



GET TO KNOW BIGTEAMS



OUR PRODUCT:

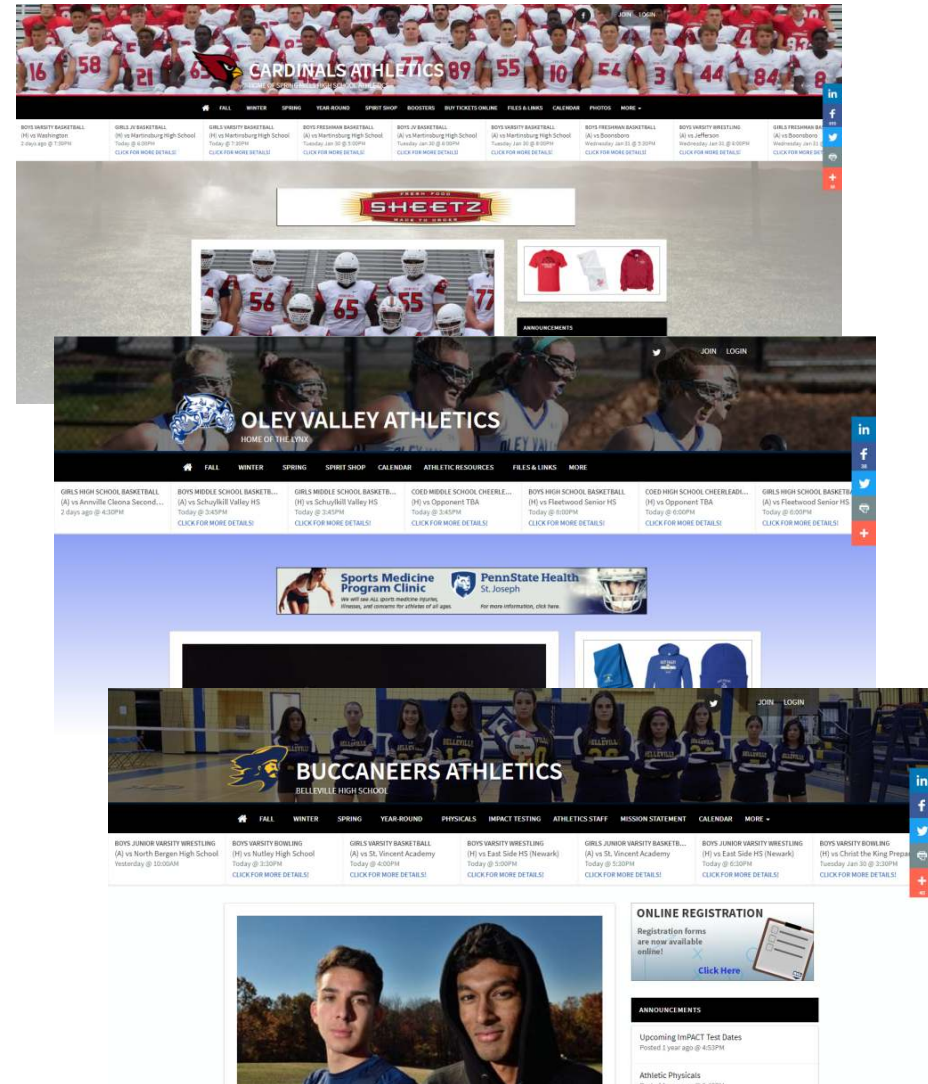
BigTeams provides website publishing tools to 3,000 high school athletic programs in 43 states (i.e. bishopbradyathletics.com). For a brand, this is a unique and rare opportunity to reach parents, boosters, coaches, athletic directors, and students when sports and education are top of mind.

OUR MISSION:

Provide the best platform for high school athletic administrators to manage their programs and engage with and build their communities, while connecting brands with local audiences to support those efforts.

OUR VISION:

Transform the high school athletics experience for student-athletes, coaches, administrators and parents by providing high quality solutions that help support and build local communities.

