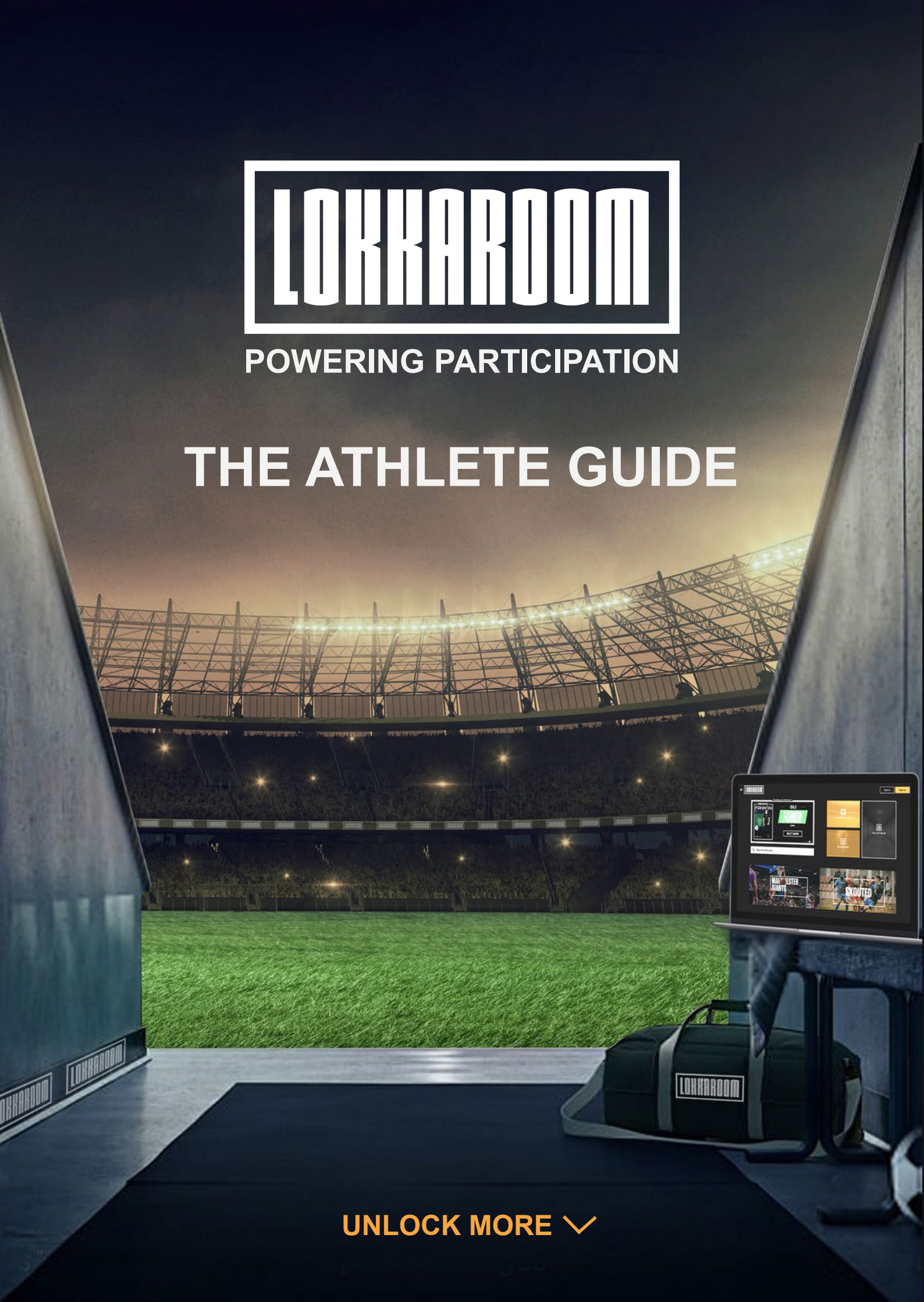




POWERING PARTICIPATION

THE ATHLETE GUIDE



UNLOCK MORE 

YOUR LOKKAROOM, YOUR WAY

Welcome to Lokkaroom - the ultimate platform for athletes who want to take control of their own revenue streams, build financial security, a global brand and an engaged fanbase. Our international team of tech and marketing experts will help promote you to a global audience while protecting your brand values and ambitions.

