KINETICA

THE PARTICIPATION GROWTH PLAYBOOK

A PRACTICAL FRAMEWORK FOR CULTIVATING PARTICIPATION ECOSYSTEMS



DEVELOPED THROUGH KINETICA'S FIFA WORLD CUP 2026™ LEGACY RESEARCH SERIES WITH YOUTH SPORTS BUSINESS REPORT.

KINETICA PLAYBOOKS: July 2026

FOREWORD

Rethinking Participation Growth

✗ Bigger markets create bigger participation growth

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✓ **Market behavior matters more than market size**

✗ National strategies work locally

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✓ **Local communities require local strategies**

✗ One campaign changes behavior

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✓ **Participation is cultivated over time**



PLAYBOOK

The Participation Growth Framework

The Participation Growth Framework provides a repeatable process for cultivating lasting participation growth through localized intelligence.

Participation Opportunity

Quantify the participation opportunity and establish where the greatest growth potential exists

Localized Intelligence

Analyze local participation patterns to reveal how opportunity varies between communities

Participation Capacity

Assess and strengthen the local ecosystem required to convert participation demand into sustained participation

Participation Growth

Measure outcomes, refine interventions and continuously cultivate stronger participation ecosystems



Market Archetype

Understand how participation demand behaves to inform the right growth strategy

Priority Communities

Prioritize the communities where investment can deliver the greatest participation impact

Audience Engagement

Identify and reach priority audiences through targeted campaigns, partnerships and community engagement

PLAYBOOK

The Seven Stages of Participation Growth

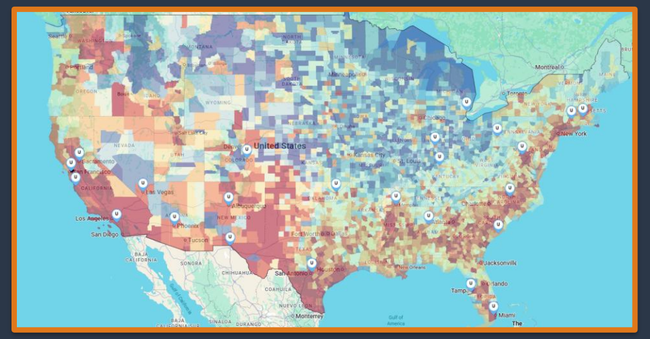
Stage	Key Question	Output
Participation Opportunity	How big is the opportunity?	Opportunity assessment
Market Archetype	How does the market behave?	Growth strategy
Localized Intelligence	Where is the opportunity?	Community intelligence
Priority Communities	Where should we invest?	Investment priorities
Participation Engagement	What capacity is needed to meet demand?	Gap Analysis
Audience Engagement	Who to engage? How do we reach them?	Campaigns & partnerships
Participation Growth	What changed?	Measurement & continuous improvement

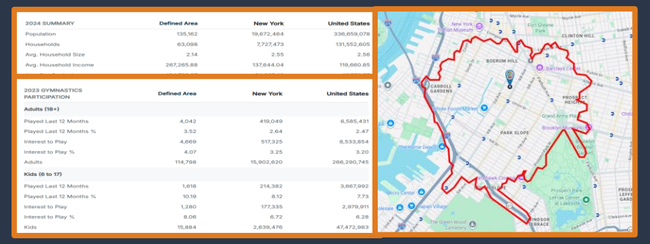
Example: Boston
Participation Opportunity • 72,000 kids interested to play Soccer **Market Archetype** • Precision Engagement **Priority Communities** • Dorchester • Roxbury • East Boston
Audience • Girls 10-15
Activation • Community Drop-in Program • Digital Ads – Call to Action

PLAYBOOK

From Framework to Implementation

Stage	How Kinetica Powers It
Participation Opportunity	Localized Intelligence Database™
Market Archetype	Participation Growth Archetypes™
Localized Intelligence	Localized Intelligence Platform™
Priority Communities	Community opportunity mapping & prioritization
Participation Capacity	Supply Access Mapping
Audience Activation	Audience Builder™, Audience Activation Platform™
Participation Growth	Participation Measurement & Impact Reporting





2024 SUMMARY	Defined Area	New York	United States
Population	135,162	19,672,464	336,659,078
Households	63,098	7,727,473	131,552,605
Avg. Household Size	2.14	2.55	2.56
Avg. Household Income	267,265.88	137,644.04	119,660.85

2023 GYMNASTICS PARTICIPATION	Defined Area	New York	United States
Adults (18+)			
Played Last 12 Months	4,042	419,049	6,585,431
Played Last 12 Months %	3.52	2.64	2.47
Interest to Play	4,669	517,325	8,533,854
Interest to Play %	4.07	3.25	3.20
Adults	114,798	15,902,820	266,290,745
Kids (6 to 17)			
Played Last 12 Months	1,618	214,382	3,667,993
Played Last 12 Months %	10.19	8.12	7.73
Interest to Play	1,280	177,535	2,979,911
Interest to Play %	8.06	6.72	6.28
Kids	15,884	2,639,476	47,472,983

	Charlotte	San Antonio	Portland	Nashville	Total/ Average
Total Population	2,620,700	2,639,407	2,396,684	1,847,362	-
Population Growth 2023 - 2030	319,524	406,707	336,706	262,432	-
Ave. Household Income	118,707	110,219	135,750	123,095	854,381
% Gymnastics Participation - Kids	9.3%	7.9%	8.2%	7.5%	8.3%
% Interest in trying Gymnastics - Kids	6.7%	7.8%	7.5%	8.4%	7.5%
% Gymnastics Participation - Adults	3.1%	2.6%	3.1%	1.9%	2.2%
% Interest in trying Gymnastics – Adults	2.1%	1.6%	3.8%	4.2%	2.9%

Grow Participation | Strengthen Communities | Optimize Investment | Engage Audiences



From insight to impact.

Participation growth isn't found. It is cultivated community by community.

- Localized Intelligence
- Audience Activation
- Participation Growth

Interested in applying the Participation Growth Playbook to your organization or community? We'd love to continue the conversation.

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