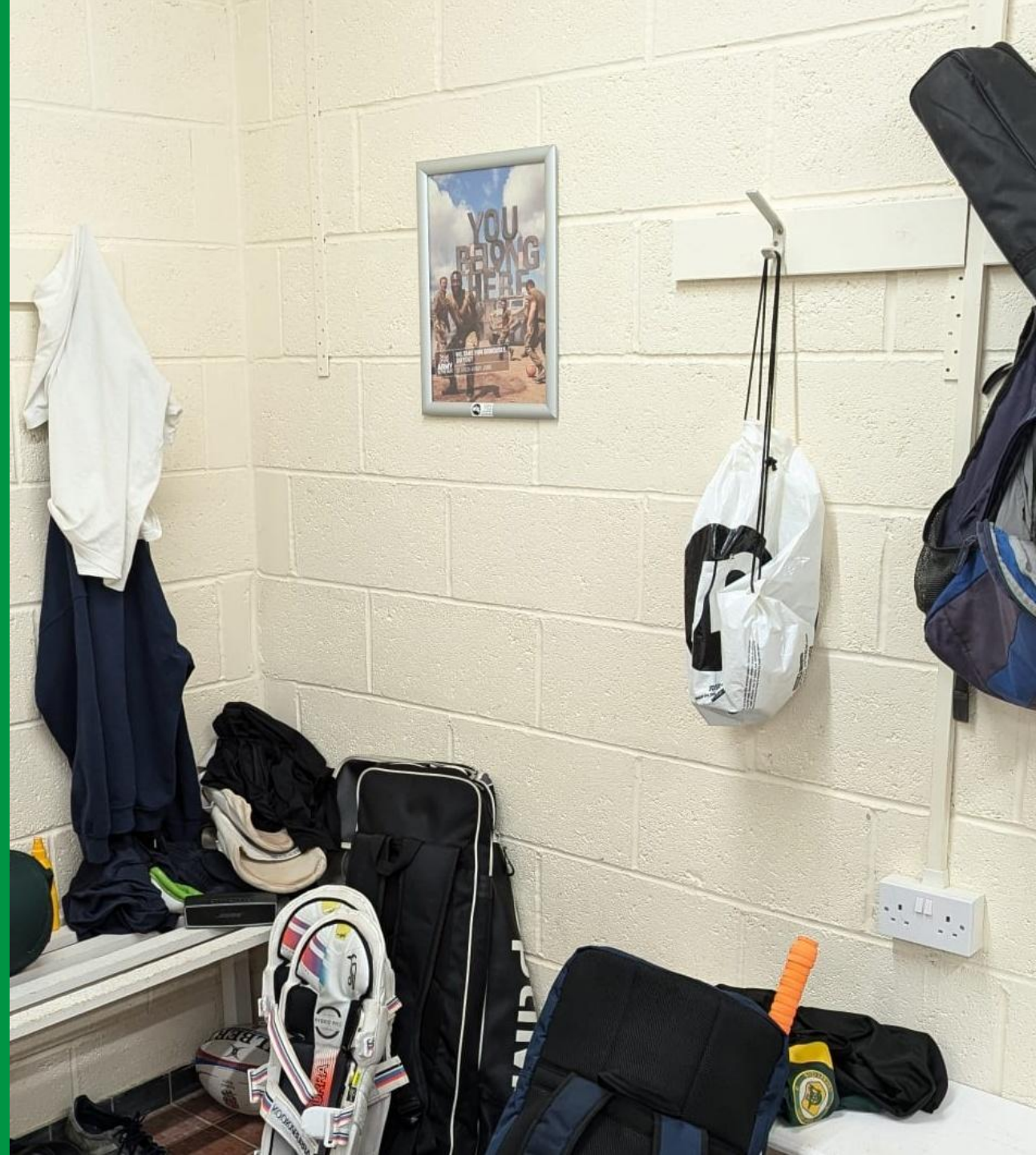
Why Now

Brands are realising the value of players, not just spectators; our model puts you inside the clubs that power grassroots sport, not on the sofa.



Why Grassroots?

