



**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.



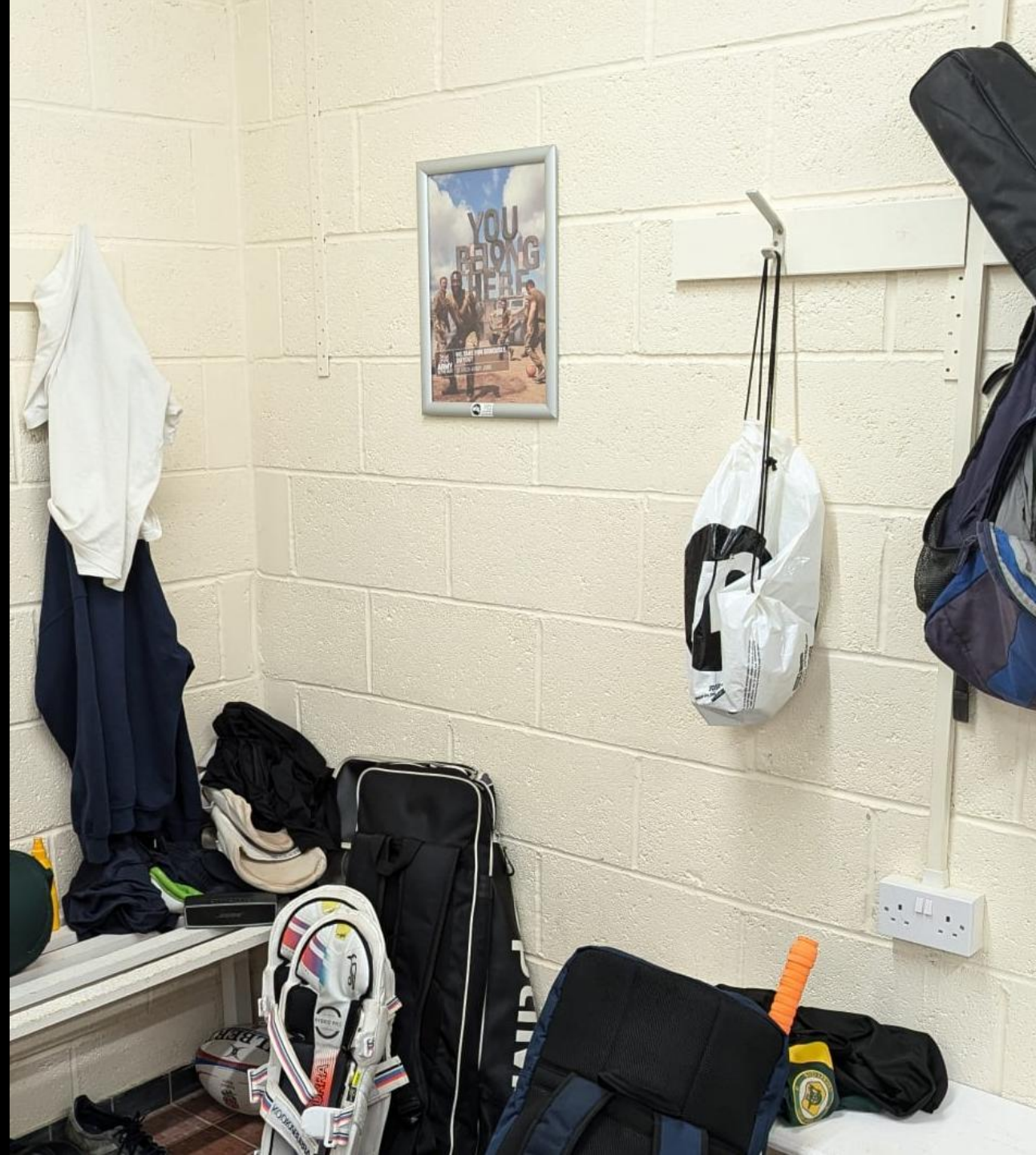
Why Now

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

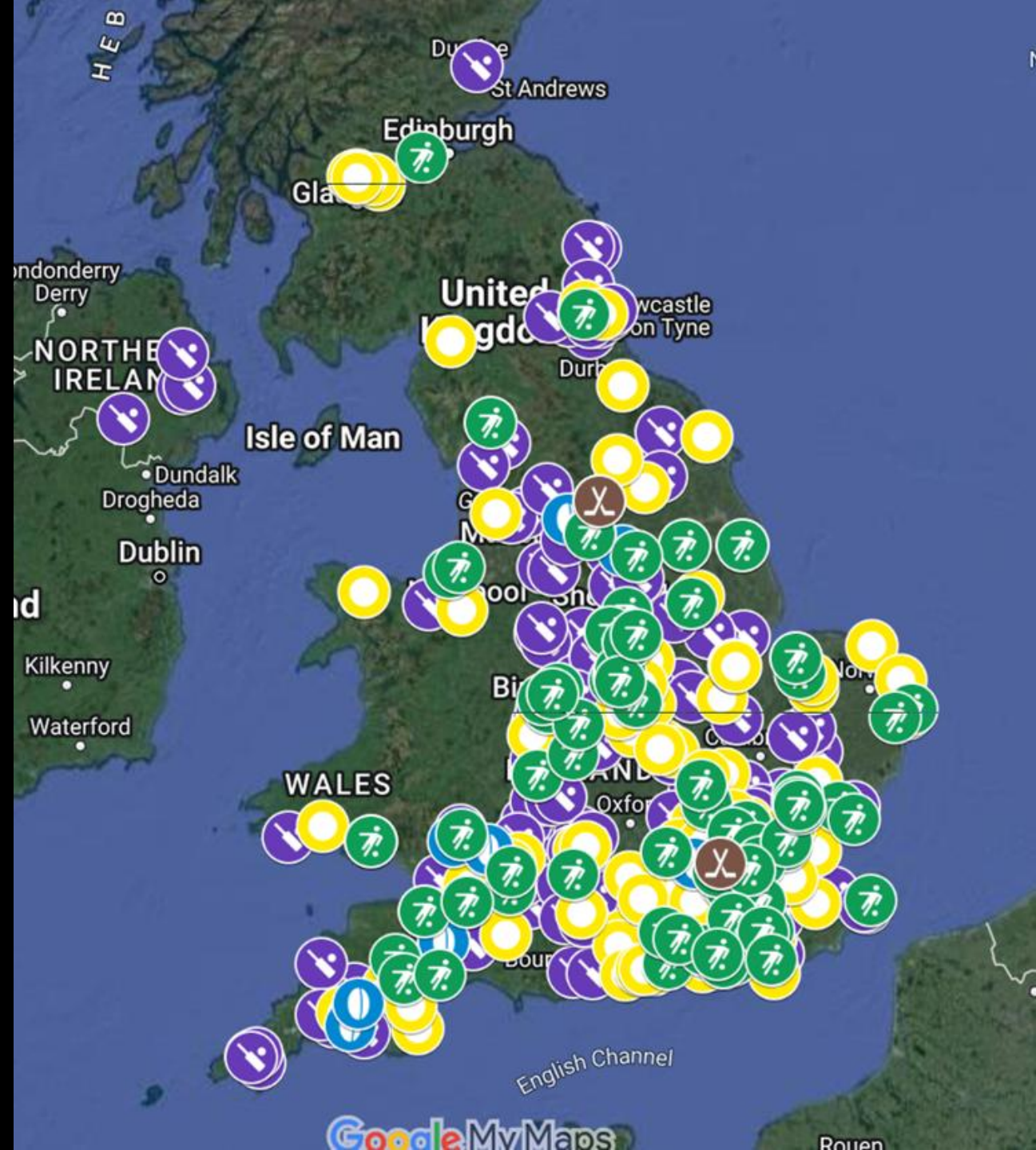


Our Audience

 **Over 325 clubs nationwide with a weekly footfall of more than 250,000**

 **Football, Rugby, Cricket, mainly 18-44**

 **Bowls: 86% aged 55+**



A3 Posters

- **1,400 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

- **50 across the UK (March 2025)**
- **Up to 100 by August 2025**
- **28"/71cm portrait**
- **Full HD**
- **Full motion**
- **In clubhouse bar areas**



Case Studies

Click each for more detail

- Adidas: 76% recall
- 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**



Mat Court

Grassroot Media Ltd

Pioneering Active-Social OOH Advertising



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