

TOCA
Social

COMMERCIAL PARTNERSHIPS



TOCA SOCIAL /
TOCA SOCCER

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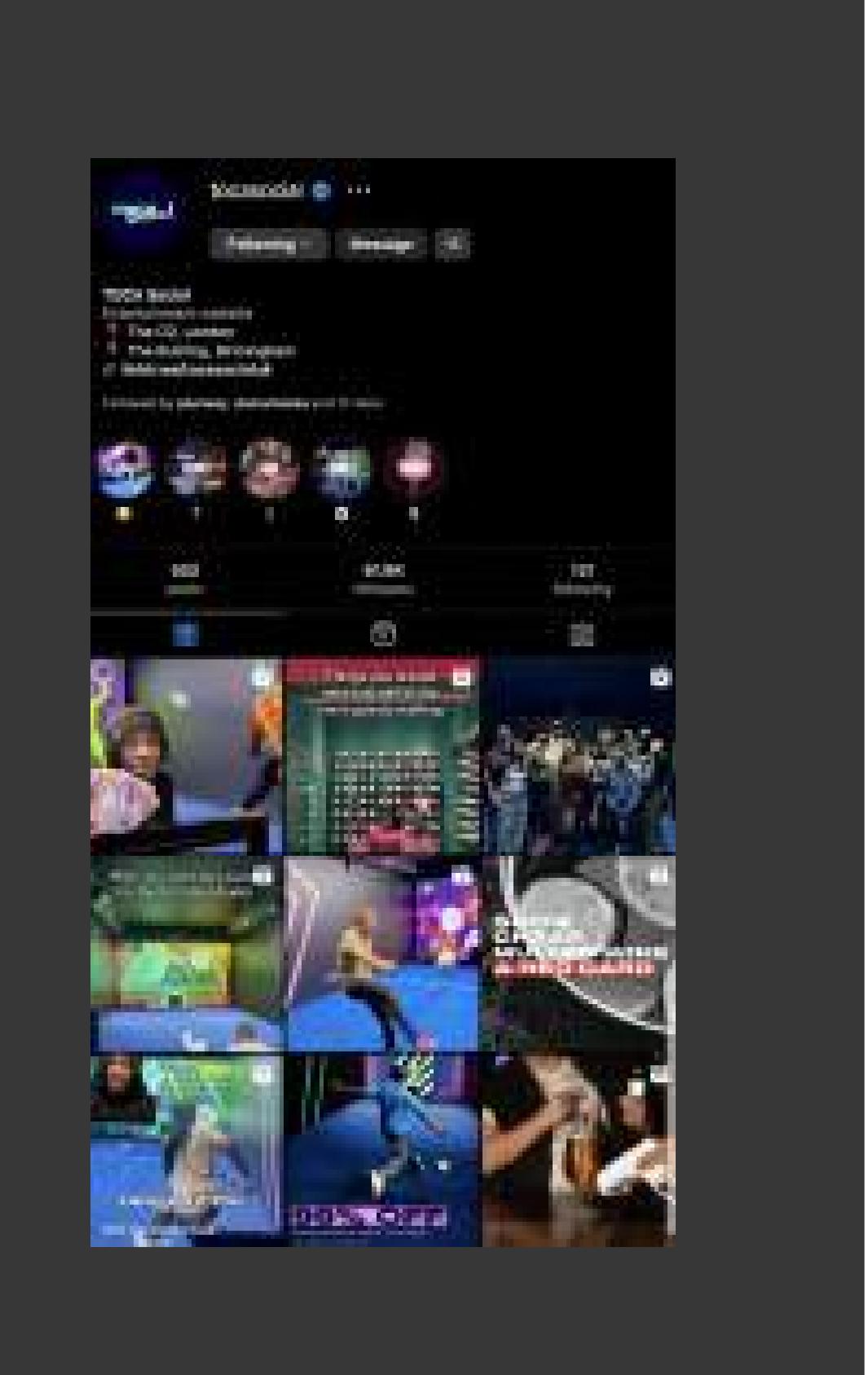
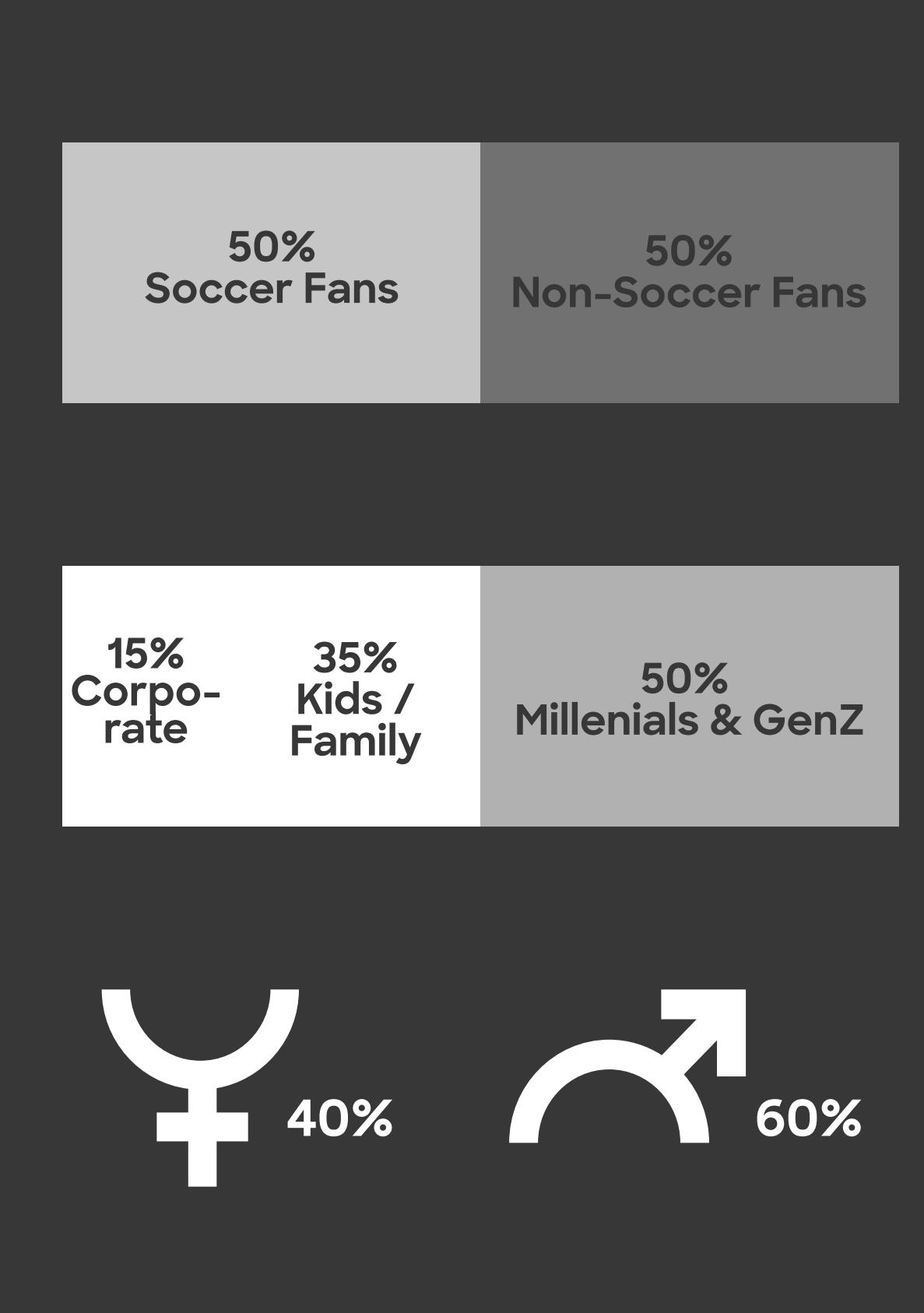
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TOCA SOCIAL IS THE WORLD'S FIRST INTERACTIVE SOCCER + HOSPITALITY VENUE



