Building the Civic Partnership

Module 03 & Essential Market Operations



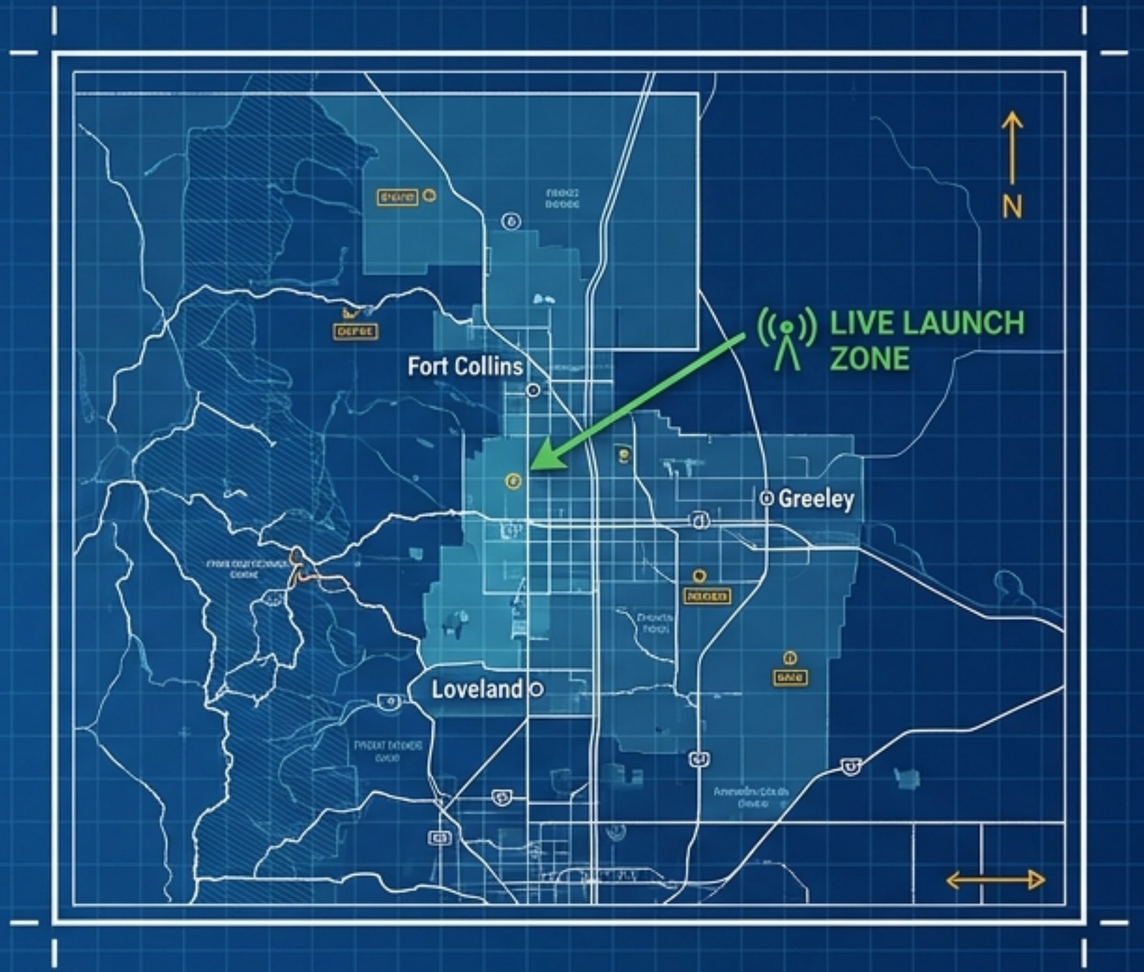
120-Day Academy | Market Launch Playbook Edition 1.0

Gemini Notebook

Municipal Parks & Recreation

Contracted League Operators

Independent Leagues



Supervised Pilot

Northern Colorado serves as the live OJT (On-the-Job Training) proving ground.

The National Kit

Operations here build a reusable 16x9 asset structure (16 modules x 9 asset types = 144 assets) for nationwide replication.

Mandate

Do not deploy to a league or child photo day until venue authorization and guardian consent are verified.

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Parks & Rec Buyer Engagement



01: Discovery

Locate procurement cycles and verify public business contacts.

02: Needs Survey

Deliver the program overview and capture exact municipal pain points.

03: Stakeholder Mapping

Identify the exact decision rights between Parks & Rec leadership and authorized vendors.