Lokkaroom empowers athletes to take control of their Name, Image, and Likeness by providing recurring revenue streams both on and off the field. Our advanced technology allows fan data to be connected to multiple sports on an international scale, exposing your brand to new audiences, helping you to build your profile and add value to sponsor deals. Plus, any purchases across all athlete and club Lokkaroom's, made by fans who join your Lokkaroom first, earn you a percentage of every sale.

In the beginning, there was social media - an opportunity for athletes to build their online brand alongside their career. Now, Lokkaroom allows you to accelerate the gains and monetize your talents. Joining the Lokkaroom ecosystem gives you access to an extensive platform, built with your future in mind, that enhances fan engagement, drives revenue, and offers an immersive experience for your supporters.

Features that you can choose to adopt in your Lokkaroom include;

- **Membership**
- **Wishlist**
- **Digital Collectibles**
- **Rewards**
- **Digital Ticketing**
- **Physical Merchandise Store**
- **Fractional Ownership**

LOKKAROOM

PHYSICAL MERCHANDISE

Only suitable for print on demand stock - keep an eye out on our future upgrades that will allow all physical merchandise integration.

Personalized, automated communications:

We set up automated AI communications that are triggered by your fans browse history and on-platform actions, for example, cart abandonment. These targeted emails personalize content based on each fans' interests, and can increase sales by reminding those that have demonstrated purchase intent but are still to complete a transaction.

Building your fan knowledge bank:

We will increase merchandise sales through data-driven insights and marketing campaigns that communicate to your fans personally and inform key decision-making.



WISHLIST

At Lokkaroom, we recognize that many athletes lack all of the resources they need to be able to participate in the sports they love. Whether it's for travel, equipment, kit, or charity events, the financial costs can stack up. Lokkaroom provides a Wishlist for athletes so that fans can donate, contribute and invest in supporting your sporting career and successes.

The Wishlist provides fans with the unique opportunity to feel more connected to you as an athlete and this product has the capability to be personalized to suit your athletic needs, whilst building a strong community, on a global scale. This will also allow you to increase your visibility reach and become more attractive to sponsors.

LOKKAROOM

MEMBERSHIP

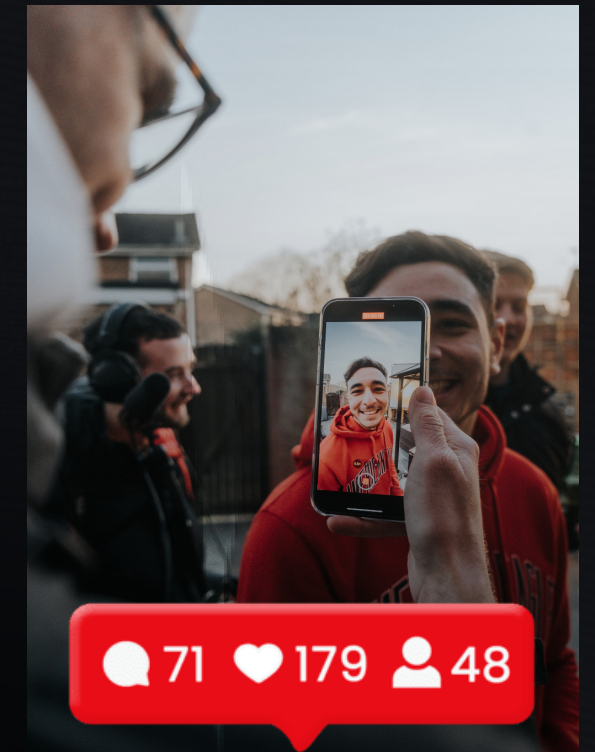
Take your brand to the next level by creating your own Premium Membership program. Your stories, videos and favored content is stored behind a paywall, allowing fans exclusive access for a monthly fee, improving fan loyalty and engagement whilst boosting your profile to a global audience.