THE CURRENT STATE OF PLAY



By June 2025, we will be open in The O2 (London), The Bullring (Birmingham), Westfield White City (London)

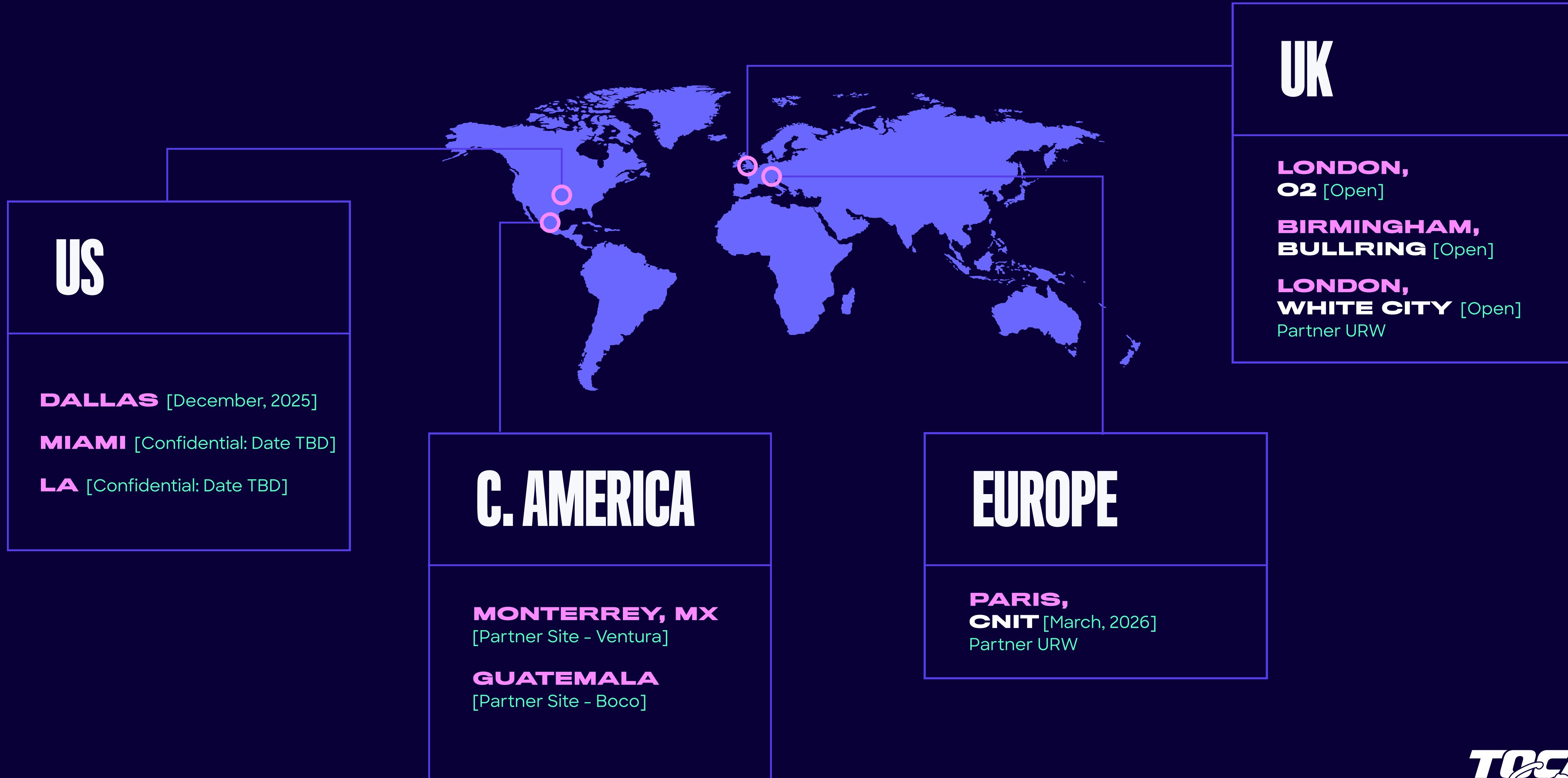
Across the 3 sites this will account for 800,000+ guests per year

A broad and varied audience: social nights out, stag and hens, family days out and corporates

A strong and engage following:
- 120,000+ across social
- 1 million+ monthly engagement
- 120,000+ CRM list
- 50+ influencer visits a month

