

GOAT Physical Therapy & Wellness

2026 Performance & Wellness Partnership

Norwich Sea Unicorns

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This partnership connects GOAT Physical Therapy & Wellness with Sea Unicorns fans through movement, performance and recovery-focused experiences throughout the 2026 season.

The partnership opportunity

Combine an interactive ballpark presence with player-led content and first-visit wellness vouchers. The package gives GOAT recurring opportunities to introduce its services, engage fans and invite participants to visit the business.

On-field activation: GOAT Movement Challenge

A short fan activity during a break in play, featuring simple bodyweight movements focused on balance, mobility or coordination.

- One to two fans participate in each activation.
- A GOAT-branded staff member or intern guides the activity.
- Activities may include balance holds, squats, high knees or light mobility exercises.
- Each activation runs approximately 30-45 seconds.

Branding and exposure

- GOAT-branded handheld signage on the field.
- Activation staff wearing GOAT Physical Therapy & Wellness apparel.
- A PA introduction identifying GOAT as the presenting sponsor.

Sample PA introduction

“It's time for tonight's GOAT Movement Challenge, presented by GOAT Physical Therapy & Wellness - helping our community stay strong, active and moving well.”

Partnership packages

Norwich Sea Unicorns | 2026 season

Full season | GOAT Performance & Wellness Partner

Investment: \$1,500 | 30 home games

- GOAT Movement Challenge at every home game.
- One GOAT-branded PA read per home game.
- Weekly GOAT Performer of the Week social feature.
- Weekly player-led GOAT PT & Wellness Tip of the Week social video.
- GOAT First-Visit Wellness Voucher giveaways to select participants.
- **Bonus:** GOAT of the Game postgame interview following Sea Unicorns wins.

Half season | GOAT Wellness Partner

Investment: \$750 | 15 home games

- GOAT Movement Challenge at the 15 selected home games.
- GOAT-branded PA reads tied to those activations.
- Bi-weekly GOAT Performer of the Week social feature.
- Bi-weekly GOAT PT & Wellness Tip of the Week social video.
- GOAT First-Visit Wellness Voucher giveaways.
- **Bonus:** GOAT of the Game postgame interview following Sea Unicorns wins.

Optional add-ons

- **Broadcast Logo + Live Read | \$300 per season:** On-screen GOAT logo and verbal mention during selected broadcasts.
- **Expanded GOAT of the Game | \$250 per season:** Additional postgame interview content and social coverage beyond the included bonus.
- **GOAT Wellness in Motion | \$200 per activation:** An instructional stretch or movement feature during selected games.
- **Community Wellness Tabling | \$250 per game:** On-site tabling with PA acknowledgment.

Delivery details: Confirm activation dates, content dates and quantities, voucher distribution, and broadcast add-on appearances with the partner before finalizing. Define the half-season “bi-weekly” schedule explicitly and agree on the additional interview content and social coverage included in the expanded add-on.