Our expert team collaborates with you to create bespoke AI communication strategies that encourage fan purchase behavior, allowing you to generate recurring revenue and increase fan loyalty.

At Lokkaroom, we believe that a personalized experience is key to building a loyal fan base. Sharing behind-the-scenes exclusive content, tips, tricks and the otherwise unseen side to your journey as a professional athlete on your Lokkaroom will maximize fan engagement and support, transforming your career.

LOKKAROOM

WHAT DOES IT TAKE TO START A LOKKAROOM MEMBERSHIP?



CONTENT, CONTENT, CONTENT!

Sharing your personal journey and behind-the-scenes content allows fans to deepen their connection to you as an athlete and helps in building your personal brand and community on a global scale.

Content can include podcasts, virtual workshops and training video's, webinars, meet-and-greets, behind-the-scenes footage, promotional discounts, rewards, and so much more.

Our personalized approach gives you the opportunity to share your journey, your values and ambitions to a loyal fan base and generates recurring monthly revenue.

Stuck for ideas? Our team is here to help. We will work with you to determine what content your fans will connect with, and is achievable to create alongside your career.



SOCIAL MEDIA

We understand the importance of social media and how, as an athlete, this has been the primary way to interact and engage with fans.

Lokkaroom allows you to leverage your social presence to drive your followers to your Premium Membership program, and our team will provide support to create various marketing campaigns that promote you to a wider audience and make you **EVEN** more attractive to sponsors and new members.

LOKKAROOM

COLLECTIBLES

Digital collectibles - a modern take on traditional sport trading cards, provide fans with a unique interactive experience.

Collectibles come in varying degrees of rarity and value, each adding an extra level of connectivity to the athlete for fans who strive to complete their collections.

Every collectible on Lokkaroom has a unique edition number that indicates its authenticity and tracks the ownership history, offering an even more exclusive experience.

Lokkaroom offers three levels of design to choose from, based on your capability to provide content. There are a variety of themes that Lokkaroom provides to support the creation of your digital collections. With a team of in-house design experts, we can offer support, or allow you to take ownership of your designs to create exciting moments and memories for your fans to collect and have unique ownership within their account, forever.

LOKKAROOM

KICKSTART DESIGNS



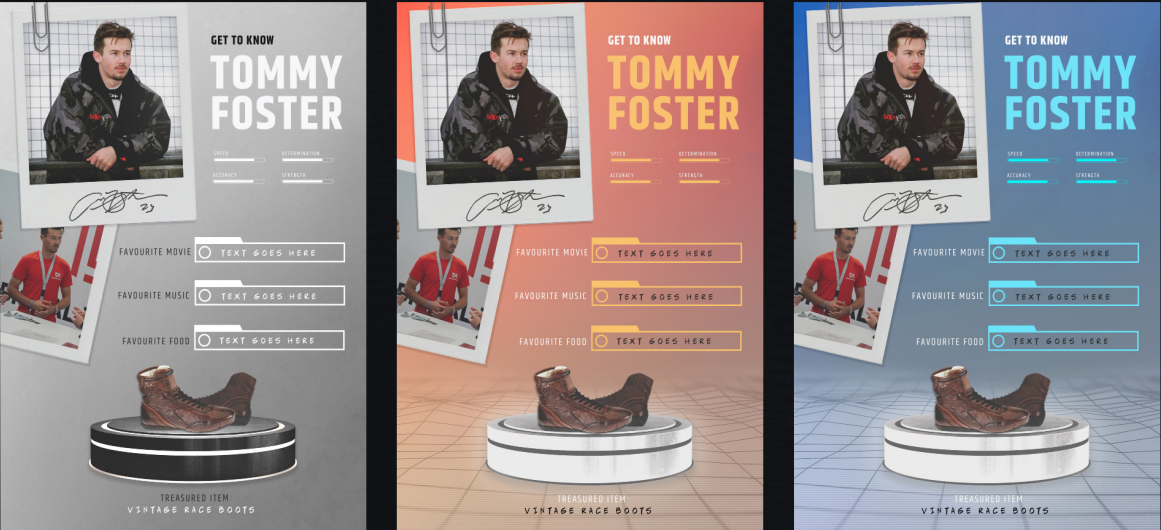
"GAME CHANGER" Time and content needed: **Minimal**

