
WELCOME

BETTER WORLD GRAND CITY
CIRCUIT BUSINESS AND
PARTNERSHIPS
Q&A



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WELCOME

BETTER WORLD GRAND CIRCUIT

NYC CITY GRAND PRIX

OFFICIAL BUSINESS &

PARTNERSHIPS Q&A Guide

Created by Mia Balventy.

TABLE OF CONTENT

What is the business experience inside the Grand Circuit?	02
Are businesses inside the 10 city locations invited?	03
How does this benefit my business?	04
What does “Agent of Positive Impact™” mean?	05
What is the Solutions Club?	06
How do businesses begin?	07
Is there a business entry fee?	10
How does participation create value?	11
How are Leagues rewarded?	12
What types of sponsors are a good fit?	13
Can media and creators participate?	14
How can my brand become featured?	15
Why should businesses join?	16
Who is Mia Balventy?	17
Ready to begin?	19

PREMIUM



BETTER WORLDVERSE
For Creators, Innovators
& Leaders

THE BETTER WORLD GRAND CIRCUIT

CITY GRAND PRIX CIRCUIT

NYC SEASON

ONE CITY. TWO UNIVERSES. ENDLESS POSSIBILITIES.
BUILD YOUR TEAM, BUILD THE CITY AT ITS BEST.



KISTEMO®
For Kids & Families



THE CITY IS THE ARENA. LEAGUES BECOME LEGENDS.

WHAT IS IT?

The Better World Grand Circuit is a global city experience where leagues compete through missions, creativity, innovation, entertainment and impact to transform iconic locations and elevate the city.

- REAL MISSIONS
- REAL LOCATIONS
- REAL IMPACT
- REAL TRANSFORMATION

WHO CAN PARTICIPATE?

Local participants only.
For the NYC Season, you must be locally present in New York City.



THE 11 PHASES OF THE GRAND CIRCUIT

- 1 THE CHRONICLES**
We reveal the city, the challenges. The opportunities. The locations.
- 2 THE VISION REVEAL**
Discover the future. The City at Its Best. Our mission comes to life.
- 3 CASTING & APPLICATIONS**
Apply. Get selected. Limited entry. Be part of the season.
- 4 LEAGUE FORMATION**
Leagues are formed. Teams unite. Identities are born.
- 5 THE CROWNARTHS ACADEMY**
Train, learn, and evolve. Leadership, creativity, strategy and more.
- 6 MISSION ACTIVATIONS**
Leagues execute missions, experiences, and city activations.
- 7 CITY GRAND PRIX CHALLENGES**
The competition heats up. Public experiences. Live challenges.
- 8 JUDGING & RANKINGS**
Leagues are evaluated and ranked throughout the season.
- 9 THE FINAL SHOWCASE**
Top leagues present their transformations and impact.
- 10 THE FESTIVAL OF LEAGUES**
Awards. Performances. Recognition. The grand celebration.
- 11 LEGACY & NEXT CITY**
Leagues build their portfolio and advance to the next city.

12 - 15 MONTHS SEASON EXPERIENCE

LEAGUES, NOT JUST TEAMS.

Teams become Leagues.
Leagues build identity, compete in missions, and create lasting impact.



BUSINESSES & SPONSORS

Power the mission. Elevate your brand.
Transform the city.



THE CITY KEYS™ SYSTEM

Your key to access missions, events, experiences and exclusive opportunities.



THE FESTIVAL OF LEAGUES™

The grand finale. The ultimate celebration.
City transformation. Global recognition.



KISTEMO CHARACTERS



Imagination. Creativity. Fun Missions.
Big Dreams. Bright Leaders.
The future is in their hands.

THE CROWNARTHS ACADEMY



The official academy of Better Worldverse.
Where participants evolve,
and prepare to lead missions
that shape cities and futures.



BWC CHARACTERS



Innovators. Creators. Leaders.
Building a better world through ideas,
action and impact.



MIA BALVENTY
FOUNDER



www.kistemo.com



www.betterworldverse.com

INSPIRED BY TOURNAMENTS. BUILT LIKE F1. FUELED BY FOOTBALL.
ENTERTAINMENT. COMPETITION. MISSIONS. ONE SPECTACULAR EXPERIENCE.

