

Understood. Here’s the elite-level, clear, and fully optimized operational and messaging strategy that aligns your roles, strategy, and city-by-city execution. This version ensures the full Go4It x UniversalOne team understands the mission, positioning, and flow of the Mexico Takeover.

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# GO4IT SPORTS x UNIVERSALONE

## MEXICO CITY • CANCÚN • MÉRIDA | TAKEOVER STRATEGY 2025

Timeline: August 3–15

Mission: To elevate the landscape of youth sports and bilingual development in Mexico by combining verified athletic testing, elite coaching mentorship, and English-integrated learning.

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### STRATEGIC OVERVIEW

UniversalOne has partnered with Go4It Sports to bring the English With Sports model and the GAR Verified Athlete System to Mexico. The purpose is to build sustainable relationships with schools, clubs, and federations across football and other team sports, while introducing advanced development tools and international exposure opportunities for youth athletes.

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### POSITIONING

Brand	Function	Audience
UniversalOne	Educational strategist and international placement support	Sports clubs and athletes interested in year-round development or global opportunities

Go4It Sports

Verified combine and athletic  
data provider

Schools, federations, and  
local coaches

UniversalOne brought in Go4It Sports to support its mission of enhancing access to quality sports education in Mexico.

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## **KEY STAFF ROLES**

### **TALIB WISE – FEATURED ATHLETE & SPORTS DIRECTOR**

- NFL alumnus, former coach of the Spanish National Team
- The face of the Go4It Mexico Tour
- Featured guest at all football events, combines, and Friday Night Lights
- Delivers on-field mechanics instruction, combine coaching, and athlete evaluation
- Meets directly with club coaches and federations to introduce verified development systems

### **DOMELISSE – ADMINISTRATIVE LEAD & FOOTBALL PARTNERSHIPS**

- Point of contact for all club, federation, and league outreach (tackle & flag)
- Coordinates venue agreements, staffing, insurance, and logistics
- Uses Talib's reputation and availability to schedule strategic meetings with clubs and federation reps
- Manages in-event check-in, coach registration, and follow-ups
- Supports clinic content, manages certifications, and tracks data for GAR athlete reports

### **ALONZO BARRETT & BUBBA – ADMIN + PROGRAM EXECUTION**

- Lead English With Sports integration across camps and demo events
- Represent UniversalOne in all school and non-football club meetings
- Coordinate content production, digital materials, and social media coverage
- Lead daily educational programming at the Mérida camp
- Support in identifying potential placement partnerships (beyond football)

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## COMPLETE 13-DAY EXECUTION PLAN

Date	City	Key Activities	Assigned Leads
Aug 3	Cancún	Arrival + Club Meetings Setup	Alonzo, Bubba
Aug 4	Cancún	Football club outreach + visit scheduling	Domelisse, Talib
Aug 5	Cancún	English With Sports Demo + FNL Combine	All (Talib = Head Coach)
Aug 6	Travel	Team travels to Mexico City	All
Aug 7	Mexico City	Coach/Club Meetings – Football	Domelisse, Talib

Aug 8	Mexico City	Coaches Clinic + English With Sports Demo + Friday Night Lights	All (Talib = Featured Speaker)
Aug 9	Mexico City	Follow-up meetings, school visits, and club invites for Mérida	Alonzo, Bubba
Aug 10	Travel	Team travels to Mérida	All
Aug 11–15	Mérida	Full English With Sports Camp	Alonzo, Bubba = Academics Talib, Domelisse = Sports
Aug 15	Mérida	Free Flag Lesson (AM) + FNL Showcase (PM)	All (Talib = Lead Evaluator)

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## MESSAGING TO CLUBS & FEDERATIONS

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## EVENT PACKAGES

### COACHES CLINIC

- 5 core training modules (flag, mechanics, low-equipment drills, youth development)
- Hosted by Talib Wise + Go4It team
- Open to high school, club, and federation-affiliated coaches
- Includes certification and early-access training content

### FRIDAY NIGHT LIGHTS EVENTS (ALL CITIES)

- Combine testing, one-on-ones, 7-on-7 showcase
- Lineman challenge stations
- Players receive verified GAR report, digital player card
- Coaches get access to results and athlete video links

### TEAM CAMPS (BY INVITE)

- Open evening or weekend slots for clubs to schedule private combine + install camp
- Talib and Go4It team deliver verified testing and high-performance install
- GAR profile packages included

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## DOMELISSE: FULL RESPONSIBILITY OVERVIEW

- Confirm and negotiate all venue contracts
- Build master club + federation outreach list

- Coordinate daily meetings with club directors, using Talib as the hook for in-person visits
  - Manage event registration systems for athletes and coaches
  - Track GAR data and top-performer info for follow-up
  - Serve as local point of contact for all American football operations across cities
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## **FINAL DELIVERABLES CHECKLIST**

- Coaches Clinic Workbook (Bilingual)
  - Athlete Registration + Waiver Forms
  - Digital Player Card Template
  - City Flyers: FNL, English Demo, Camp
  - Social Media Post Schedule
  - Follow-up email templates (Clubs + Coaches)
  - Go4It + UniversalOne combined overview deck (PDF)
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