If you're new to the digital world, our "Game Changer" templates are a great way to kickstart your Lokkaroom. This collection features headshot photos, stats, quotes, and video clips of athletes from all sports, providing an opportunity to showcase your skills.



"FIELDS OF PLAY" Time and content needed: **Minimal**

Celebrate the most iconic and beloved sport venues and training grounds. From stadiums and arenas to parks and fields, this collection is perfect for fans who love 'putting a pin in the map' for everywhere they've been to watch a game, match or race, for fans proud of their roots, or those building a collection of iconic locations.



"OFF THE FIELD" Time and content needed: **Minimal**

Give fans a glimpse into your daily routines, schedules, and hobbies outside of training. This collection allows fans to connect and learn about their favorite athletes. Choose from the Lokkaroom lifestyle themes to reflect your interests and fun facts that allow your fans to connect with you both on and off the field.



"PROSPECT PROFILE" Time and content needed: **Minimal**

A modern take on a player sports card, this template presents a profile that gives fans an insight into athlete's skills, stats, and potential. This digital feature is similar to a scouting report or player profile trading card.



KNOWLEDGEABLE



“HALL OF LEGENDS” Time and content needed: **Reasonable**

Celebrate your greatest achievements by being inducted into the Lokkaroom Hall of Legends. Each collectible showcases an iconic moment highlighting your records, achievements and defining moments as an athlete. This collection offers fans timeless collectibles inspired by the glory days of sports with a modern and dynamic twist.



“SPORTING LEGENDS: RETRO RIVALS” Time and content needed: **Reasonable**

A fresh take on the classic Top Trumps game, with a vintage-inspired design that captures the essence of the era it represents. Each collectible features a headshot image, complete with your stats and accomplishments, as well as a personalized touch unique to you.



“THE PLAYMAKERS” Time and content needed: **Reasonable**

Featuring dynamic designs and personalized touches that make these collectibles truly collectible! Designed for all sports and all athletes, making The Playmakers the perfect addition to any sport fan’s digital collection. Each card highlights the unique skills of the featured athlete, and is designed with additional personalization.