PLAY. CREATE. LEAD. THIS IS YOUR CITY.

BETTER WORLD GRAND CIRCUIT
BUSINESS & PARTNERSHIPS Q&A
NYC CITY GRAND PRIX

Created by Mia Balventy, the Better World Grand Circuit™ is a premium city-wide entertainment and cultural impact experience where businesses, brands, sponsors, collaborators, and creators become part of a living city ecosystem.

1. WHAT IS THE BUSINESS EXPERIENCE INSIDE THE GRAND CIRCUIT?

The Better World Grand Circuit allows businesses and sponsors to become active participants inside the City Grand Prix season.

Businesses are integrated into:

- City activations
- League experiences
- Public missions
- Festival experiences
- Community engagement
- Entertainment moments
- Solutions Club™ forums
- Creative collaborations

The city becomes a live ecosystem where brands and communities interact together.

2. ARE BUSINESSES INSIDE THE 10 CITY LOCATIONS INVITED?

Yes.

Businesses located inside or around the official City Grand Prix zones are strongly encouraged to participate.

During the season, the selected locations become:

- Entertainment hubs
- Mission zones
- Activation spaces
- League gathering points
- Cultural destinations
- Public engagement areas

This creates increased:

- Foot traffic
- Visibility
- Media attention
- Brand recognition
- Community interaction

3. HOW DOES THIS BENEFIT MY BUSINESS?

Participating businesses may receive:

- Increased consumer engagement
- Foot traffic
- Brand exposure
- Event visibility
- Community recognition
- Media inclusion
- League collaborations
- Festival participation
- Public activations

The Grand Circuit helps businesses position themselves as:

RELEVANT · CULTURAL · IMPACT-DRIVEN

4. WHAT DOES “AGENT OF POSITIVE IMPACT” MEAN?

Businesses inside the Grand Circuit are encouraged to become:

AGENTS OF POSITIVE IMPACT

This means aligning your brand with:

- Creativity
- Community
- Entertainment
- Innovation
- Inspiration
- City transformation
- Positive experiences

Businesses become contributors to the energy and evolution of the city season.

5. WHAT IS THE SOLUTIONS CLUB?

The Solutions Club is the collaborative forum ecosystem inside the Grand Circuit.

This is where:

- Businesses
- Sponsors
- Leagues™
- Participants
- Creators
- Collaborators
- Community leaders

come together to:

- Discuss ideas
- Shape city experiences
- Build partnerships
- Develop activations
- Collaborate on missions
- Present opportunities
- Create solutions

The Solutions Club acts as the strategic and creative conversation hub of the city season.

6. HOW DO BUSINESSES BEGIN?

STEP 1 — APPLY FOR BUSINESS MEMBERSHIP

Businesses begin by submitting an official application for the selected City Grand Prix season.

Applications help determine:

- Business goals
- Sponsorship interest
- Location relevance
- Activation opportunities
- Collaboration potential

Participation is selective and limited to maintain premium experience standards.

STEP 2 — RECEIVE STRATEGIC GUIDANCE

Approved businesses receive onboarding guidance to help determine:

- The ideal Business Key
- Best visibility opportunities
- Sponsorship pathways
- League collaborations
- Activation strategies
- Event participation options

The goal is to align each business with the right role inside the ecosystem.

STEP 3 — GET ASSIGNED TO A LEAGUE

Businesses may be matched with a League during the season.

Your assigned League helps guide your experience through:

- Activations
- Community engagement
- Seasonal storytelling
- Brand integration
- Public interaction
- Mission collaborations
- Event experiences

The League becomes part of your city season journey.

STEP 4 — UNLOCK YOUR BUSINESS KEYS

Approved businesses unlock access through:

BUSINESS KEYS

Business Keys provide access to:

- Sponsor opportunities
- Festival experiences
- Networking spaces
- Solutions Club™ forums
- League partnerships
- Brand activations
- Premium events
- Visibility opportunities

Availability is intentionally limited per season.

7. IS THERE A BUSINESS ENTRY FEE?

Yes.

The Better World Grand Circuit operates as a premium seasonal ecosystem.

