



Trusted Choice

Case Study

FIL WORLD LACROSSE CHAMPIONSHIP

10-day title sponsorship activation in Colorado, bringing Trusted Choice to life through attendee engagement, interactive experiences, and agent-to-consumer connection.

Sponsorship
Strategy

• Experiential
Activation

• Event
Execution



TURNING SPONSORSHIP INTO A LIVE CONSUMER EXPERIENCE

A 10-day sponsorship activation designed to engage attendees and connect agents with consumers.



PROGRAM FOCUS

Trusted Choice served as title sponsor of the World Championship. MOGXP produced and managed the onsite sponsorship activation across the 10-day event.

CORE OBJECTIVE

Engage attendees and connect agents with consumers.

OUR APPROACH

The activation combined games and interactives for attendees, a dedicated lounge area for agent conversations, and Make-A-Wish donations within the broader onsite experience.

THE TAKEAWAY

A title sponsorship became a hands-on experience for attendees and agents.