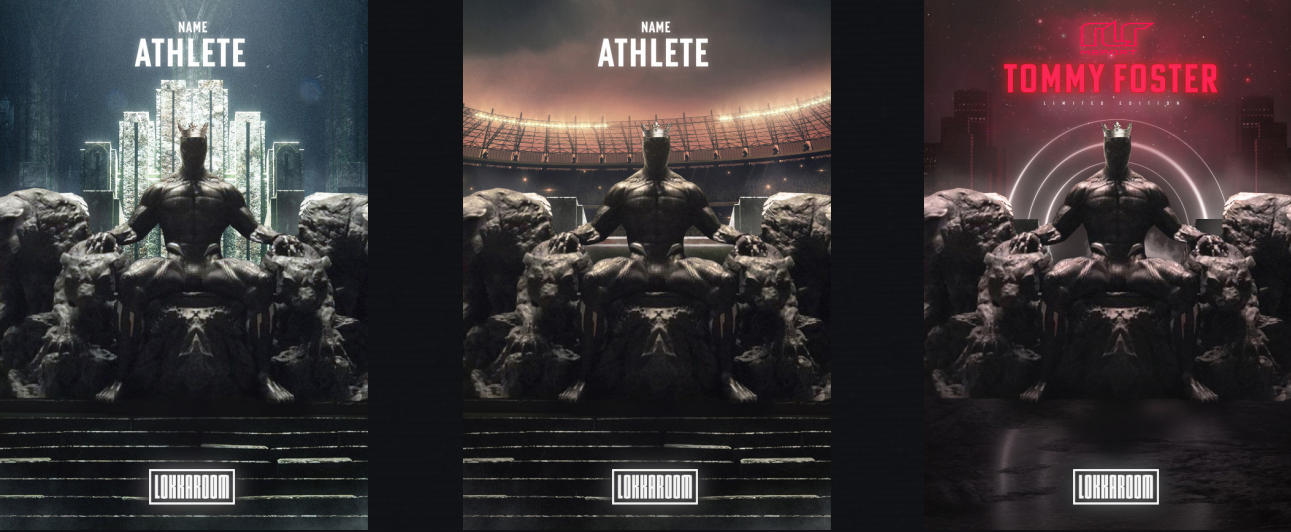


“THREADS OF LEGENDS AND FUTURE STARS” Time and content needed: **Reasonable**

Give your fans the chance to step into your Lokkaroom with this diverse collection. These collectibles showcase sports apparel throughout the series, including customization and personalization tailored to your needs.



EXPERIENCED



“THRONES OF CHAMPIONS” Time and content needed: **Significant**

Captivate your fans and immerse them in a realm of fantasy, where power reigns supreme. This collection adds a gamified element to the fan experience and allows athletes to create an engaging design on a new level.



“CHAMPIONS & CHALLENGERS” Time and content needed: **Significant**

Step into a world where you get to be the hero, villain, or both - showcasing your strength, determination and skills as you enter the battlefield. This collection provides fans with intriguing content never seen before, and opens the doors for a future series.

YOUR LOKKAROOM

We fully invest in activating your Lokkaroom with **no setup and maintenance costs to you**. You benefit from the creation of additional revenue streams, promotion to a global audience and the development of a stand-out brand.

Additionally, we can provide improved marketing campaigns to make you more attractive to sponsors.

Our sole goal is to make a positive impact in sports by letting you take control of your brand, elevating the fan experience, and providing you with new and improved ways to generate revenue.



PRICING

COMMISSION STRUCTURE AFTER COST OF SALES IS DEDUCTED

If digital assets are created by the client, then there is no cost. If TMA create the asset, we deduct 30% as a cost of sale. We do not charge any upfront fee.

Revenue Stream		% of Net Revenue		
Item	TMA	Athlete	Introducer	
Premium Membership	40.00%	60.00%		
Digital Collectibles	40.00%	60.00%		
Digital Resales	5.00%	5.00%		
Premium Auctions	10.00%	90.00%		
Club Fixed Asset Shop Items	10.00%	90.00%		
Ticket Sales	5.00%	95.00%	Excluded on all sales	
Fractional Ownership	7.00%	93.00%	Excluded on all sales	
Sponsorship/income	20.00%	80.00%	Excluded on all sales	
Sales on other Lokkarooms		30.00%		
Commission of Sales to people from other Lokkarooms	30.00%	40.00%	30.00%	

Lokkaroom is FREE to join. There is **no set-up fee and no running maintenance fee** to you. We only make money when you make money, and so we are invested in your success.

Example of a sale:

You run a membership scheme and charge £5 per month and produce and manage all the content yourself. You have 200 people register to follow you. This will earn you approximately £6480 per year. If you build to 1000 this, then becomes approximately £32400 and remember, you have a global audience.

If you sell collectibles and they sell for an average of £10 and you sell 150 per month this will generate you approximately £8640 per year. If this, then increases to 700 a month this would generate £40,320.

Remember, this is already a multibillion-dollar industry that is still evolving. You do not have to be the greatest in your sport, you just need to engage with your audience and fans and create content that makes them feel that they are on this journey with you.

READY TO START?

Claim your own Lokkaroom: [Apply Now](#)

Get in touch: Contact@Lokkaroom.com

Visit our website: Lokkaroom.com

Explore Lokkaroom: Sport.Lokkaroom.com



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