Business participation helps support:

- League rewards
- Talent opportunities
- Festival prizes
- Missions and activations
- City experiences
- Entertainment production
- Public programming
- Creative infrastructure

Business Key experiences may begin around:

\$3,000+ USD

depending on the participation level, activation scope, visibility access, and partnership structure.

8. HOW DOES PARTICIPATION CREATE VALUE?

The Grand Circuit is a premium experience ecosystem designed to produce high-level city activations, influential collaborations, and meaningful public engagement.

Participation contributions help support the infrastructure, creative execution, production quality, and opportunities that allow the circuit to operate at an elevated standard across every city experience.

This model helps power:

- Premium productions and activations
- Talent visibility and recognition
- Business and brand integration
- Creative collaborations
- Economic and community engagement
- Curated experiences and opportunities
- Long-term ecosystem expansion

As the circuit evolves, the value generated extends across:

- Participants
- Businesses
- Sponsors
- Leagues
- Creative partners
- Communities
- The city itself

Every contribution becomes part of a larger vision focused on excellence, cultural energy, innovation, and lasting impact.

9. HOW ARE LEAGUES REWARDED?

Winning and recognized Leagues may receive:

- Cash prizes
- Sponsorship opportunities
- Brand collaborations
- Media visibility
- Expansion opportunities
- Festival recognition
- Future city invitations

Participation inside the ecosystem helps fund these opportunities and rewards.

10. WHAT TYPES OF SPONSORS ARE A GOOD FIT?

The Grand Circuit welcomes:

- Restaurants
- Cafés
- Hotels
- Fashion brands
- Technology companies
- Retail stores
- Entertainment venues
- Creative studios
- Media companies
- Real estate groups
- Educational organizations
- Cultural institutions
- Community-focused brands

Especially brands that value:

CULTURE · IMPACT · ENTERTAINMENT ·
COMMUNITY · INNOVATION

11. CAN MEDIA & CREATORS PARTICIPATE?

Yes.

The Grand Circuit welcomes:

- Media companies
- Content creators
- Producers
- Photographers
- Videographers
- Journalists
- Creative directors
- Strategists
- Event teams
- Entertainment collaborators

Collaborators may contribute through:

- Media production
- League coverage
- Storytelling
- Event production
- Festival experiences
- Solutions Club™ forums
- Brand partnerships
- Creative activations

12. HOW CAN MY BRAND BECOME FEATURED?

Featured businesses and sponsors may receive:

- Public visibility
- Festival recognition
- Media exposure
- League partnerships
- Event integration
- Brand activations
- Social content inclusion
- Placement inside official experiences

The goal is to position brands as:

ICONIC · CULTURAL · COMMUNITY-DRIVEN

13. WHY SHOULD BUSINESSES JOIN?

Because the Better World Grand Circuit is more than sponsorship.

It is:

- A city movement
- A premium entertainment ecosystem
- A cultural activation
- A storytelling universe
- A collaborative city experience
- A platform for visibility and impact

Businesses become part of shaping the identity and energy of the city season itself.

14. WHO IS MIA BALVENTY?

Mia Balventy is the artistic name of Kim Ramirez, the founder and creator of both universes:

- Kistemo
- Better World Verse

She is an artist, entrepreneur, storyteller, and visionary focused on building immersive entertainment experiences that combine creativity, culture, leadership, innovation, and positive city impact.

The Better World Grand Circuit was inspired by her love for:

- Art
- Storytelling
- Entertainment
- Team culture
- Tournament energy
- Creative universes
- City experiences
- Soccer
- Formula 1

- Live show entertainment
- Global cultural experiences

Her vision was to create a living world where people could experience the excitement of competition, creativity, teamwork, and storytelling while helping transform cities through imagination, collaboration, and impact. The mission is simple:
Play the game of the city while helping build a better world.

15. READY TO BEGIN?

STEP 1

Apply for Business Membership

STEP 2

Receive Strategic Guidance

STEP 3

Get Assigned to a League

STEP 4

Unlock Your Business Keys

STEP 5

Activate Inside the City Grand Prix

LIMITED BUSINESS ACCESS AVAILABLE EACH
SEASON

BUILD THE CITY.

ELEVATE THE EXPERIENCE.

BECOME PART OF THE GRAND CIRCUIT.



Better World Grand Prix Q&A
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