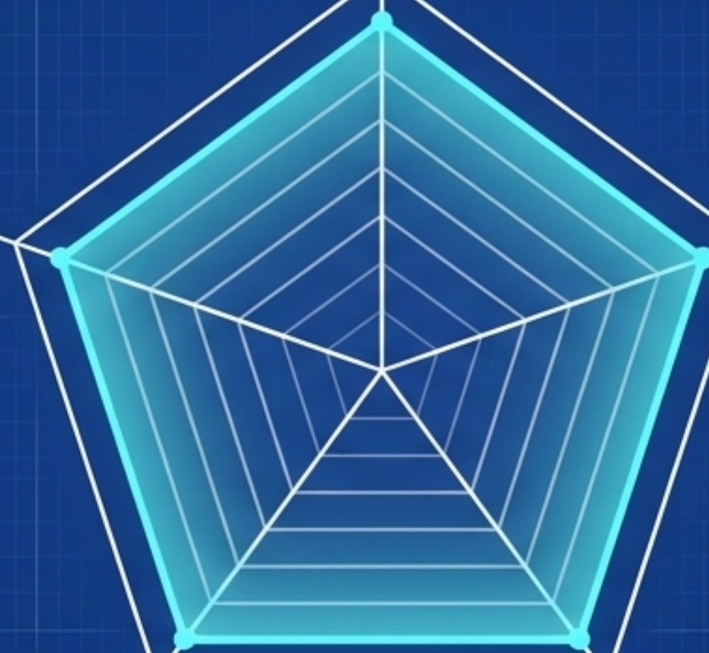
04: Proposal

Submit the formal agreement for legal and insurance review.

WARNING: No unsupervised access or photo capture occurs until this sequence is complete.

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Facility & Survey Assessments



Venue Safety
Egress routes, emergency exits, and designated safe zones

Lighting & Power
Ambient light interference, power access, and cable path safety

Space Allocation
Room for team risers, individual stations, and line-management

Staging
Capacity to support a 90-minute early arrival for crew setup

Network Access
Cellular or Wi-Fi reliability for the 48-hour upload mandate

KEY TAKEAWAY: Discovery surveys do not just win contracts; they engineer the safe floorplan for photo day.

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The Contract-First Absolute Rule



The Absolute Rule

Exclusivity and access are never assumed.

The Key

Only an **Executed Municipal Vendor Agreement** unlocks camera deployment.

MANDATE: The municipality or league must have **actual authority and grant written photography access before local photographers** are recruited or schedules are locked.

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Parental Consent & Safeguarding Workflows

START: Athlete approaches photography station

Is Written Guardian Consent Verified on Roster?

YES

- Proceed to shoot.
- Coach/liaison present.
- Check uniform/number.
- Capture.

NO / OPT-OUT

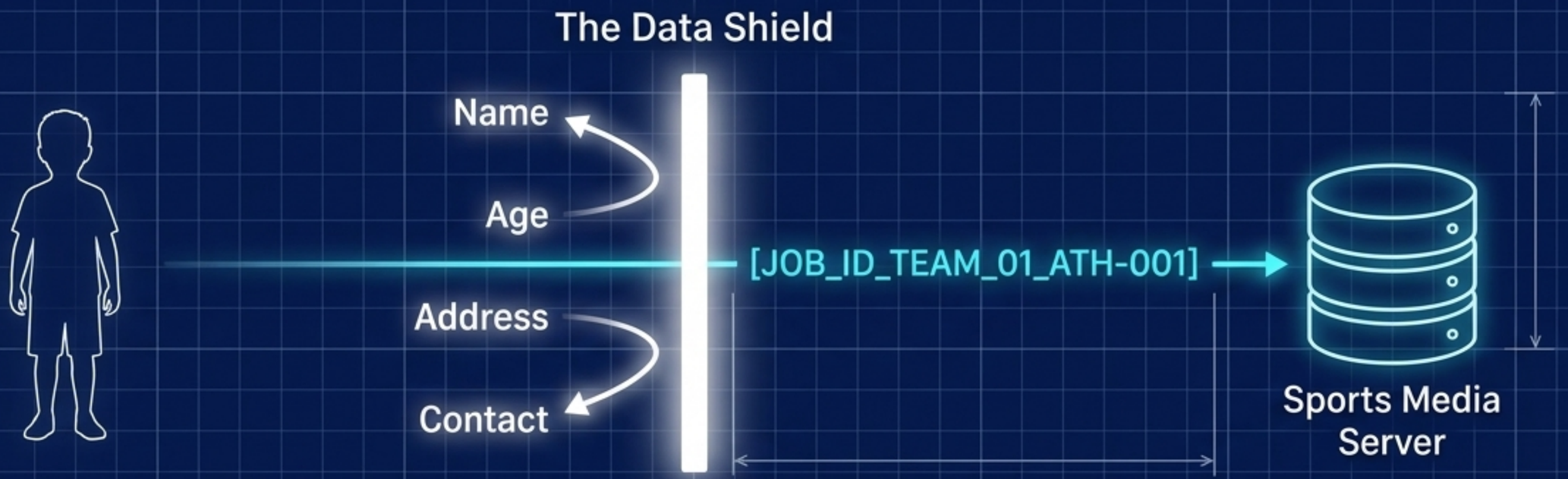
- STOP.
- Escalate immediately.
- Do not capture imagery.
- Do not place child in frame.



