



Application for the Culture & Leisure committee ongoing grants



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CONCEPT

Football (soccer) is the most popular sport in Denmark, considering both, the people who practice it regularly and those who are fans and followers of the game. We believe that the popularity of football can be used as a powerful driver to inspire people to discover new activities. Our purpose is to connect football with performing arts.

The Bracket organises short-term football leagues combined with amazing social events after each game, where people can enjoy artistic performances. We exploit the popularity of the sport, stimulating new passions and increasing social interaction.

The bracket is a fusion between sports, arts and social.

MISSION

To connect sports with arts, inspiring people and increasing social happiness.



PROJECT DESCRIPTION

People would be joining a football competition to be played outdoors. They will sign up with their friends, with teams up to 5 players. There would be both male and female leagues competing in the same geographical place. Each week (8 sessions), there would be a game between the participating teams with a duration of 40 minutes. Following that, people would have the option to stay longer, enjoying different art performances on stage. These would be either: live music events, visual art exhibitions, dance performances or experimental art, all in a cosy and social environment. Snacks and drinks will be possible to buy on site.

The social part is free and open to the public, friends, family and fans are always welcomed to participate, as well as ordinary people who may join the events

promoted in social media. The only fee to be paid is the football league subscription by each of the participating teams. Players would be able to follow all rankings and statics of the competition through The Bracket website, as well as photos and news of the events through our Facebook and Instagram channels.

We strongly believe that sports are powerful drivers to create social communities, and we will be using this to motivate and engage the users to participate every week, and therefore discovering new passions in different arts.

Users would experience some exercise first, followed by some art, fun and social moments they would never forget.



PROJECT DESCRIPTION



Fæledparken (Osterbro)
and Kløvermarkens (Amager)



There would be 8 sessions,
between 18/04 to 11/07



On Saturdays, games are
scheduled between 3.30pm
and 6.30pm



27 teams
160 players



Man and woman of the match,
prizes for the champions and
more!



We have the best ones!



Rankings, statics updated
every week



Photos and news from the
events



MAP LAYOUT OF THE EVENT

The event map layout is divided into several key zones:

- Top Row (Activities):** Four images showing a band performing on stage, a saxophone player, a couple dancing, and a food truck.
- Central Map:** An aerial view of the event site with labeled zones:
 - FOOTBALL FIELD (three locations)
 - SHOW AREA
 - FOOD COURT
 - PUBLIC TOILETTES
 - RECEPTION AREA
- Right Column (Detailed Schematics):**
 - SOFAS AREA:** Capacity 28 seats.
 - TABLES AREA:** Capacity 48 seats.
 - RECEPTION AREA:** Includes information boards, trophies and awards, and reception desks.
 - SHOWS AREA:** Dimensions 6m x 7m. Note: "The show area will be delimited in the grass".
- Bottom Row (Activities):** Four images showing people playing football, a group of people sitting at a table, and a group of people sitting on a bench.

Required area: 900 M² + 3 football fields



THE BRACKET & COPENHAGEN COMMUNE

The Bracket would be launching its first football competition in Copenhagen next spring 2020.

The first steps of the journey are crucial to create the basis of a strong community of people who would sign up with their friends, raising awareness of the existence of an innovative concept where users can enjoy sports, arts and social at the same place.

Our main challenge would be to motivate and convince citizens to try a completely alternative football format in Denmark. By partnering with [Copenhagen Commune](#) and obtaining financial support, The Bracket would be able to offer a special discount (50% of the full subscription price) to all teams participating on the first tournament happening in spring 2020.

The purpose of the grants is to give more citizens the opportunity to experience The Bracket, generating traction, raising awareness and creating a robust social community from the beginning.

We strongly believe that the first competition would be the spark that would light the fire and enable the growth of [The Bracket](#) in the upcoming years. We plan to organize four competitions per year, two during spring-summer season, and another two during autumn-winter season (indoor football and events).




We trust the concept and are convinced that if [The Bracket](#) manages to raise enough users and awareness on its initial competitions, Copenhageners happiness would increase moving forward.

The Bracket is seeking \$36.450 krs. to provide a 50% discount on subscriptions to citizens in order to motivate them to join our first competition



BUDGET – FOOTBALL COMPETITION SPRING 2020

EXPENSES	
DESCRIPTION	AMOUNT (DDK)
Fields hire	\$8.640
Furniture hire	\$4.800
Logistics	\$4.960
Cleaning & Set up	\$2.500
Prizes	\$6.720
DJ	\$3.600
Artists	\$10.000
Referees	\$14.400
Organizer/Admin	\$7.200
Bar/Snacks employee	\$3.360
Marketing/Promotion	\$5.000
TOTAL EXPENSES	\$71.180

REVENUE		
DESCRIPTION	AMOUNT (DDK)	
Team Subscriptions (50% Discount)	\$36.450	
Team Subscriptions (Sales)	\$36.450	
Snacks & Drink	\$29.000	
TOTAL REVENUE	\$101.900	

Note:
 The budget above is the estimation for the execution of four special events (including football games, art performance, food and drinks) and four regular events (football games, social gathering and music) giving a total of eight sessions.

RESULT	
Gross Profit.....	\$30.720
Net Profit.....	\$19.968
Earned profit to be invested in furniture for upcoming competitions	



CULTURAL BENEFITS OF THE PROJECT – OUTCOMES

- **Social interaction:** **The Bracket** is different from any other football league in Denmark, because all players and fans meet at the same spot, at the same time, every weekend. A micro community is therefore created, where social interaction is boosted and stronger bonds are formed across teams.
- **Discovery of new passions:** You never know which your passions are until you are exposed to them. **The Bracket** manages to bring together all football lovers, and inspire them to expand their interest to new passions in the art.
- **Promoting local artists:** **The Bracket social events** are the perfect opportunity for local artists to expose their talents and boost their careers.

- **Healthy habits:** **The Bracket football competitions** are engaging from beginning to end. Participating players will develop a habit of doing a sport once a week, therefore creating a healthy habit.
- **Free access to cultural activity:** **The Bracket social events** are free of charge and open to everyone who would like to attend to experience the cultural activity, even if you do not participate in the football competitions.
- **Integration:** **The Bracket is a meeting point** where different cultural backgrounds can merge together, promoting integration between non-Danish and Danish citizens.



YOUNG ENTREPRENEURSHIP - WHO WE ARE?



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