- 😊 Trusted spaces with hours of dwell time
- ⚽ Authentic connection with players, parents, coaches, volunteers
- 👜 Underused by mainstream advertising, but full of potential

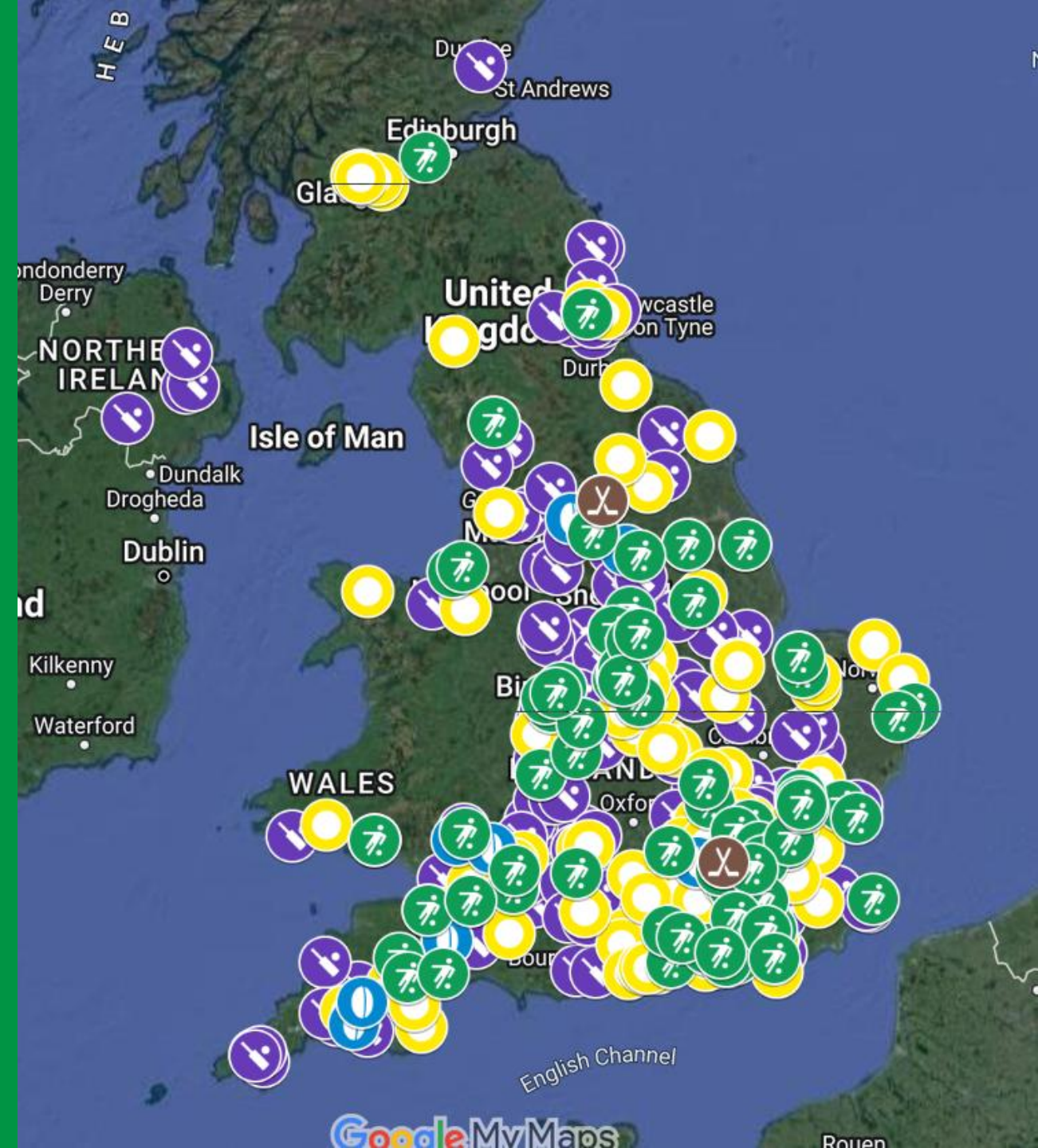


Our Audience

 **Over 325 clubs nationwide with a weekly footfall of more than 350,000**

 **Football (18-34), Rugby (18-44), Cricket (18-54)**

 **Bowls: 86% aged 60+**



A3 Posters

- **2,400 across the UK**
- **In team changing rooms, bars, corridors and other communal areas**
- **Sometimes they even feature on the telly as a backdrop for post-match interviews 🙌**