CRITICAL RULE:
No player enters a photography station until their consent/opt-out status is verified. No adult photographer is ever alone with a child.

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Data Protection: The Synthetic Athlete ID



The Synthetic ID System

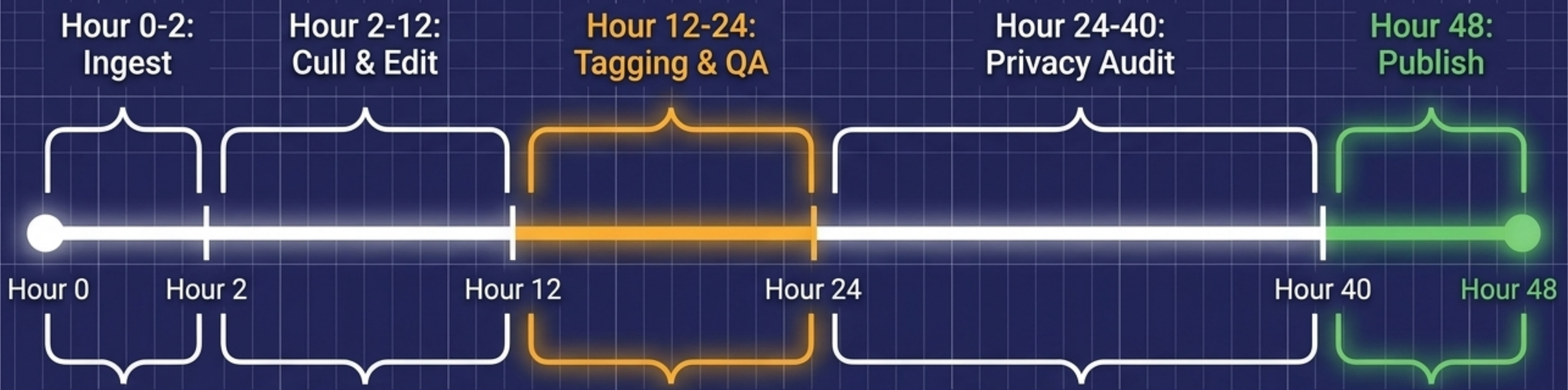
- Protect child names, roster information, and parent contact details.
- Facial recognition is explicitly unverified and requires manual human tagging oversight.

TRAINING SYSTEM MANDATE

NotebookLM System Rule: No actual child imagery or identifiable rosters may be uploaded to training systems. All platform testing must utilize synthetic IDs (e.g., ATH-001) and sanitized case studies.

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The 48-Hour Upload Service Level Agreement (SLA)



The SLA is a non-negotiable operational promise to the municipality and parents.