CURRENT TOCA SOCIAL GROWTH PLANS

6 VENUES OPERATING BY Q1 2026
TOCA PLANS TO OPEN 100+ VENUES GLOBALLY, REACHING 30M+ FANS



UK LOCATIONS

▶ **FLYTHROUGH**

**THE O2
LONDON**

G ★★★★★
4.8 / 5.0

1,500+ Reviews



▶ **FLYTHROUGH**

**BULLRING
BIRMINGHAM**

G ★★★★★
4.9 / 5.0

200+ Reviews



▶ **FLYTHROUGH**

**WHITE
CITY**

G ★★★★★
5.0 / 5.0

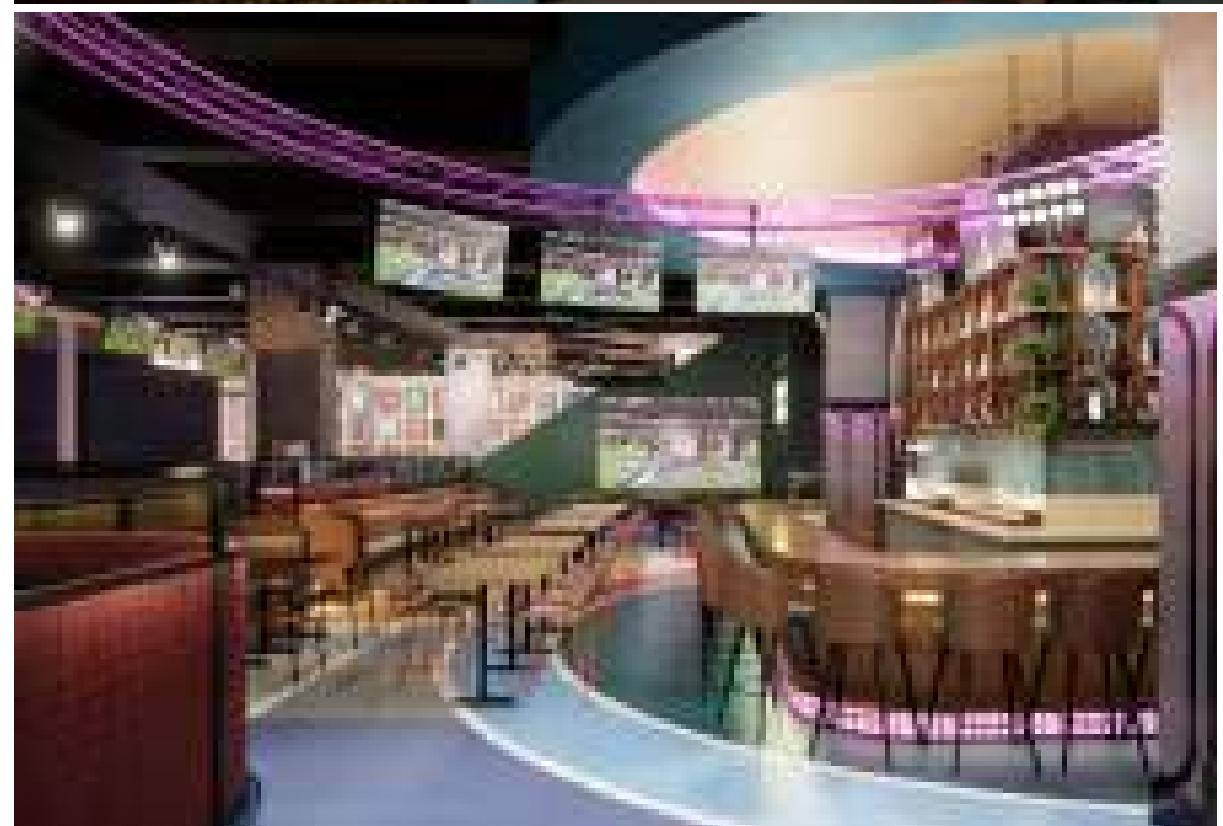
200+ Reviews



NEW VENUES

DALLAS

35,000 SQ FT / 1200 Capacity



PARIS

25,500 SQ FT / 750 Capacity



TOCA SOCCER EXISTING SCALE



Of indoor soccer centres (37 sites across the US)
Best in class performance training, used by
multiple high level players and clubs



An official soccer training and entertainment
facility partner of MLS



With 4 TOCA Soccer locations, and soon to be
the first TOCA Social, we are the leader in
soccer participation in Dallas

TOCA
Social

AMBASSADORS

Our company, technology, and training methodology are backed by some of the biggest names in soccer.





SPONSORSHIPS / BRAND PARTNERSHIPS

PARTNERSHIP OPPORTUNITIES

GAMES	DIGITAL/BRAND	VENUE	EQUIPMENT	EVENTS
End to End Wrap	CRM Marketing	Fanzone Sponsor	Boot Sponsor	Curated Brand Events
Custom Game	Social Marketing	Boot Room Partner	Ball Sponsor	World Cup 2026 Screenings
White Label Game	Paid Digital	Billboard/Vinyl Branding	Uniform	Sporting Events
Power Up Sponsor	Web Integration	Digital Displays	Merchandise	Christmas at TOCA
In Game Advert	Booking Emails	Photo Booth	Apparel	Brand Activations
Fixtures/Leaderboard Partner	Player Profiles	Retail Store	Gaming Assets (Arcades/Grabber)	Product Launches
Current TOCA Game Rebrand	Campaign Sponsorship	Branded Shirt Wall	Branded Table Tents	Conferences

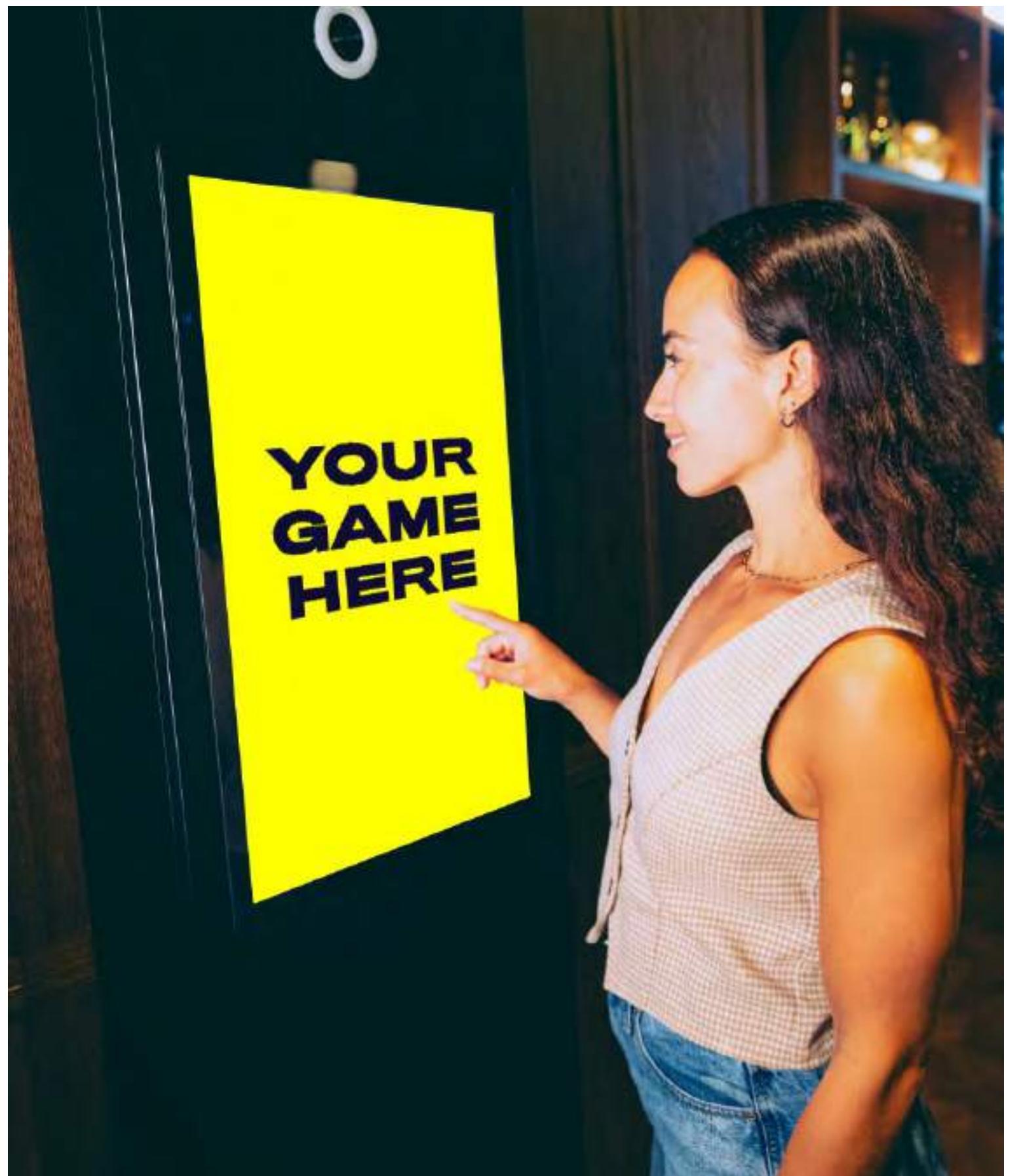


TOCA GAMES

TOCA GAMES

CUSTOM GAMES

Opportunity to develop a new game, with custom mechanics, dedicated to your brand