Digital Screens

- **120+ across the UK**
- **28" to 65" portrait**
- **Full HD**
- **Full motion**
- **In clubhouse bar areas**



Football

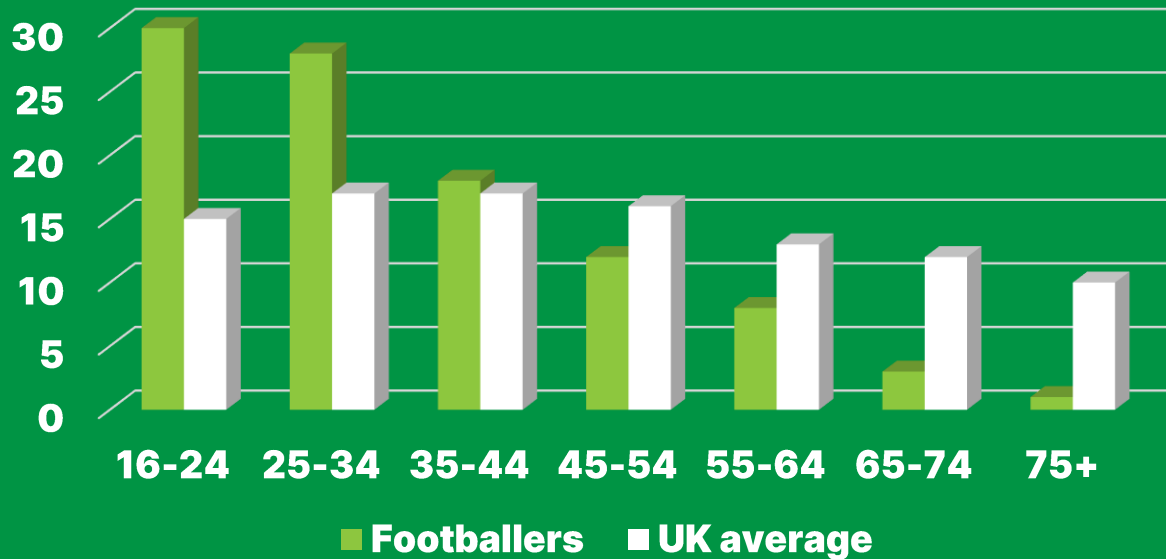
- **Mainly 18-34 audience**
- **121 venues**
- **Weekly footfall 52k**
- **700k impacts weekly**
- **885 posters in locker rooms and bars/lounges**
- **55 screens in bars/lounges**