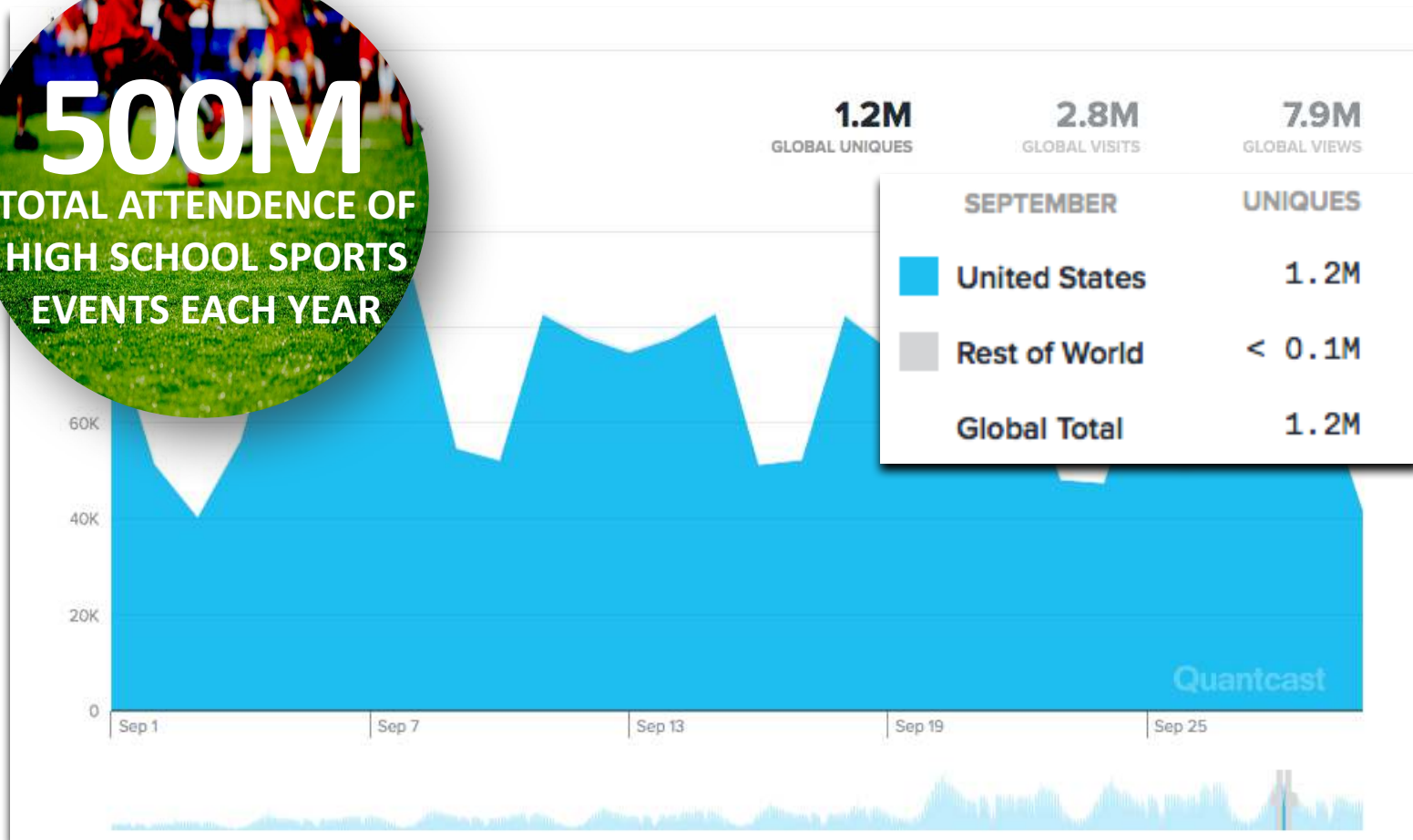


BY THE NUMBERS



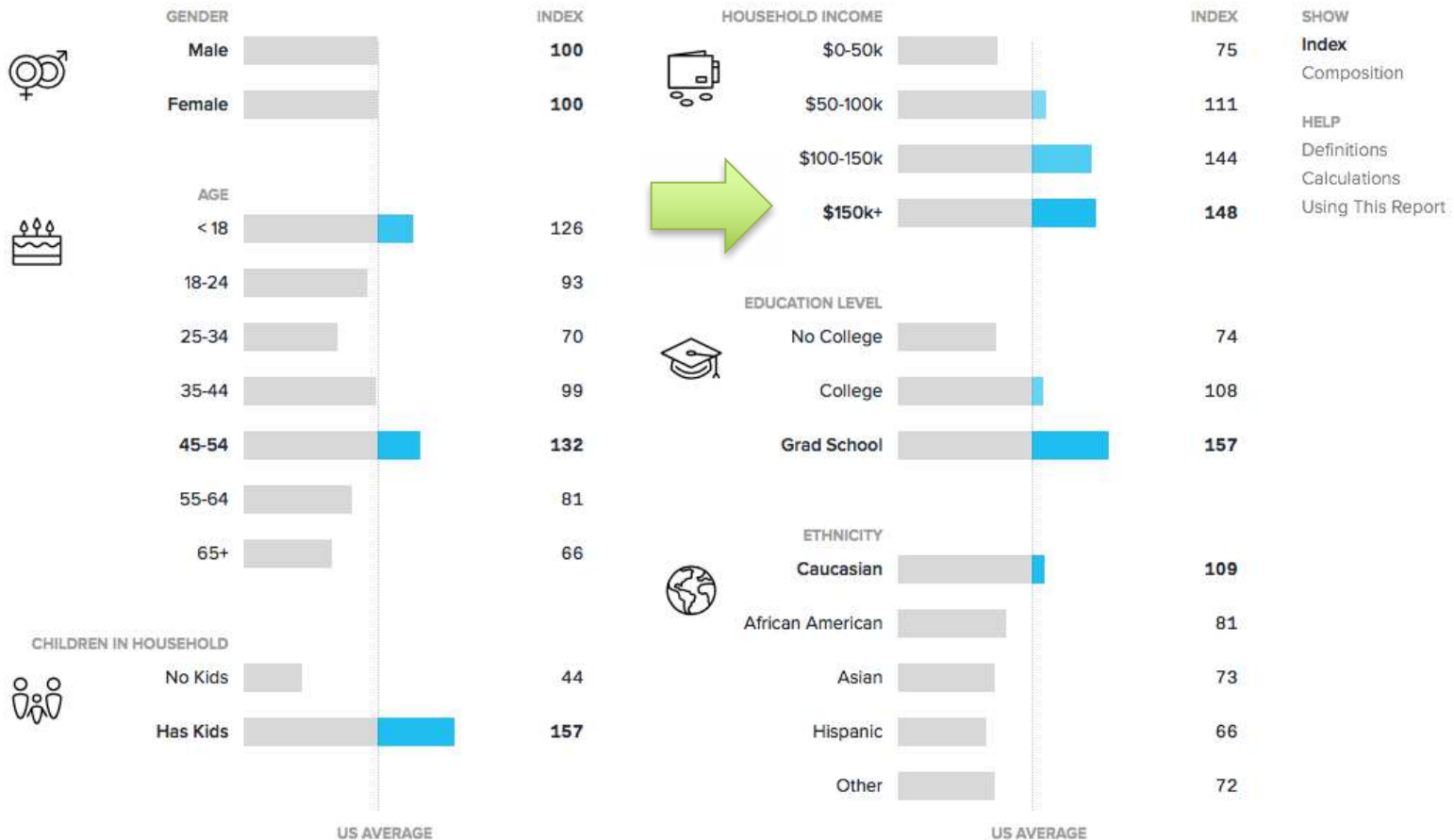
- Sept. 2017 Unique Visitors: 1.2 Million
- Sept. 2017 Unique Visits: 2.8 Million
- Sept. 2017 Pageviews: 7.9 Million
- Sept. 2017 Fan Emails *Opened*: 450,000+
- Monthly Advertising Impressions: 10 Million+
- Sept. 2017 Schools: 3,100+ across 43 states