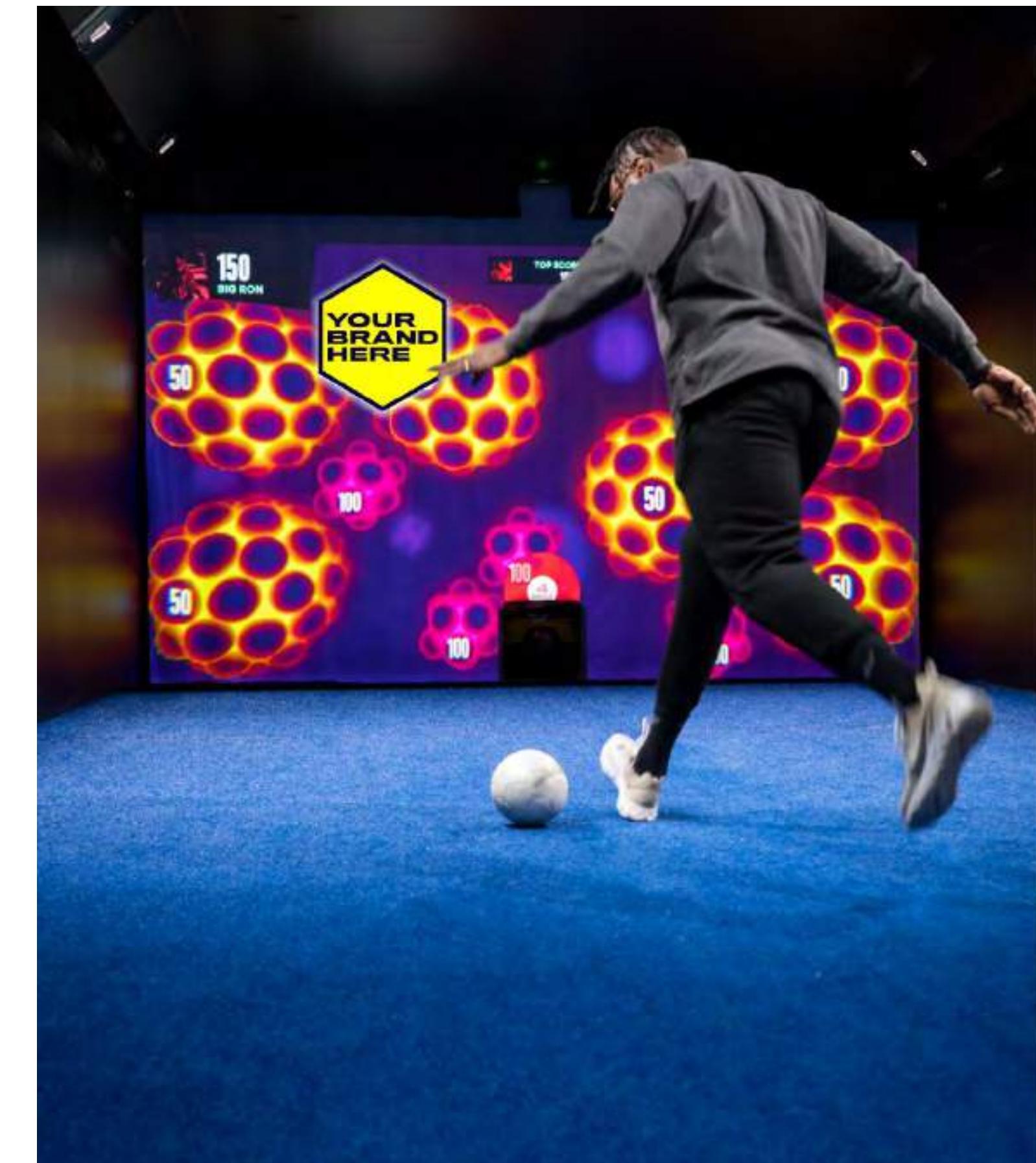
RE-BRANDED TOCA GAME

Revamp a classic TOCA game under your brands identity



BRANDED POWER UP

Feature your brand advertisement on the screen each time a powered up appears.



