

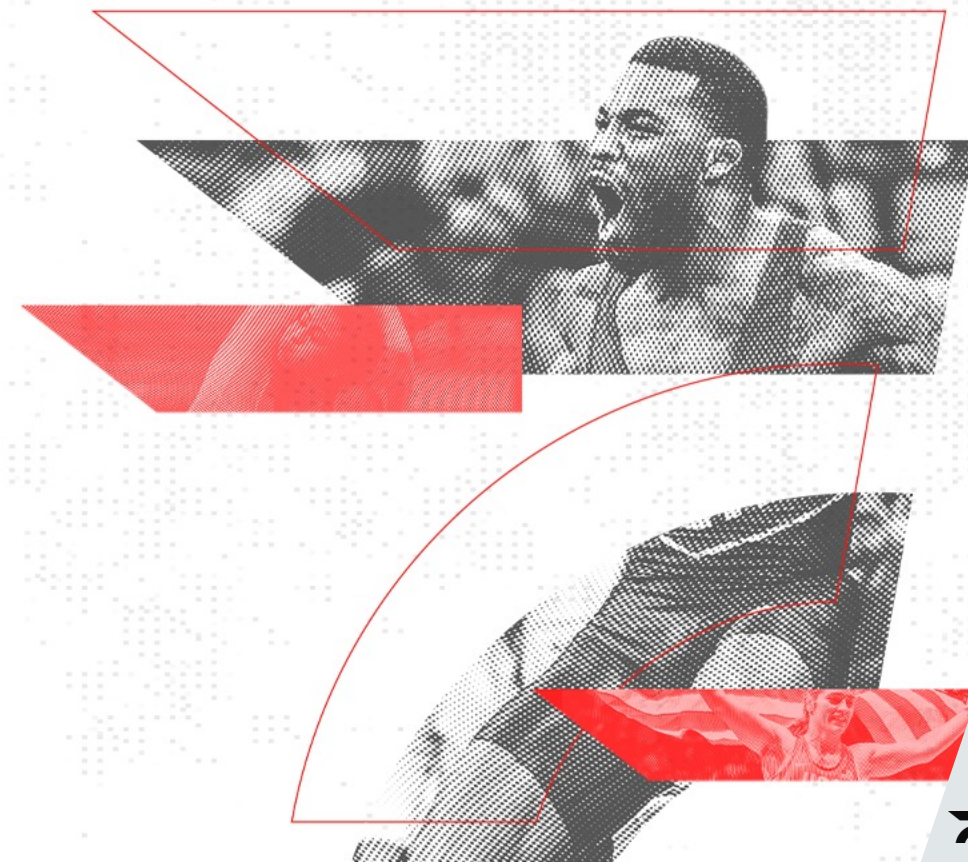


# FLOSPORTS 2025 MEDIA KIT

# THE OPPORTUNITY



Reach *hyper-passionate,*  
*unduplicated sports fans* when  
they're most engaged.



# WHO WE ARE

H E R E



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FloSports is the *largest and fastest growing* DTC streaming and content platform for underserved sports.

R

M A R K E T I N G

C H E E R



# OUR MODEL



We target underserved communities of sports media, aggregating rights and comprehensive coverage below Tier 1.

## TIER 1

NFL  
NBA  
MLB  
NHL  
Power 5 Football  
Professional Soccer

## TIER 2

Professional Leagues  
Motorsports  
NCAA  
Power 5 (T2)

## TIER 3

Olympic Sports  
College Conferences (T2)  
Semi-Pro Leagues  
Minor Leagues  
International Sports