500M
TOTAL ATTENDANCE OF
HIGH SCHOOL SPORTS
EVENTS EACH YEAR

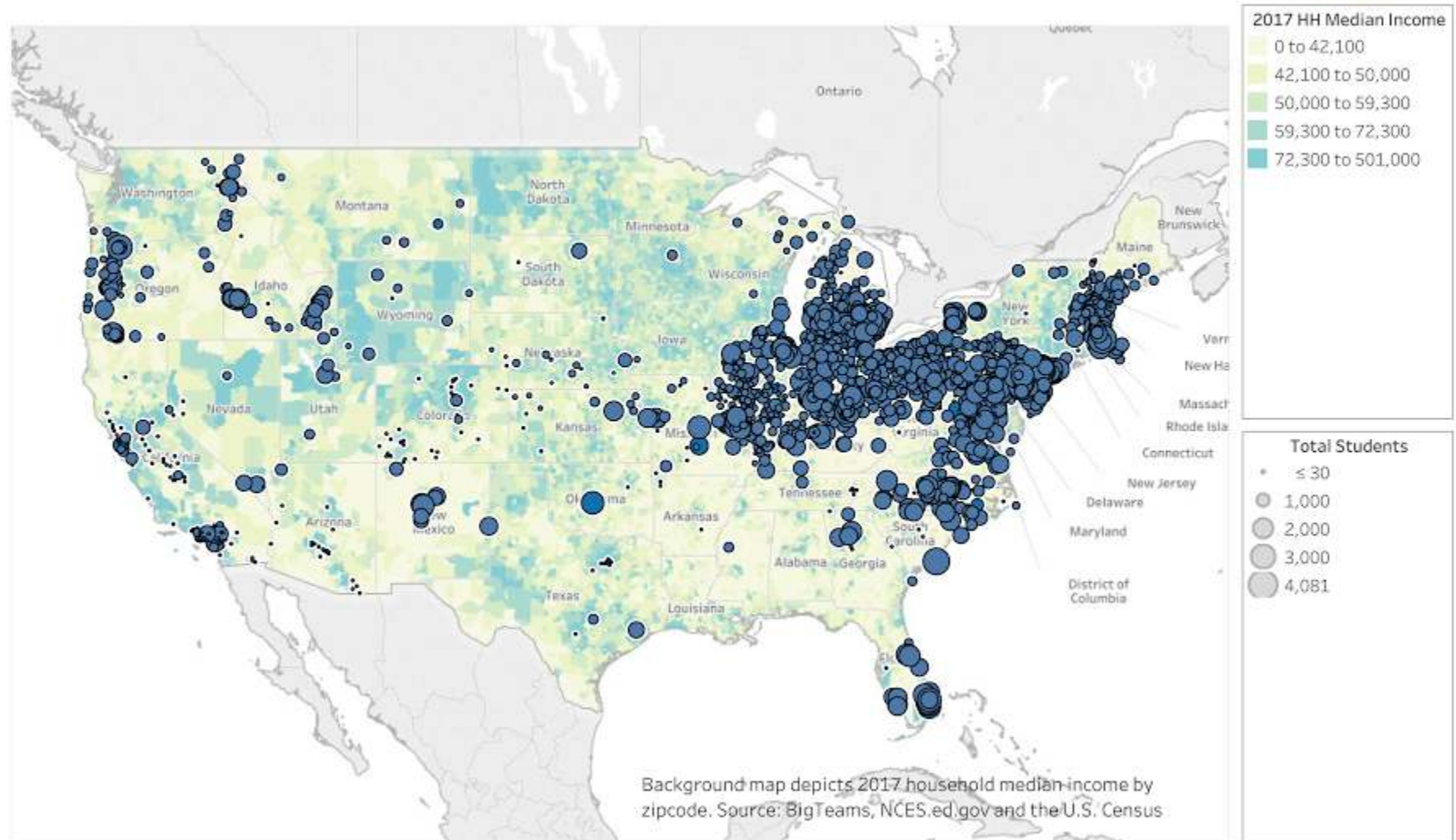


DEMOGRAPHICS

Demographics



BigTeams Customers



MENU OF OPTIONS*



Newsfeed + Fan Email Blast

- Place and advertorial on the school's home page news feed, and send email blast to our database of 1 Million Subscribers.

Coach and AD Email Blast

- Send targeted emails directly to athletic administrators and coaches. We have a database of over 40,000 people.

Navigation Bar Insertion

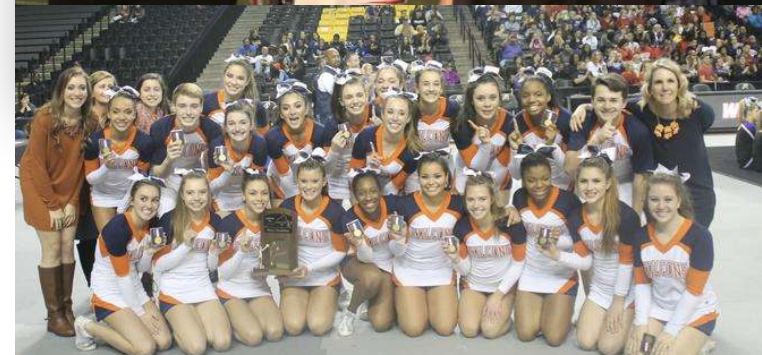
- Reach the entire audience on almost every pageview by placing a navigation menu button in the navigation bar of each website.

Opt In

- As parents and fans sign up to get email and text alerts from school staff, we can prompt people to sign up for more information from you, and pass along key data. We get up to 30,000 new subscribers per month.

Banner Advertising and Skins

- Place Standard banner advertising and Skins on each site.