TOCA GAMES

IN-GAME ADVERT

Run a branded advertisement between games



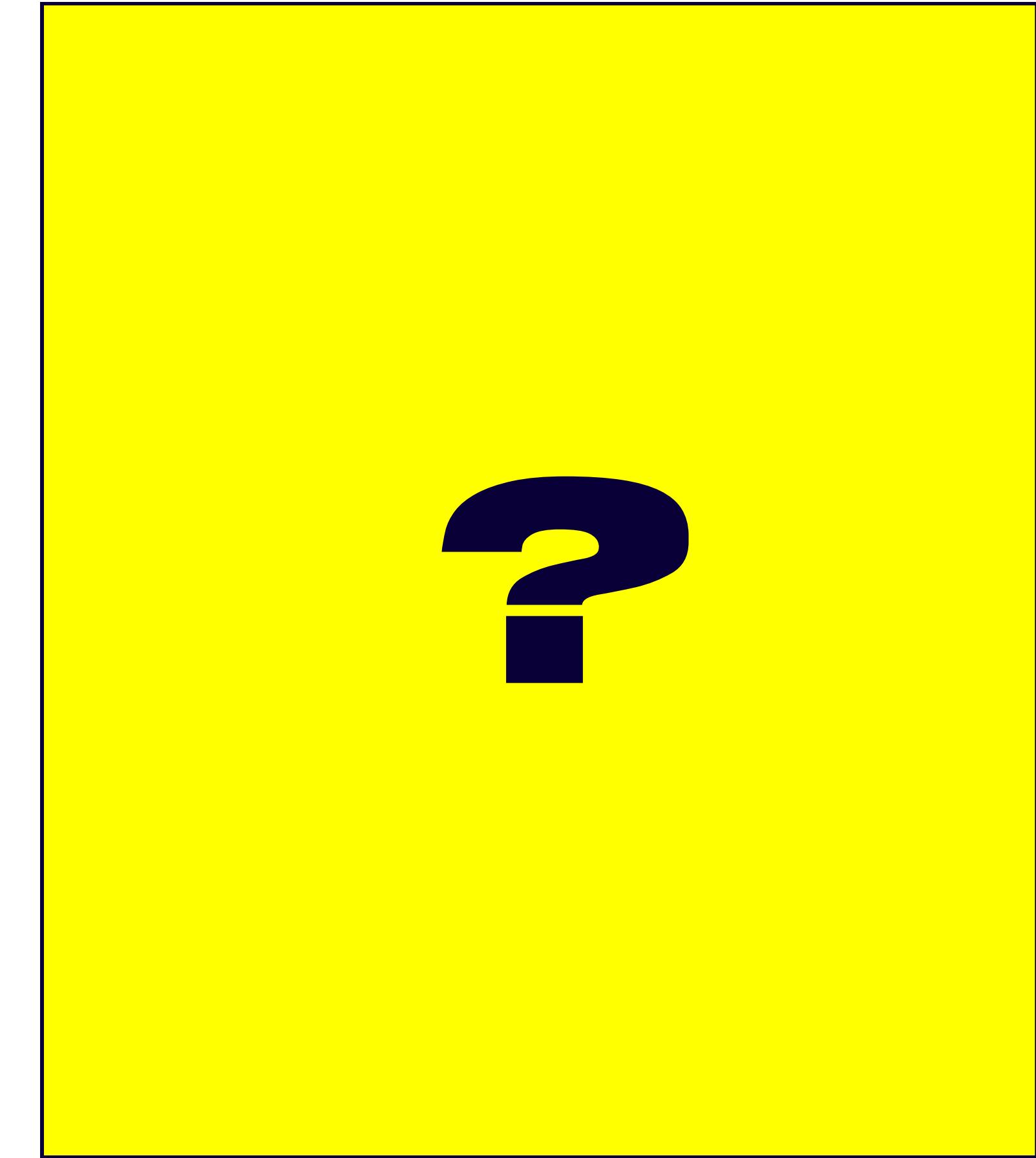
COMPETITIONS

Host continuous branded competitions for our active and diverse community



WHITE LABEL

Seeking opportunities beyond our venues to create a TOCA experience through a white-label product offering





IN VENUE BRANDING

UK - FANZONE SPONSORSHIP

WHITE CITY

Be the Official Sponsor of the New
Fanzone at White City!

Designed for **live sports screenings**,
communal energy, and immersive fan
experiences with a 200 person capacity
(inc standing).

Giant screens for match days and major
tournaments

Premium sound & lighting for a true
stadium feel

4x Interactive TOCA boxes for game play
or screenings.

Dedicated Bar with premium Food and
drinks.

Brand Exposure – Logo placement,
branded content, digital integration

Fan Engagement – On-site activations,
giveaways, product sampling

Exclusive Naming Rights – [Your Brand]
Fanzone at White City



US - VIEWING LOUNGE SPONSORSHIP

DALLAS

Partner With Us on Our Exclusive Viewing Lounge at
TOCA Social Dallas!

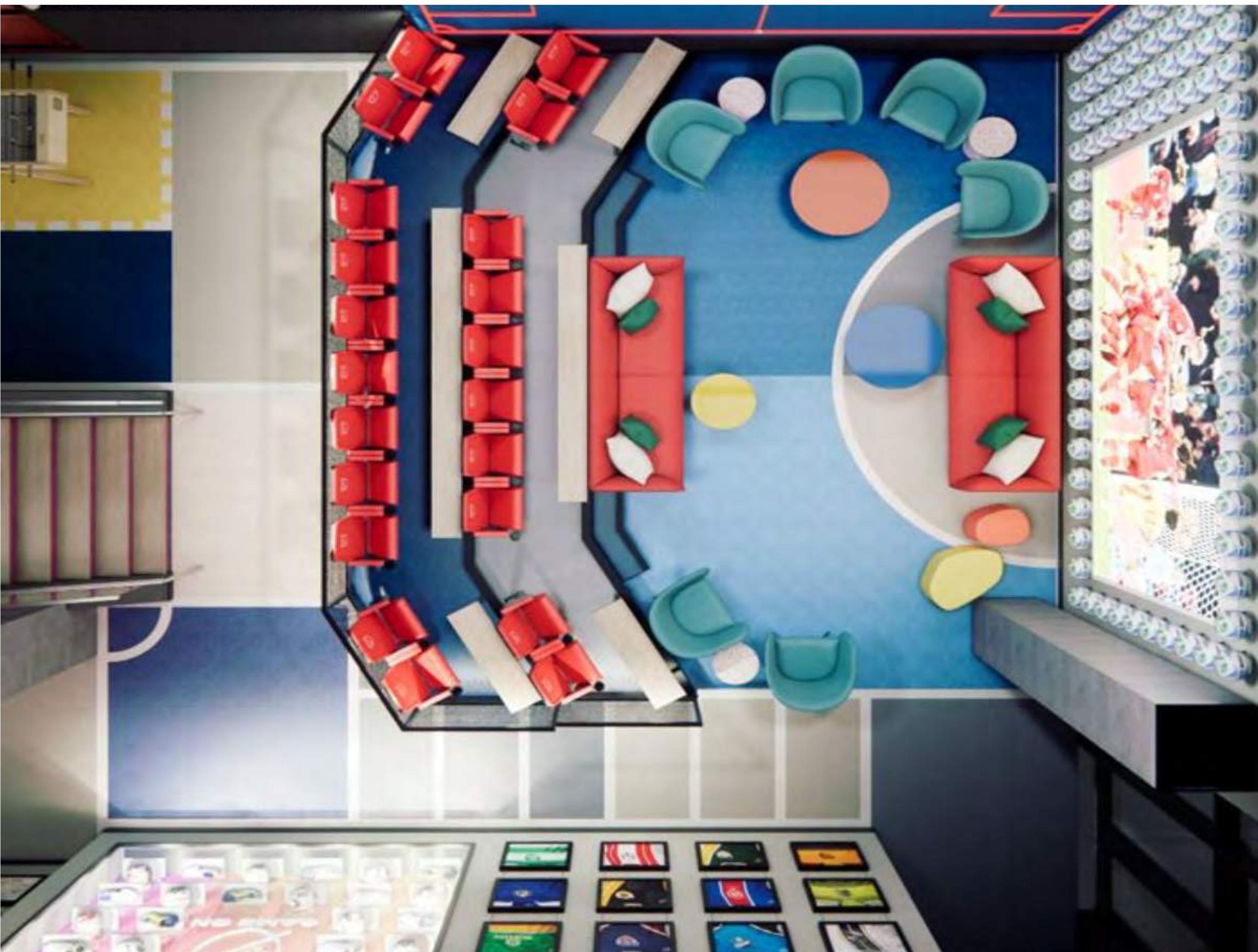
- 750 sqft area
- 120' screen
- Always-on video advertising content
- Shirt display wall
- In-seat branding
- Branded photo moment (boot install)
- Large branded feature wall
- Branded ball wall

30-40 person viewing space (this will vary per venue)

150-160 calendar days featuring MLS matches

Screening all other soccer events, including early morning
EPL, Champions.
League, International tournaments etc.

**Fanzone Viewing Lounges sponsorship available globally
across the TOCA roll out with varying specification*



ALL - BRANDING IN VENUE

Our venues provide excellent brand visibility opportunities, ranging from static banners and vinyl placements to photo-moment shirt walls and full box wraps.

Whether integrated into a long-term partnership or a targeted brand activation or campaign, these placements offer an impactful way to engage and capture the attention of our guests.

TOCA can handle all production in collaboration with your design team.

A distinct branding pack is available, complete with full specifications.