The Football Audience

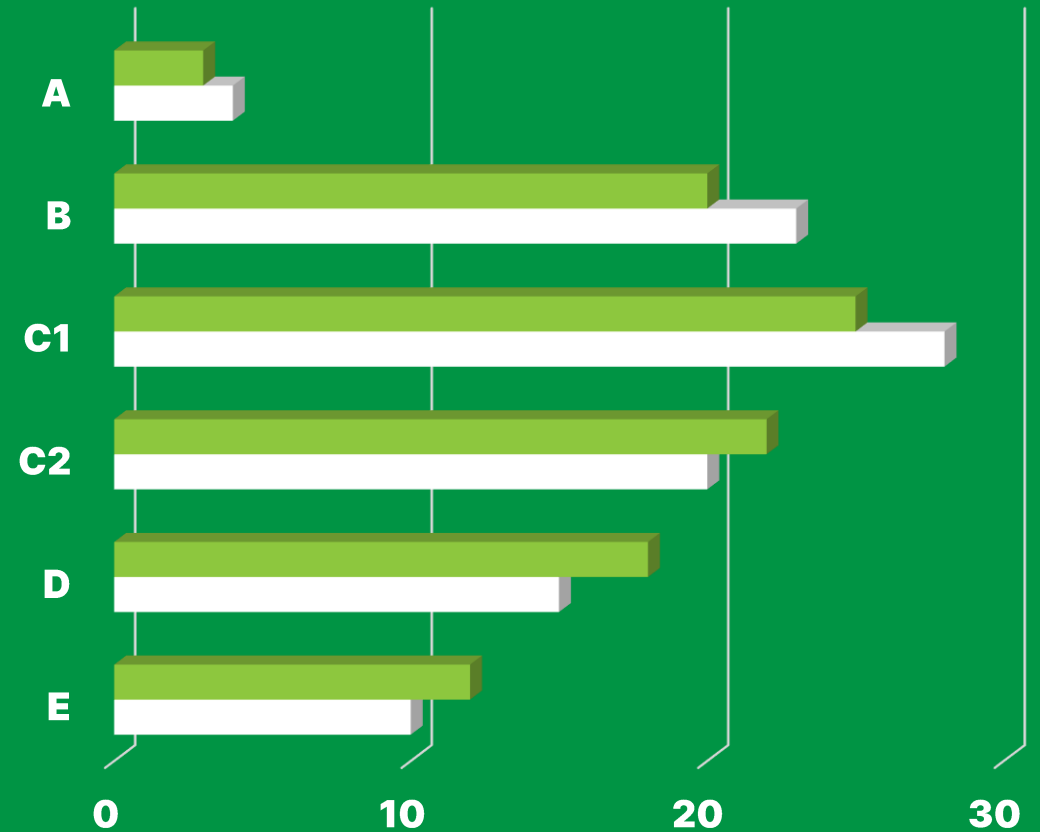
88% Male 12% Female



Age (%)



Social Grade (%)



	E	D	C2	C1	B	A
Footballers	12	18	22	25	20	3
UK average	10	15	20	28	23	4

The Football Audience

Footballers are younger and more working-class than the national average:

- **Strongly weighted 16–34, with around 60% of adult players <35.**
- **Lots of students, apprentices and tradespeople, plus early-career white-collar workers.**
- **Adults who play football are regularly happier than non-footballers, and adult football participation contributes to the reduction of 203.3k cases of physical and mental health disorders. (source: FA)**



Rugby

- **Mainly 18-44 audience**
- **67 venues**
- **Weekly footfall 36k**
- **562k impacts weekly**
- **758 posters in locker rooms and bars/lounges**
- **40 screens in bars/lounges**