MAXIMIZE BRAND ASSETS



PREMIUM ADVERTISING INVENTORY

- Seamless campaign execution across desktop, mobile and tablet.
- Target by state or DMA, or utilize audience extensions to ensure that objectives are met.
- Ad units include 728x90, 300x250, 300x600, 160x600, 320x50 mobile as well as skinning/custom opportunities.

TARGETED COMMUNICATIONS

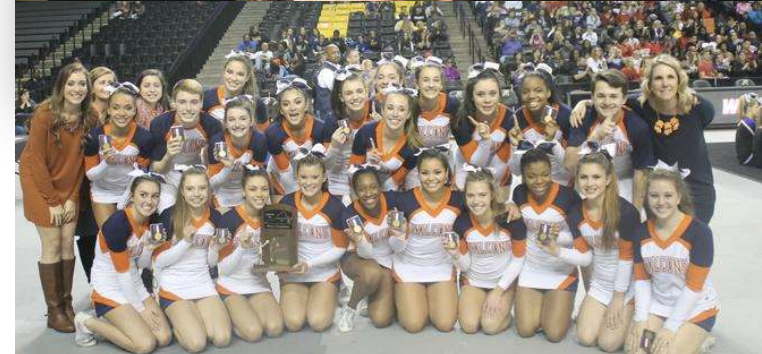
- Send targeted emails directly to athletic directors and coaches, or sponsor those text to student-athletes and their parents.

LOCAL RELATIONSHIPS

- BigTeams can facilitate brand-to-school relationships to encourage organic, mutually beneficial events or promotions within the community.

CONTENT & DASHBOARD INTEGRATION

- Share content within school newsfeeds and engage with local communities.
- Target Athletic Directors and coaches in the administrative dashboard.



- ❖ Each BigTeams website comes with a news feed on the homepage, which is the most heavily trafficked page on the site.