DIGITAL SCREEN ASSETS

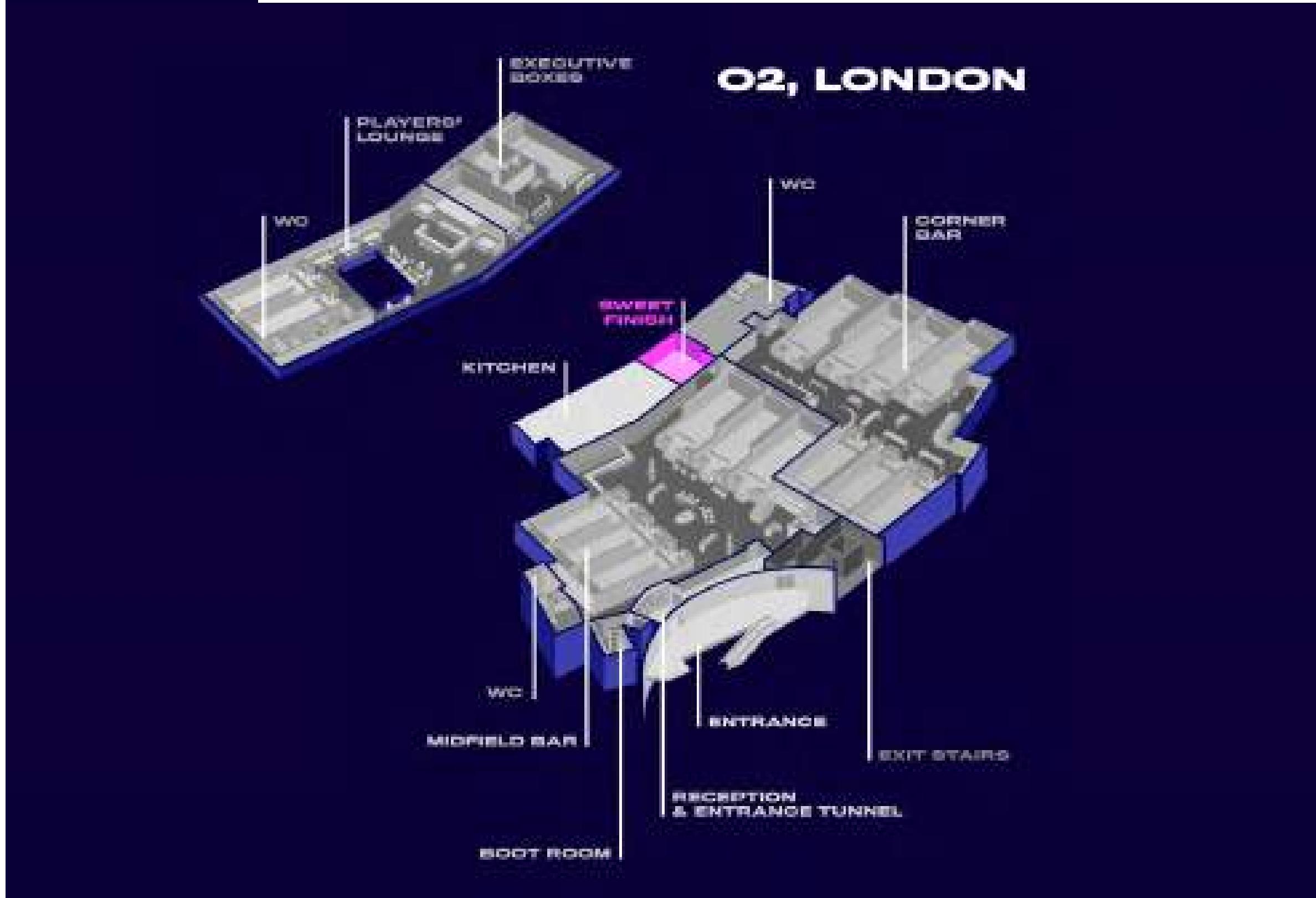
Digital advertising spaces available across all venues, ideal for out-of-home (OOH) campaigns, logo placement as part of broader partnerships or sponsorships, and promoting brand activations.

VENUE	GAME TOTEM KIOSKS	ORDER SCREEN KIOSKS	TV SCREENS/ PROJECTORS	CONTENT SCREENS	LEADERBOARD SCREEN	FIXTURES SCREEN
THE O2 LONDON	17	17	2	12	1	4
THE BULLRING BIRMINGHAM	23	0	2	5	1	4
WHITE CITY, LONDON	24	0	7	2	2	4

RETAIL SPACES

A RETAIL/EXPERIENTIAL SPACE BESPOKE TO YOUR BRAND NEEDS

THE O2



Size of space - 500 SQ FT

Use - Retail, Merchandise, F&B, Experiential

Rent - Base rent / service charge / turnover options

WHITE CITY



Size of space - 2500 SQ FT

Use - Retail, Merchandise, Experiential

Rent - Base rent / service charge / turnover options



DIGITAL/ BRAND

DIGITAL / BRAND

DATABASE

We are currently building player profiles, which will become mandatory for all players, reaching 300k guests per venue, per year

We can promote your brand to the existing (and growing) 160k TOCA Social CRM list

Various opportunities for brand integration within the TOCA Social player profiles

SOCIAL MEDIA / WEB INTEGRATION

150k+ combined social followings, with 1m+ monthly engagements

10m+ monthly reach across paid digital campaigns

Engage with our powerful influencer-led visits and content

Branding added to our website, with ~50k weekly website visits

Branded leaderboards and competitions, which would live both in venue and online.

