

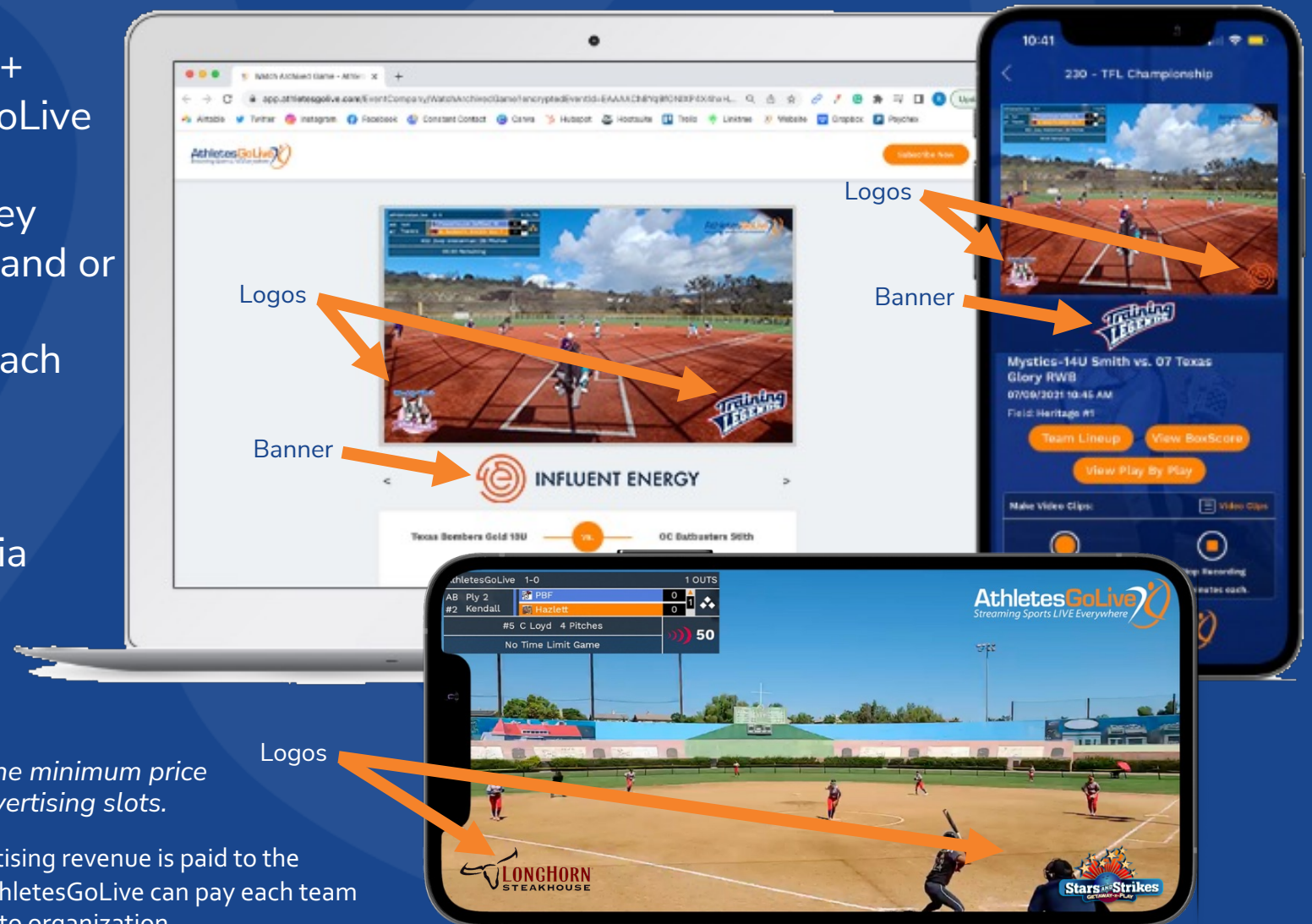
ADVERTISING REVENUE

HOW IT WORKS

- Each team gets:
 - 30 advertising slots to sell at \$400+
 - Revenue is \$9,000 after AthletesGoLive fee. (Organization receives 75% of gross advertising)
 - Organization decides how much they want to rev share with their teams and or players.
 - Advertising rotates on-screen for each game throughout your season
 - All Live Games
 - All Archived Games
 - All Clips Posted to Social Media
- Advertising options include:
 - Logo Bug
 - Banners

NOTE: Team may sell advertising slots for more than \$400. The minimum price per slot is \$300. Team is not required to sell all 30 of their advertising slots.