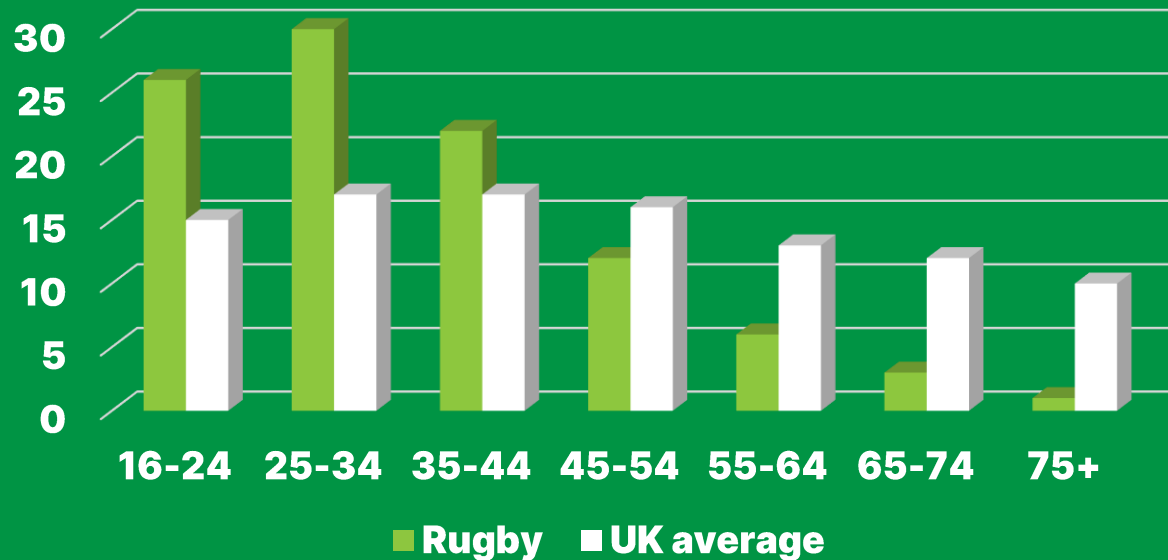


The Rugby Audience

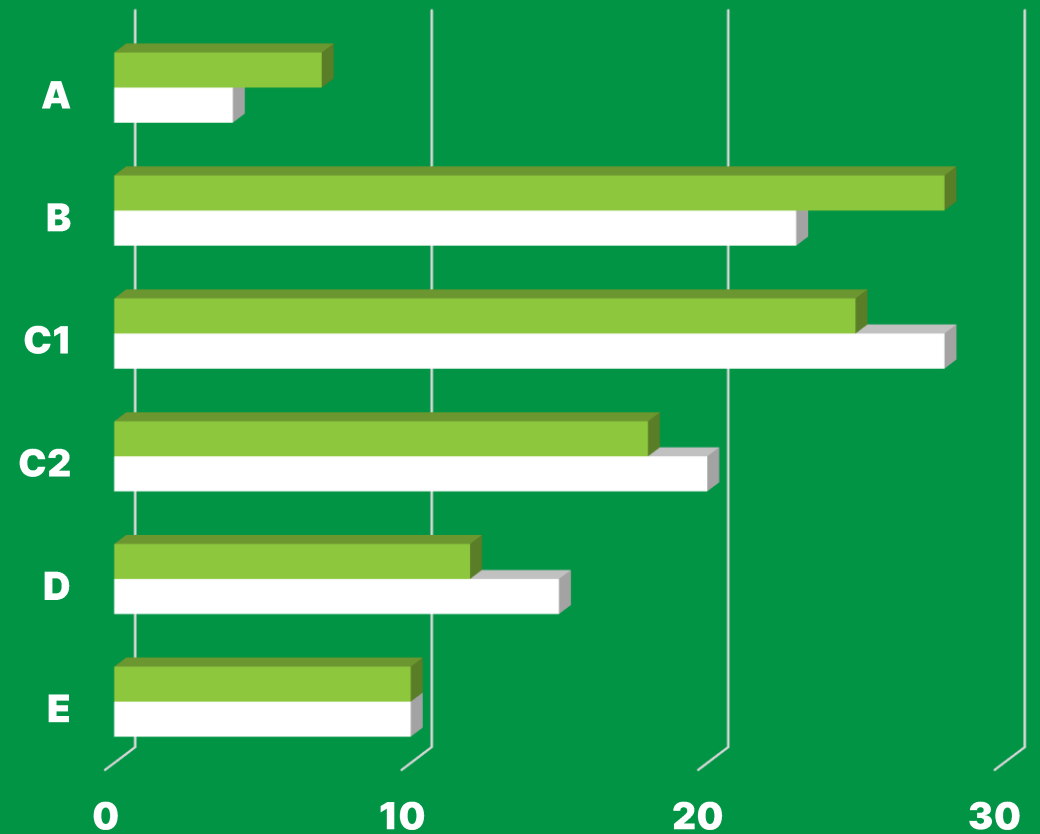
81% Male 19% Female



Age (%)



Social Grade (%)



	E	D	C2	C1	B	A
Rugby	10	12	18	25	28	7
UK average	10	15	20	28	23	4

The Rugby Audience

Rugby players are younger, affluent team-players with strong ties to education and professions:

- **Concentrated 18–44s, reflecting the physicality of the sport**
- **Very ABC1, with higher managerial and professional backgrounds**
- **Strong links to independent schools**
- **Easy targeting of higher incomes, families and corporate influencers**
- **The average community rugby club provides 44,000 hours of positive social interaction per year, building stronger, more connected communities**