EQUIPMENT

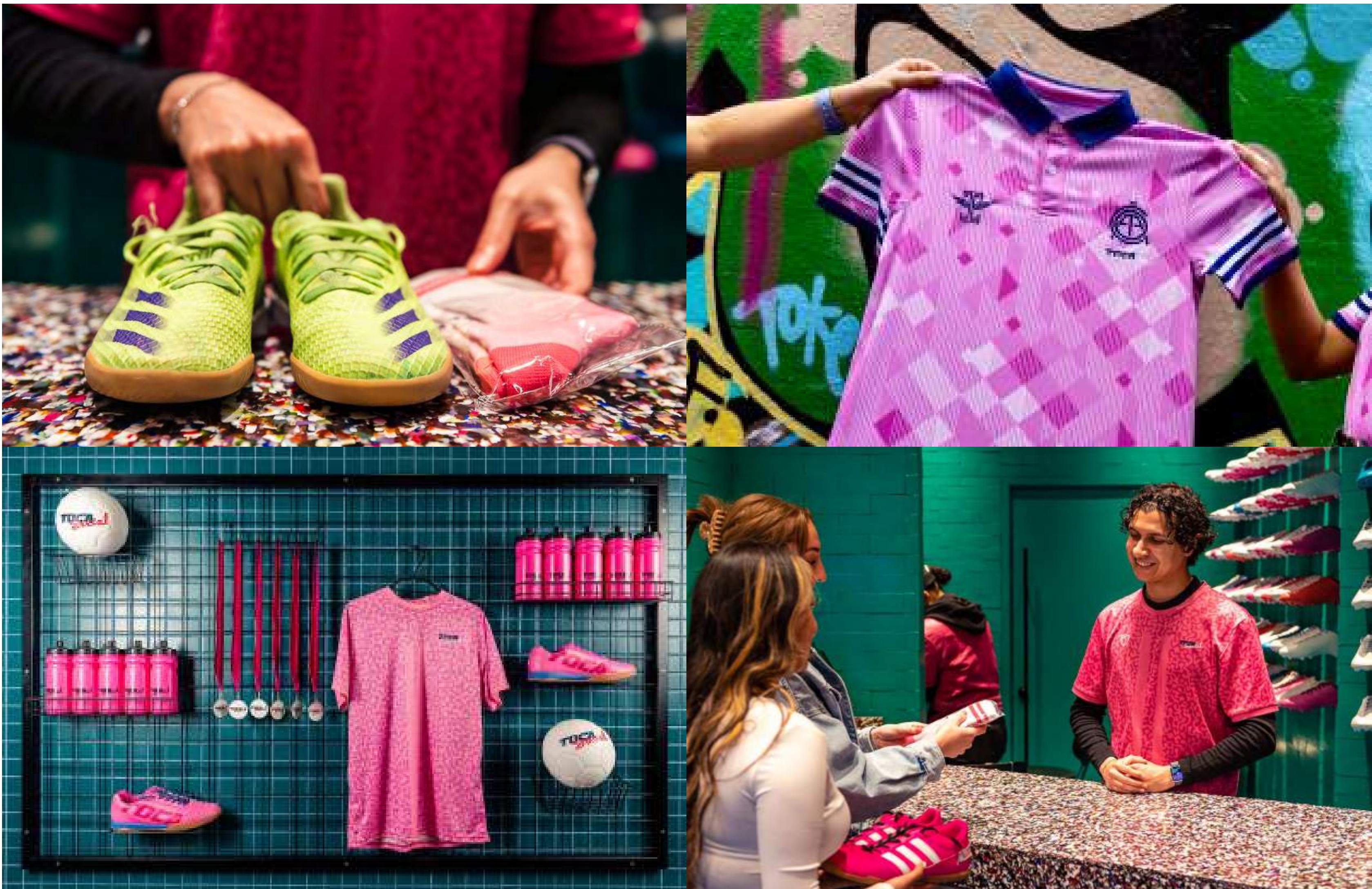
BOOT ROOM & EQUIPMENT

Every year, +10,000 footballs hit the pitch at TOCA Social, and with 1 in 4 guests renting boots, your brand could be in the thick of the action. This is a prime chance to put your name on the gear our guests use, love, and remember.

High-Impact Sponsorship Opportunities:

- **Ball Sponsor**
 - Your Logo On Every Football In Play
- **Boot Sponsor**
 - Exclusive Design And Branding
- **Boot Room Partner**
 - Own The Space Where Every Game Begins
- **Uniform & Merchandise**
 - Branded Apparel Worn By Staff And Sold To Guests

Choose to go big across all venues or make your mark in a specific location—either way, your brand will be front and center in every match, every memory, every moment.





EVENTS

EVENT SPONSORSHIP

ALWAYS ON EVENTS

- Year-Round Event Presence
- Tailored Brand Activations
- Sponsorship Opportunities at Recurring TOCA Events
- Official Christmas Partnership
- On-Site Venue Branding
- Integrated Digital Campaigns
- Promotional Competitions & Giveaways



WORLD CUP 2026

Be Part of the Ultimate World Cup 2026 Experience

Showcase your brand at premier screening venues across the UK, Paris, and Dallas—one of the host cities.

Every match shown live on giant screens with unmatched fan atmosphere.

Major fixtures amplified into large-scale fan events with up to 1,000 guests.

Perfect destinations for England, France, and international supporters.

Unique opportunity to build an immersive, interactive brand presence throughout the tournament.

- On-Site Venue Branding
- Digital Marketing Campaigns
- Interactive Competitions



COST RANGE

TOCA presents three tiers of investment opportunities:

Sponsorships and Partnerships (as outlined below) – **up to £500,000**

Licensed TOCA Boxes – integrated within existing venues, **ranging from £250,000 to £1 million**

Co-Investment in TOCA Social Venues – **from £2.5 million to £10 million**

PARTNERSHIP TYPE	TERMS	INVESTMENT RANGE £	NOTES
TOCA GAMES	MIN 12 MONTHS	10k - 250k	Investment range dependent on tech development requirements
FANZONE SPONSOR	MIN 12 MONTHS	50k - 500k	Varying opportunities across all venues
VENUE BRANDING	NO MINIMUM	5k - 100k	OOH campaigns through to longer term brand partnership
DIGITAL ADVERTISING	MIN 12 MONTHS	TBC	Option of value exchange
EQUIPMENT	MIN 12 MONTHS	10k - 150k	Multi asset option
EVENTS	NO MINIMUM	5k - 250k	Pricing is determined by the event type and duration of the agreement



CORPORATE EVENTS

WHAT MAKES US UNIQUE?



CHOOSE YOUR EVENTS SPACE

We have a number of great spaces for different size groups. All with a variety of playing spaces, private / semi-private, as well as A/V facilities. Our team will be happy to share more information following an enquiry.