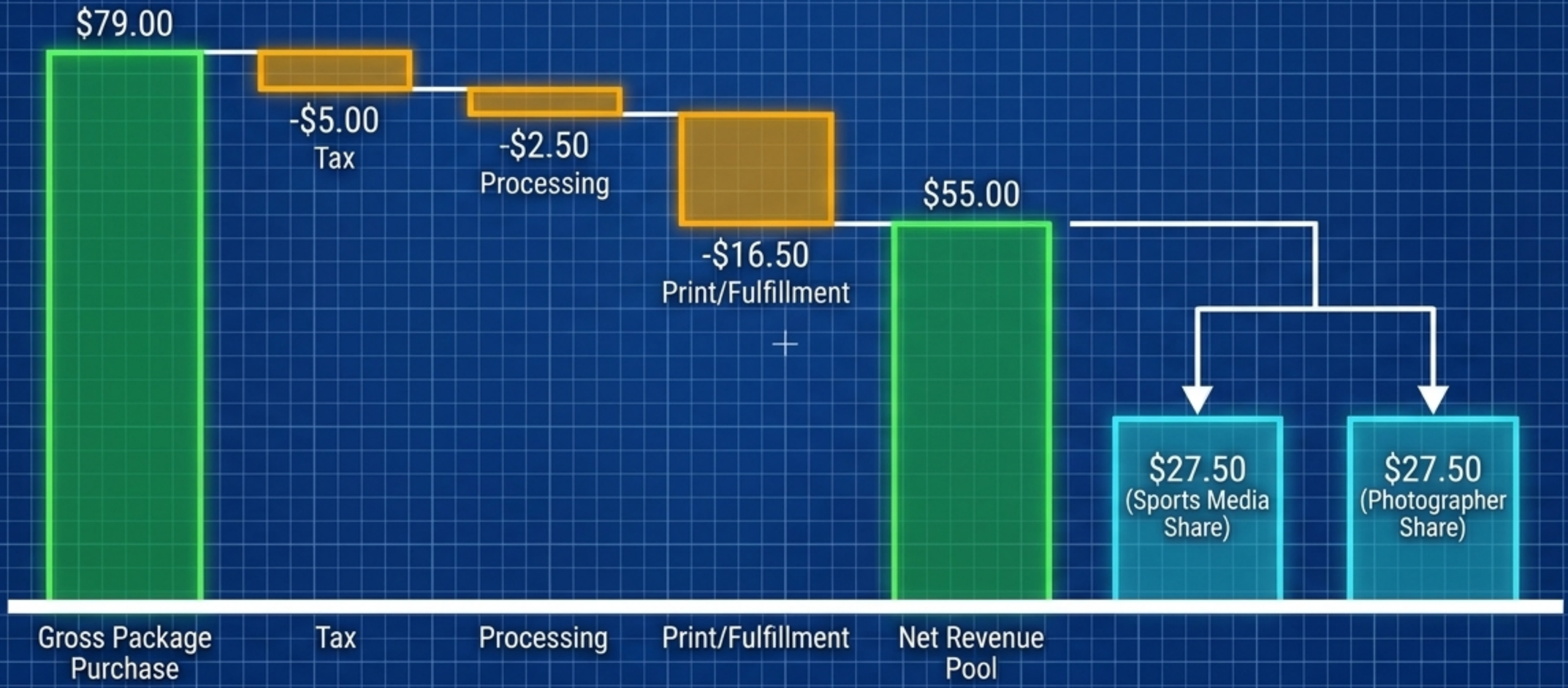
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The Comparison Matrix

Operational Dimension	The Trust Deficit (Legacy)	The Sports Media Blueprint
Access Authority	Assumed / Verbal handshake	✅ Executed Contract-First Lock
Child Identification	Names yelled from a clipboard	✅ Decoupled Synthetic IDs (ATH-001)
Parental Consent	Assumed by attendance	✅ Verified Opt-In/Opt-Out routing
Delivery Speed	Unpredictable (Weeks/Months)	✅ 48-Hour Enforced SLA
Photographer Comp	Flat day-rate	✅ 50% Net Revenue performance driver

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The 50% Net Revenue Payout Model



POLICY NOTE: The 50% Net Revenue model replaces all historical 10% trainee commissions. Photographers are highly compensated to maintain flawless compliance.

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The Synthesis: The Flywheel of Trust



Pitching Strict Compliance (Mod 03) wins the Parks & Rec Contract.

Executing Safeguards & 48hr SLA builds absolute Parent Trust.

Parent Trust drives sales, fueling the 50% Net Payout to attract elite photographers.

TAKEAWAY: Municipal BD is impossible without Safeguarding, and Safeguarding is unsustainable without Operational Excellence.

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Capstone Exercise & Role Verification

Module 03 BD Capstone

- [ ] Demonstrate 4-touch municipal pitch simulation.
- [ ] Complete facility survey radar assessment.
- [ ] Confirm executed contract boundary.

Operational Sandbox Test

- [ ] Upload ATH-001 synthetic datasets within 48-hour SLA.
- [ ] Demonstrate 100% correct athlete tagging with zero PII exposure.
- [ ] Calculate 50% net revenue split on a simulated $49 package.

PRODUCER SIGN-OFF: Supervisor Pass Requirement: 85% quiz minimum, 100% safety/consent tagging accuracy. No live child data permitted in certification phase.

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