VARSITY FOOTBALL - Today

Nominate a student who leads in the community, on the field and in the classroom!

APPLICATION WINDOW OPENS SEPTEMBER 4, 2017 APPLICATIONS DUE JANUARY 31, 2018
The title of United States Marine is earned, never given. The same is true of a Semper-Fidelis All-American. Becomin...

[Read More](#)

VARSITY FOOTBALL - Today

2017 Highlights



[MORE ANNOUNCEMENTS](#)

[GAME CANCELLATIONS](#)



[MY FAVORITES](#)

ANNOUNCEMENTS TAKEOVER



- ❖ Athletic Directors use their website's announcements section to keep the community up-to-date. Arguably, this is the most powerful part of the website because it is the voice of the athletic director. With the right content, we can post our partner's message in this spot, which is also sent to the community via mass email/text/social media. Partners can offer a scholarship, discount, competition, or other promotion in this coveted spot.

The screenshot displays the official website of Bedrock High School. The header features the school's name and a navigation menu with links for FALL, WINTER, SPRING, YEAR-ROUND, FAN SHOP, EDUCATION HELP, CONTACTS, ONLINE REGISTRATION, and MORE. Below the header, there are five event listings for Girls Middle School Soccer and Girls Varsity Softball. A large banner for Optimum internet, TV, and phone services is prominently displayed. A red arrow points from the 'MORE' link in the navigation menu to the 'ANNOUNCEMENTS' section on the right side of the page. The announcements section contains two entries: 'Wyzant Promotion!' and 'Tryouts Published'. A 'MORE ANNOUNCEMENTS' button is located at the bottom of the announcements section.

BEDROCK HIGH SCHOOL
OFFICIAL WEBSITE OF BEDROCK HIGH SCHOOL

[FALL](#) [WINTER](#) [SPRING](#) [YEAR-ROUND](#) [FAN SHOP](#) [EDUCATION HELP](#) [CONTACTS](#) [ONLINE REGISTRATION](#) [MORE](#)

GIRLS MIDDLE SCHOOL SOCCER
(A) vs Blue Whale Test
Tuesday May 9 @ 3:15PM

GIRLS MIDDLE SCHOOL SOCCER
(A) vs Corpus Christi Elementa...
Wednesday May 10 @ 3:15PM

GIRLS VARSITY SOFTBALL
(A) vs Blue Whale Test
Wednesday May 10 @ 7:10PM

GIRLS MIDDLE SCHOOL SOCCER
(A) vs Catch All Test School
Thursday May 11 @ 3:15PM

BOYS VARSITY BASEBALL
(H) vs Blue Whale Test
Friday May 12 @ 5:00PM

Now is the time to get internet, TV and phone.
\$89⁹⁹ mo. | 3 yrs. guaranteed
No Annual Contract

optimum.
let's connect more
[Learn more](#)

ANNOUNCEMENTS

Wyzant Promotion!
Posted Today @ 10:51AM

Tryouts Published
Posted 2 months ago @ 3:14PM

**MORE
ANNOUNCEMENTS**

- ❖ Athletic Directors consistently use email messaging to keep the community up-to-date. Across our network, over 1 Million emails are sent per month, with over a 40% open rate. These messages can be sponsored by a partner, and/or can include custom content.

A Message by US Marines



Notifications (BigTeams) <notifications@bigteams.com>
to me



The title of United States Marine is earned, never given. The same is true of a Semper-Fidelis All-American. Becoming an All-American puts you in elite company and allows opportunities that will open the doors to future success. Proudly presented by the United States Marine Corps, the Semper Fidelis All-American Program recognizes high school students who face life's battles with the conviction and determination to succeed. These students embody the same fighting spirit that Marines stand for by taking on the challenges of succeeding academically while bettering their communities and excelling in athletics and extracurricular activities. They have turned obstacles into victories through drive and passion and will be recognized for their achievements at the exclusive Battles Won Academy.



Nominate a student! Apply for the program!