Cricket

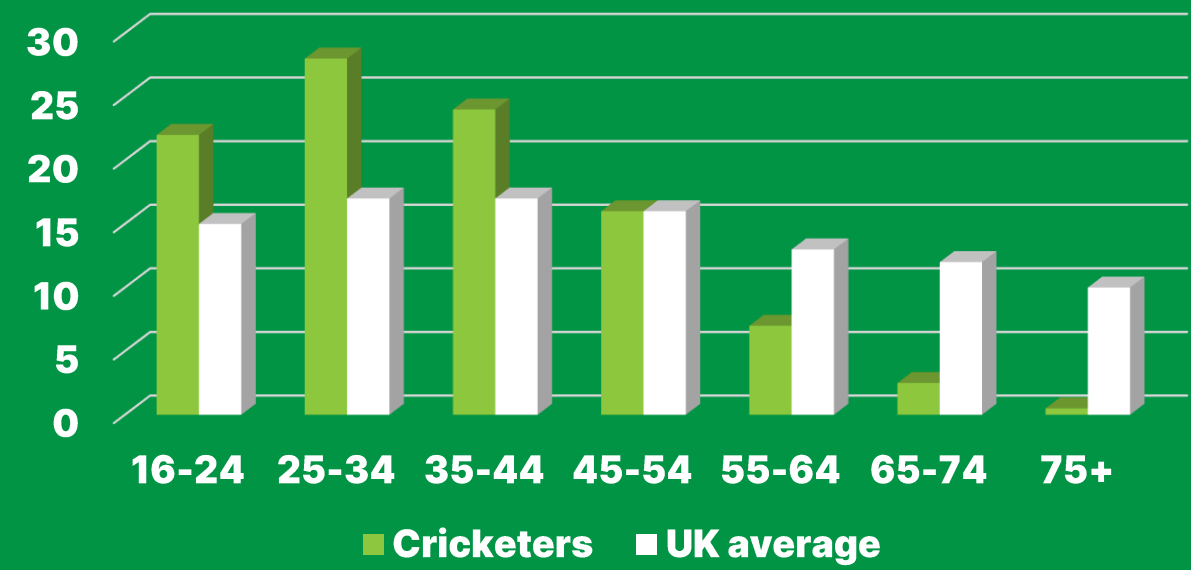
- **Mainly 18-54 audience**
- **115 venues**
- **Weekly footfall 29k**
- **402k impacts weekly**
- **754 posters in locker rooms and bars/lounges**
- **50 screens in bars/lounges**

The Cricket Audience

80% Male 20% Female



Age (%)



Social Grade (%)



Sources: IPSOS, NRS, Sport England, Street Games

The Cricket Audience

Cricketers are broadly representative of the population, but more diverse and family-oriented:

- **Spread across 16–54, with a peak in the 25–44 range; average adult player age is ~31**
- **Socio-economic mix is close to the UK norm**
- **Hugely over-indexes for ethnic diversity, with about 30% of recreational players from minority backgrounds and particularly strong South Asian participation; ideal for brands wanting inclusive, community-based reach**





Bowls

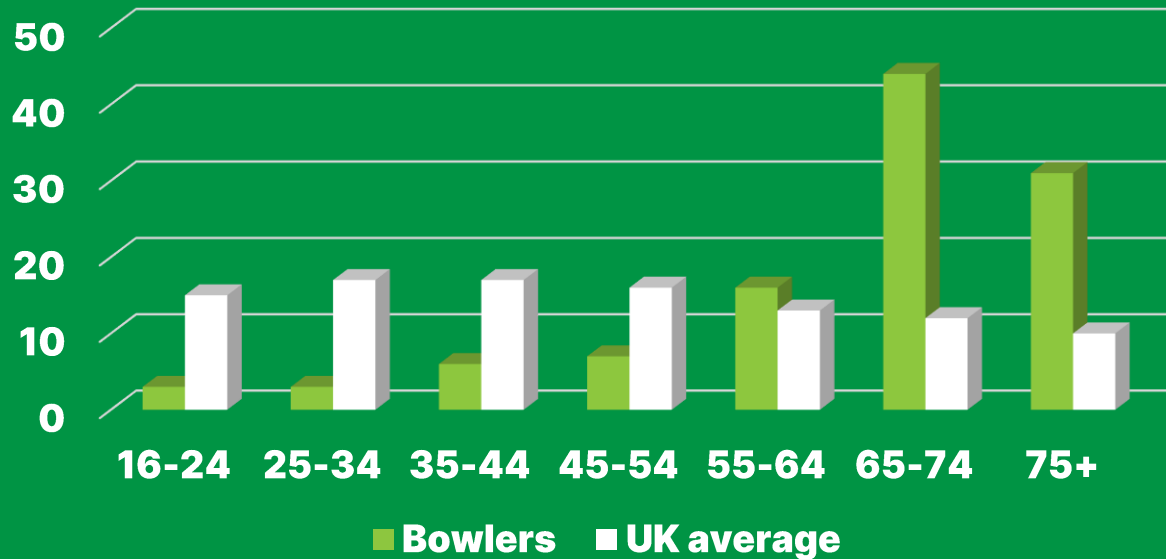
- **55+ audience**
- **118 venues**
- **Weekly footfall 87k**
- **1.3k impacts weekly**
- **468 posters in communal areas and lounges**
- **37 screens in bars/lounges**

