



Official Innovation Partnership Proposal
(June 2026–May 2027)

HIGH TECH

IMMERSION

**10 THEMES ZONES ACROSS
20,500 SQ FT OF IMMERSIVE EXPERIENCE
IN MESSI'S LIFE**

**Relive his humble beginnings
in Rosario and rise in Barcelona**

Experience the highs
and lows of his career

Interactive experiences let
kids train their football skills,
from penalty kicks to ball control,
through an engaging app.

Step into the locker
room for an inspiring
talk on life's values

Celebrate the ultimate
triumph: lifting the
2022 World Cup



AN
INTERACTIVE
MULTISENSORY
EXPERIENCE

FOR
KIDS
FAMILIES
& FANS

**A JOURNEY THAT PROVES
DREAMS COME TRUE
WHEN YOU NEVER STOP
MOVING FORWARD.**

FOR CHILDREN:

an inspiring message to never give up on their dreams, showing how discipline, perseverance, and learning from setbacks are the true keys to success.

FOR ADULTS:

engaging entertainment with an in depth look at Messi's life, and the chance to share his values with their children.

**EXCELLENCE
& INTEGRITY**

*Always striving to give the best,
with honesty and commitment.*

**PERSEVERANCE
& OVERCOMING ADVERSITY**

*Transforming setbacks into opportunities,
and teaching resilience as a life skill.*

DREAM BIG

*A universal message
encouraging children and families
to believe in themselves
and aim high.*

TEAMWORK

*Beyond individual talent,
success is built on collaboration
and respect.*

**VALUES
& ATTRIBUTES**

THE
MESSI
EXPERIENCE
A DREAM COME TRUE
WORLD TOUR

**INSPIRATION
FOR ALL AGES**

*More than football; a cultural
and emotional experience
that connects across generations.*

UNIVERSALITY

*Values that transcend borders,
cultures, and languages,
making them relevant to diverse
global audiences.*

EXECUTIVE SUMMARY

- **The Messi Experience is a year-long immersive destination in New York New Jersey celebrating Leo Messi's life, legacy, and innovation-driven fan engagement.**
- **Company is positioned as the Official Immersive Innovation Partner.**
- **Beyond brand exposure, this partnership creates an exclusive VIP hosting platform to entertain enterprise clients, partners, and key stakeholders.**
- **A premium experiential environment designed for relationship-building, storytelling, and long-term brand impact.**

STRATEGIC FIT

- Reinforces company global sports and innovation narrative.
- Positions la company as powering immersive, next-generation experiences.
- Aligns company with the world's most influential athlete in the fastest-growing sport in the U.S.
- Builds direct physical engagement with NY metro consumers, families, creators, and young fans.

EXPECTED ATTENDANCE & AUDIENCE

Projected total visitors (June 2026–May 2027): 1.2M – 1.8M

Demographics:

- ✓ **60% families / Gen Z**
- ✓ **25% tourists (global)**
- ✓ **15% soccer enthusiasts / creators**

High social media engagement (average 3–6 posts per visit)

This is ideal for company consumer + prosumer positioning.

During the 2026 FIFA World Cup, it is projected that more than 3 million people will visit the mall.

WHY THIS WORKS

Leo Messi is a universal conversation starter

- **Experiential hosting outperforms traditional hospitality**
- **Guests leave with emotional and tangible takeaways**
- **Technology becomes part of the memory, not just the message**

COMPANY VIP & CLIENT ENGAGEMENT PLATFORM

This partnership is also a relationship engine

Company can use the experience to:

Entertain enterprise clients

Host channel, retail partners, and resellers

Engage key accounts and prospects

**Support executive-level storytelling in a premium setting Company VIP Suite
positioned as a central pillar of the partnership**

Designed for client hosting, private events, and executive experiences

Flexible use across Platinum, Gold, and Silver tiers

WHY COMPANY WINS

- Premium brand association
- Scalable client hosting platform
- Long-term cultural and business impact
- A partnership built for relationships, not impressions alone

MEDIA INVESTMENT PLAN

Channel	Action Title	Investment
Digital Paid Media	Meta Ads	\$235,000
	Google Ads	
	TikTok Ads	
Out-of-Home (OOH)	Strategic Billboards	\$360,000
	Digital Screens	
	Bus Stops	
Media Partners	Press	\$180,000
	Radio	
Organic Content	TV	\$180,000
	American Dream	
	TME Social Media	\$125,000
	Email Marketing	
	Local Micro-Influencers	
	VIP Invitations to Pre-Opening	
TOTAL		\$900,000

IMPLEMENTATION TIMELINE & RESPONSIBILITIES

Accelerated Execution Plan June Opening

NOW – T-30 Days

- 
- Partnership confirmation
 - Branding scope locked
 - Zone designs finalized
 - Content + signage production

T-30 to T-5

- 
- Install & stress testing
 - Company walkthrough + sign-off
 - VIP event calendar locked
 - PR positioning ahead of World Cup build-up



**THE MESSI
EXPERIENCE**
NEW YORK
NEW JERSEY

**NATIONAL
CAMPAIGN
SPONSORSHIP
OPPORTUNITIES**



Aone



PLATINUM

**TITLE SPONSOR THE MESSI EXPERIENCE
PRESENTED BY COMPANY**

Estimated Investment: \$3M for the year Company Receives:

Branding

Naming rights in all marketing (“Presented by company”)

Prominent branding at entry, exit, and hero moments

Logo placement on The Messi Experience NYC merch store

Inclusion in all ads (OOH, digital, TV, social, PR)

PLATINUM

VIP / Hospitality

Company VIP suite for corporate hosting

First access for employees, partners, and retail channel partners

Fan Engagement

Monthly Company x Messi creator nights

Digital collectible / AR moment powered by Company

Exclusive content for Company customers

Content Rights

Rights to use “The Messi Experience” visuals in Company marketing

Co-branded video assets, social campaigns, mini-docs





GOLD

OFFICIAL TECHNOLOGY & INNOVATION PARTNER

Estimated Investment: \$1.5M + in-kind tech contribution (≈ \$1M)

VIP hosting for clients.

Category exclusivity

“Powered by Company Innovation” signage on interactive zones

Fan-data capture opportunities (opt-in contests, challenges)



SILVER

EXPERIENTIAL ACTIVATION PARTNER

Estimated Investment: \$750K

- VIP hosting for clients.
- Company-branded interactive room or challenge
- Product placements
- Social/influencer activation rights
- On-site digital signage



EXAMPLE COMPANY-BRANDED ZONES



“Train Like Messi” XR Challenge Visitors compete using Company-powered XR systems tracking their movements in real-time.

“Create Your Messi Moment” Creator Studio using Company Guests record personalized Messi highlight videos

3. The Innovation Tunnel Tech in Motion Projection, LED, rendering ; all run on Company workstations.





OPPORTUNITIES

with Pre-Recorded
LEO MESSI Content



INFLUENCER

IMPACT EXAMPLES





THANK YOU

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