Click [here](#) to unsubscribe from all BigTeams alerts.
Click [here](#) to update your BigTeams alerts.



NAVIGATION BAR INSERTION EXAMPLE



- ❖ Within the navigation bar of each website, we can add your button. When parents click it, they encounter more information on the program.

The screenshot displays the Bedrock High School website. At the top, a dark navigation bar contains the school's name, 'BEDROCK HIGH SCHOOL', and the tagline 'OFFICIAL WEBSITE OF BEDROCK HIGH SCHOOL'. To the right of the navigation bar are social media icons for Twitter and Facebook, and a user profile section showing 'Hi, Jeff / LOGOUT'. Below the navigation bar, a banner for the 'SEMPER FIDELIS ALL-AMERICAN PROGRAM' features a group photo of students and the text 'NOMINATE A STUDENT' and 'NOT JUST PLAYMAKERS. DIFFERENCE MAKERS.'.

The main content area is divided into two columns. The left column is titled 'EDUCATION HELP' and contains a large blue box with the heading 'NOMINATE A STUDENT'. Below this heading, a paragraph explains the nomination process: 'Upon submission of your nomination, an email will be issued to the student's email address provided. Please contact the student in order to notify them that an email will be delivered to this address, and that they may need to check their junk or spam folders.' Below this text is a section titled 'YOUR INFORMATION' with input fields for 'First Name*', 'Last Name*', and 'Email Address*'. The right column features a smaller banner for the 'SEMPER FIDELIS ALL-AMERICAN PROGRAM' with the text 'Apply today!' and a section titled 'UPCOMING EVENTS' listing 'Mens Varsity Soccer' for 'Today @ 7:00PM'.

Two red arrows highlight the 'NOMINATE A STUDENT' link in the navigation bar and the 'NOMINATE A STUDENT' heading on the page.

- ❖ Teachers and coaches encourage parents and students to sign up for a BigTeams Fan Account, because doing so allows everyone to get messages about try outs, game changes, scores, etc. During the fan account registration process, BigTeams can add a call-to action similar to the “NCSA” one shown below. We can pass key contact information along to our partner and/or open up a new sales funnel within the BigTeams website on this page.

ACCOUNT REGISTRATION

I am a:

Parent

My Profile

First Name *

Last Name *

Email Address *

Mobile Phone *

Postal Code *

Student Profile

First Name *


Last Name *

Email Address *

Graduation Year *

Favorite Sport *

☐ Yes! I would also like a free recruiting profile with NCSA to start connecting with college coaches.



DISPLAY ADVERTISING INVENTORY

- Seamless campaign execution across desktop, mobile and tablet.
- Target by State or DMA
- Target Desktop, Tablet and Mobile **ONLY**
- Utilize our "Audience Extension" platform to execute a re-targeting campaign against our audience. This will increase CTR's and drive additional conversions.
- Ad units include 728x90, 300x250, 300x600, 160x600, 320x50, (Mobile).

The screenshot displays the Lopez Athletics website. At the top, there's a navigation bar with links for Fall, Winter, Spring, Year Round, Inside Athletics, Booster Club, and more. Below this is a section for upcoming events, including Girls Soccer, Girls Basketball, Boys Soccer, Boys Basketball, and Girls Volleyball. A prominent advertisement for VITAS Healthcare is featured, along with a section for announcements regarding club Christmas sales, team quality for academic championships, and new coaching staff. The main content area includes a large image of a swimmer and a section for social media updates from Lopez Athletics. On the right side, there are more advertisements, including one for 'Bad Moms' and another for 'FREE SHIPPING'. At the bottom, there's a fan login section with fields for email address and password.

SKIN TAKEOVER



- ❖ BigTeams can “Skin” the website similar to the Dick’s Sporting Goods campaign. The sizes are 300x250, 300x600, 728x90 and 320x50.

- 100% View-ability
- High-Impact Unit
- Opportunity to own the audience
- 100% Share of Voice