The Bowls Audience

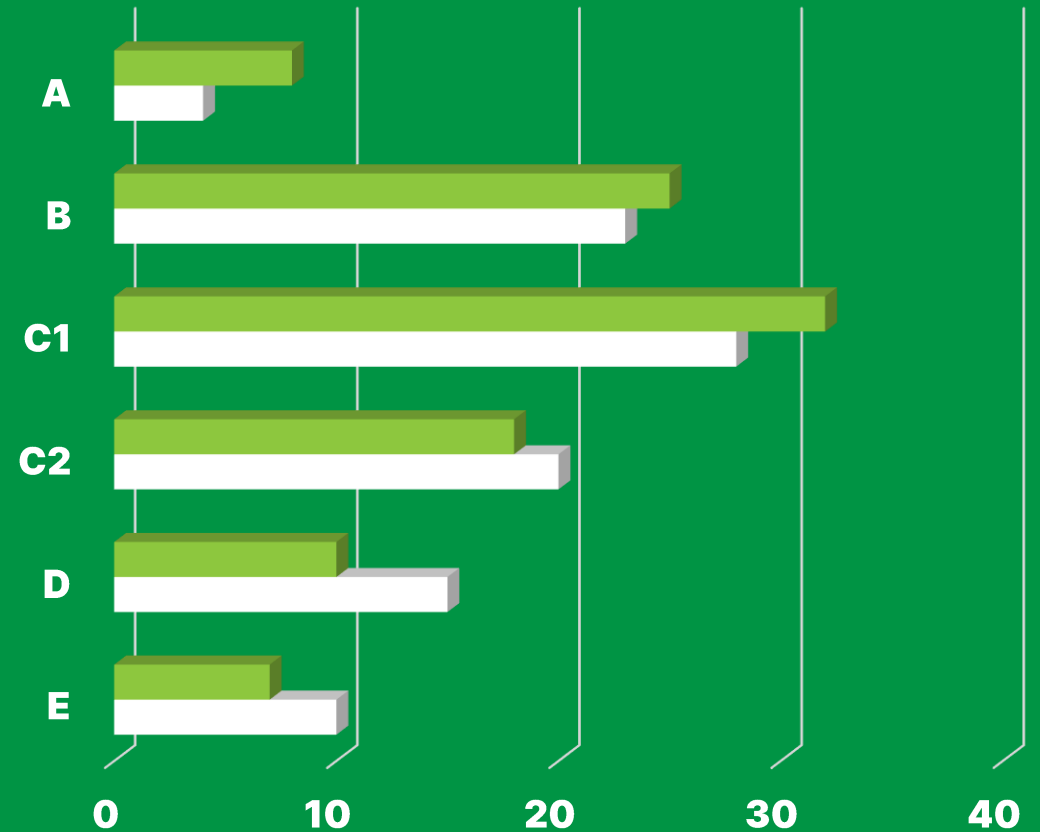
70% Male 30% Female



Age (%)



Social Grade (%)



	E	D	C2	C1	B	A
Bowlers	7	10	18	32	25	8
UK average	10	15	20	28	23	4

The Bowls Audience

Bowls players are older, settled and community-minded with time and disposable income:

- **60+ audience; ~75% are 65 or older**
- **Largely retired C1/C2 and AB homeowners, with stable finances and massive loyalty**
- **They visit clubs frequently, stay for long periods, and value social contact, making them highly responsive to relevant services, products and offers**
- **They are active, social, and want to stay that way**





Other sports

We are also working on developing other screen networks, including:

- **Sailing and Yacht Clubs**
- **Boxing Clubs**
- **Tennis and Padel Clubs**
- **Pool & Snooker Clubs**



Case Studies

Click each for more detail

- Adidas: 76% recall
- TNT Sports: proving sportsplayers are interested in all sport
- Octopus Energy: 87% recall
- True Crime in bowls clubs
- Yorkshire Tea: 81% recall



Ideas

We do more than posters and screens. So far we've done leaflets, arranged for social media posts to go out on behalf of our advertisers from the clubs', and we can also do things like branded equipment, 3D printed and lenticular posters, augmented reality and more



More Ideas

- **Activate elite sponsorships at the grassroots**
- **Ask us about our posters by the dartboard or pool table**
- **Sponsor 'Grassroots Play of the Month' on our screens**



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