*If organization purchases subscription for all their teams, the advertising revenue is paid to the organization, and they determine how much goes to their teams. AthletesGoLive can pay each team directly based on percentage organization decides or pay all directly to organization.



TEAM ADVERTISING PORTAL

“4 Easy Steps”

Step 4

There are 3 different methods by which you can send your advertising slots to potential advertisers

- 1) Send to Player-used if each player is selling their slot at a different price.
- 2) Send to all Players-used if all slots are being sold at the same price
- 3) Send to Sponsor-used if Coach on the team wants to send directly to a sponsor

Step 2

The default price is \$400 per slot. You can Edit your price per slot to a higher price or as low as \$300 (minimum)

Step 1

Select the “Advertising Revenue” button on your team menu to adjust your advertising settings

The screenshot shows a web browser window displaying the 'Advertising Revenue' page for a team named 'Mystics-16U Smith'. The page includes a sidebar menu with options like Home, Team Access, Schedules, Team Profile, Add Team, Add Team Members, Video Clips, Team Subscription, Advertising Revenue, and Change Password. The main content area shows the current price set to \$400, with buttons for 'Edit Price' and 'Edit Dates'. There are also buttons for 'Send to Player', 'Send to All Players', and 'Send to Sponsor(s)'. A table below shows columns for Player Name, Slot Amount, Start Date, End Date, Is Approved, Sponsor Info, Logo, and Banner / Billboard. The table is currently empty. Orange arrows point from the text annotations to the 'Advertising Revenue' menu item, the 'Edit Price' button, the 'Edit Dates' button, and the 'Send to Sponsor(s)' button.

Step 3

Select and change the dates according to which seasons you'd like to sell your advertising slots for (ex. fall season, summer season, the default is a calendar year)

NOTE: When a slot is sold to an advertiser, it will be displayed on this page along with which player sold it. This feature be viewed on the web only.

EMAIL TEMPLATE SENT TO PLAYERS

From: Athletics Mercado Tidd <support@athletesgolive.com>

Subject: Athletics Mercado Tidd Fundraiser-Amy Brown

We are now offering an Advertising Fundraiser to help raise money for our team. You can now sell advertising sponsor packages to businesses! This advertising package offers the ability for the sponsor to purchase a logo and a banner which will appear on screen during your live streamed games, archived games and video clips posted to social media.

To sell packages copy email template below and email or text to business or , simply download the pdf and take it out to potential businesses. [Advertising PDF\(Download\)](#)

Subject Template: **Athletics Mercado Tidd Fundraiser-Amy Brown**

Email Template

My team, Athletics Mercado Tidd and our streaming partner, AthletesGoLive, are offering you a unique opportunity to advertise your company on screen at all games that we live stream over the course of our season. Your company logo and advertising banner will rotate on screen during our live streamed games, archived games and video clips posted to social media for everyone to view. We really would appreciate your support and believe this will expand the recognition of your company and clearly indicate your support and relationship with Athletics Mercado Tidd.

Purchasing your package is easy, just click the following link [Purchase Advertising Landing Page](#), fill out your company information, provide your company artwork and pay with a credit card.

Upon completion of the transaction, you will receive an email confirmation and receipt for your purchase. If you have any questions about this program, please contact me, support@athletesgolive.com.

Have a great day!

Amy Brown

This is the email sent to your Players

This is the recommended Subject of the email when players send to advertisers

This is the recommended Body of the email. Players can just copy and past this into an email to advertisers

PURCHASE PAGE FOR ADVERTISERS

When an advertiser opens the link sent by player, this is where they are taken to view benefits, how it works, and what advertisers get

HELP SUPPORT YOUR LOCAL TEAM AND GROW YOUR BRAND AT THE SAME TIME

Our advertising model is simple. Purchase an advertising slot to showcase your brand during your local team's games all season long! Your company's billboard and logo will rotate on-screen during each game played this season. All advertisements are visible during both live and archived games, along with any clips from games that are shared to social media.