**FULL
VENUE**



**SEMI-EXCLUSIVE
HIRE**

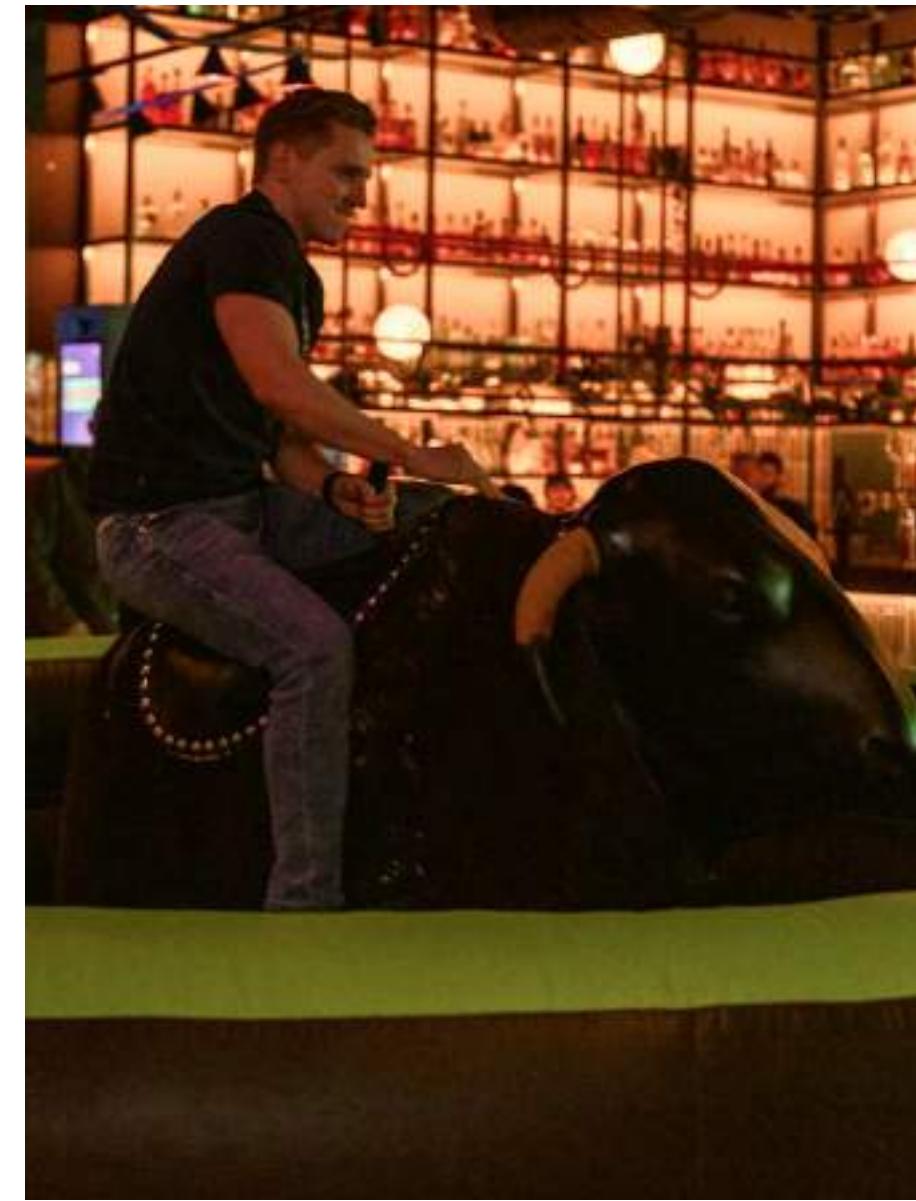


**EXCLUSIVE
AREA HIRE**

BOXES



TYPE OF EVENTS



CONFERENCE & MEETING SPACE

Discover the perfect venue for your next conference or meeting, designed to cater to both large groups and smaller gatherings. Our unique spaces offer state-of-the-art meeting spaces with all of your A/V and F&B needs met.

PRODUCT LAUNCH

Host your next product launch in a unique venue tailored to your every need. Our adaptable spaces, complete with versatile boxes ensure a dynamic and engaging event. Amplify your brand with custom branding options throughout the venue.

BRAND ACTIVATIONS

Elevate your brand activations with our huge venues, ready to be completely transformed for your event. Our venues serve as a blank canvas, providing the perfect backdrop for an unforgettable experience.

MUSIC EVENTS

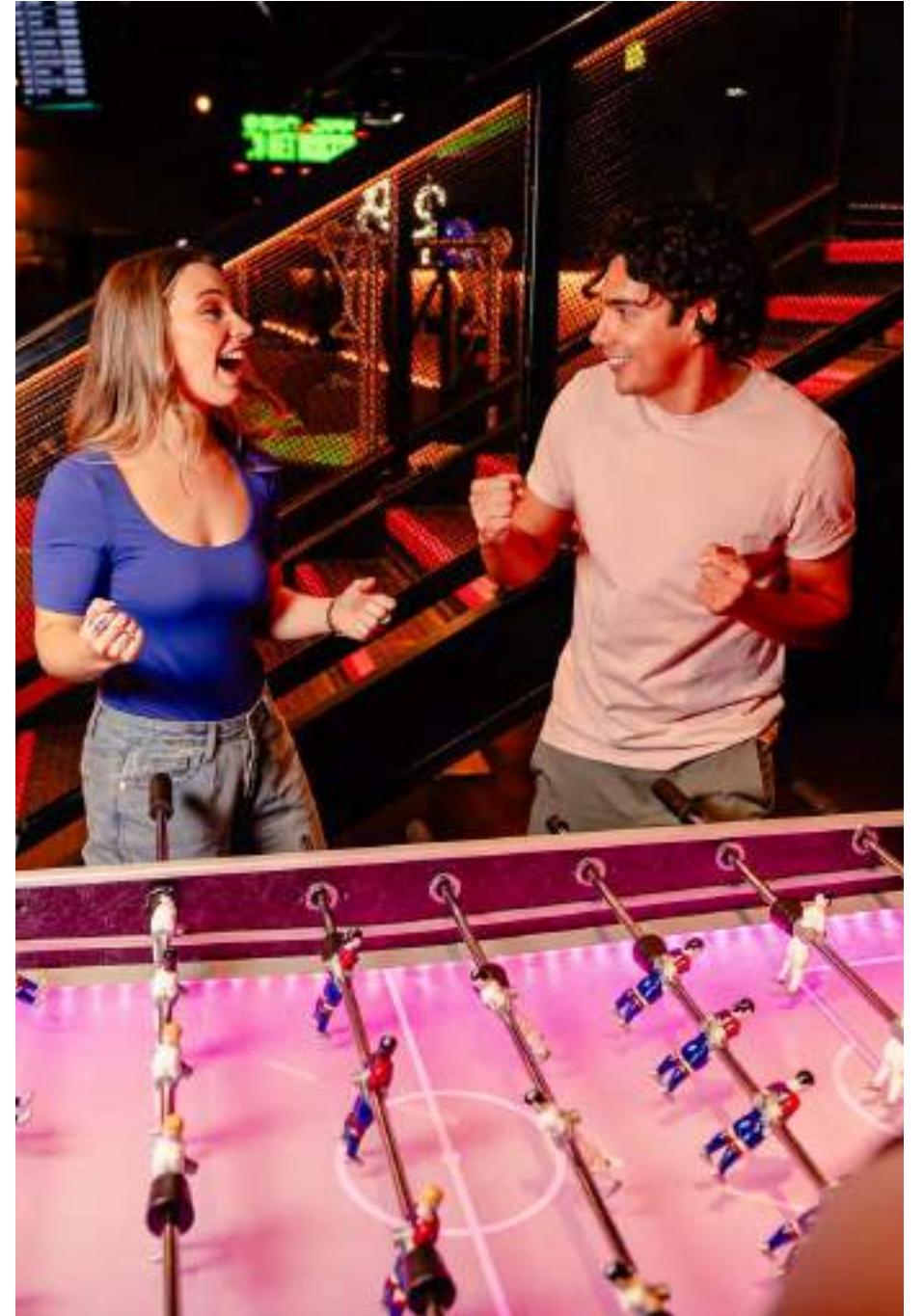
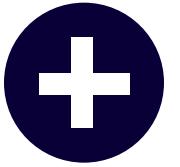
Take your live music events to the next level with our exciting, expansive venues. From DJ sets to live performances, our spaces are perfect for creating an unforgettable experience.

BESPOKE EVENTS

At TOCA Social we love the challenge to think outside of the box when it comes to events. Our venues are incredibly versatile and we can work with you to create an experience that can't be replicated elsewhere.

ENHANCE YOUR EVENT

Please note, all add-ons come at an extra charge. Our Events Team are on hand to talk you through your budget and options.



ADDITIONAL ACTIVITIES

Dive into karaoke sessions, challenge friends to foosball, enjoy classic arcade machines, and so much more.



BRANDING OPPORTUNITIES

TOCA Social is a blank canvas and can be tailored to create a unique branded space for your guests or team mates



RESIDENT DJ

Book a DJ to elevate your event providing the perfect playlist, creating the ideal atmosphere and keeping the energy high all night long.



FOOTBALL FREESTYLER

Wanting something extra to entertain your guests during some down time? Our football freestylers know how to hold a crowd



TOCA MERCH

Need a little memento? We have all the swag necessary to kit out the entire squad. [CLICK HERE](#) to see the merch

LET'S GET THE BALL ROLLING!

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Head Of Commercial Partnerships



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Other squads that have trusted us

sky

TNT

Google



BBC SPORT



LEGO

pwc

Deloitte.

JD

IRON MAIDEN

LIVE NATION