Support A Local Team
This advertising slot works as a fundraiser for your local youth team

Grow Your Brand
Display your company's custom on-screen logos and banners

Ease of Use
Follow the simple steps below to begin your advertising journey



PRICING FOR EACH ADVERTISING SLOT IS \$400 FOR THE SEASON

Advertisers will view the price based on what is set by team for advertising slots

GET STARTED:

Step 1:

Fill out the form.

Advertiser fills out their information

First Name
Last Name
Email Address
Phone Number
Sports Type
Team
Season Start Date
Season End Date

Advertiser fills out their information

Advertiser uploads their logo and banner

Step 2:

Drop in the logos that you would like to advertise.

UPLOAD REQUIREMENTS:

- No photos larger than 5MB
- High quality photo (i.e. PNG or JPEG) with a transparent background

Add Logo image
Add Banner / Billboard image

SUBMIT MY AD

Step 3:

Submit your payment.

Total Amount: \$400

Card number
Expiration
Country
CVC
ZIP

PAY

Advertiser pays. Org/Team receives their funds monthly via PayPal account they enter on advertising page

BEST WAYS TO USE ADVERTISING

- Typically, a team is giving each player two slots to sell.
- We are seeing everything from:
 - the companies the parents work at, to local banks, construction companies, insurance brokers, local restaurants, doctors, dentists, veterinarians, sports facilities(batting cages), ice cream shops, coffee shops, movie theatres, auto repair shops, etc.. Pretty much any local company the player or parents know someone.
- Some teams make it a fundraiser. Others use it to help reduce players fees for the season.
- Some teams use it to hire paid coaches or pay for their travel to their year end national tournament
- Lots of teams are selling slots higher than \$400 per slot. We had one organization that had all their teams sell their slots for \$750 each.
- We had one team only sell three slots, but they sold them for \$1,500 each.

ORGANIZATION'S EARNING POTENTIAL

Sponsorship Program for your Organization

Option 1: Org Subscription:

- Ability to earn \$9K+ Per Team
- Earn 15% Commission on any Premium or Premium+ Passes
- Providing 50% Discount on Premium+ for all Athletes and Parents in your organization

Option 2: No Organization Subscription. Organization promotes AthletesGoLive to their teams, but teams decides if they want to get team subscription or use free option or not use at all.

- Ability to earn \$600 Per Team on any team that uses our advertising feature.
- Earn 15% Commission on any Premium or Premium+ Passes

Sponsorship Requirements

- Promote AthletesGoLive to the teams in your Club.
(You Do Not have to make it mandatory, just Promote AthletesGoLive, and do not promote any AthletesGoLive competitors)
- Have AthletesGoLive on organization's website as an Official Partner and post to social media
(Graphics Provided by AthletesGoLive)
- Invite AthletesGoLive to Coaches Meeting to Present AthletesGoLive or schedule a call with your coaches.

OPTION 1		OPTION 2	
ORGANIZATION SUBSCRIPTION		NO ORGANIZATION SUBSCRIPTION	
Teams in Org	Advertising Revenue Potential to Organization	Teams in Org	Advertising Revenue Potential to Organization
5	\$45,000.00	5	\$3,000.00
10	\$90,000.00	10	\$6,000.00
20	\$180,000.00	20	\$12,000.00
30	\$270,000.00	30	\$18,000.00
40	\$360,000.00	40	\$24,000.00
50	\$450,000.00	50	\$30,000.00
60	\$540,000.00	60	\$36,000.00
70	\$630,000.00	70	\$42,000.00
80	\$720,000.00	80	\$48,000.00
90	\$810,000.00	90	\$54,000.00
100	\$900,000.00	100	\$60,000.00
110	\$990,000.00	110	\$66,000.00
120	\$1,080,000.00	120	\$72,000.00
130	\$1,170,000.00	130	\$78,000.00
140	\$1,260,000.00	140	\$84,000.00
150	\$1,350,000.00	150	\$90,000.00