## TIER 4

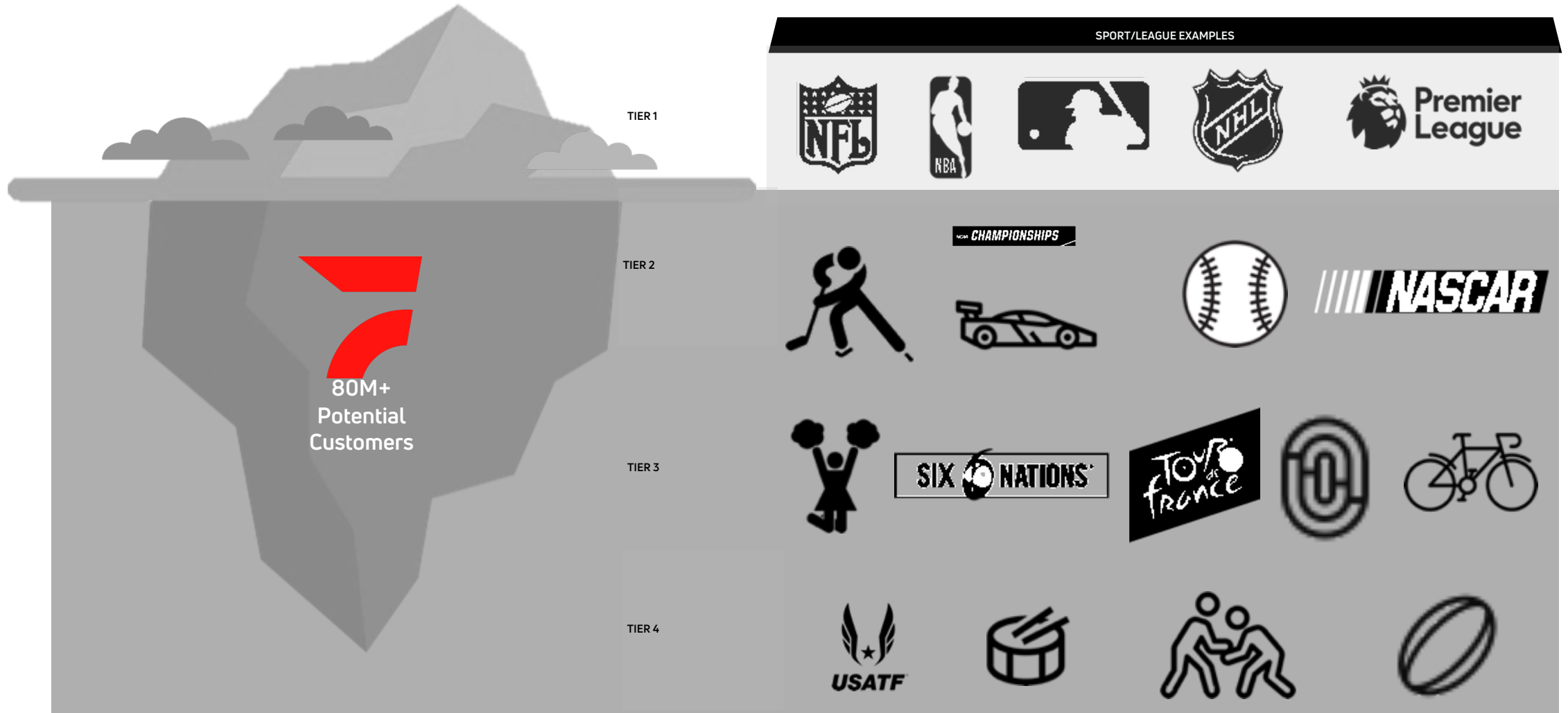
College Conferences (T3)  
High School Sports  
Participatory Sports  
Youth Sports  
Independent Events



# WHERE WE COMPETE



By aggregating the large, fragmented sports market below Tier 1, we reach millions of passionate fans and athletes.



Sources: SFIA 2019 Sports, Fitness, and Leisure Activities Topline Participation Report, Speedway Benefits Attendee Report, Supercross/Motocross Wasserman Media Group Presentation



# OUR VISION

To be the *one-stop, essential*  
*destination* for our sports

# OUR APPROACH

We engage our audience through live event streaming, exclusive-behind-the-scenes coverage, original content, and owned & operated events.

## LIVE SPORTS AVAILABLE EVERYWHERE

**50K+** annual live event streams on web, mobile web, Roku, FireTV, Apple TV.

## 24/7 AUTHENTIC CONTENT & COVERAGE

We give our fans ***the content they crave*** with 24/7 editorial coverage and real-time sports data.

## OWNED & OPERATED EVENTS

We own and operate racing, running, wrestling, and grappling events ***featuring elite teams and athletes.***

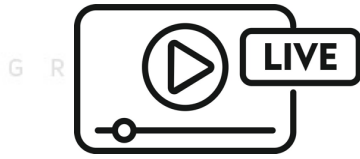
**FLOSPORTS**



# THE NUMBERS

FLOSPORTS

- RACING
- HOCKEY
- FOOTBALL
- BASEBALL
- HOOPS
- CHEER
- BIKES
- RUGBY
- GRAPPLING
- WRESTLING
- VOLLEYBALL
- SWIMMING
- COMBAT
- FC



## 50K

LIVE EVENTS



## 2.5B

LIVE MINUTES  
STREAMED



## 95M

PLATFORM  
UNIQUES



## 2.5B

PAGEVIEWS



## 190M

SOCIAL REACH  
(12M FOLLOWERS)



## 10k

TEAMS  
COMPETING



## 300k

ATHLETES  
COMPETING



## 2K

COMPETITION  
VENUES

## FLOSPORTS

- TRACK
- MARCHING
- GYMNASTICS
- SOFTBALL
- RODEO
- BOWLING
- ELITE
- DANCE
- VOICE
- LIVE



M A R C H I N G C H E E R





# OUR AUDIENCE: LOYAL UNDUPLICATED SPORTS FANS

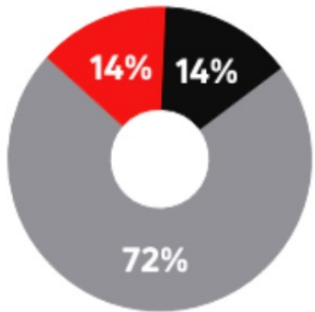


Hyper-passionate sports fans who are difficult to reach.

## DEMOGRAPHICS:

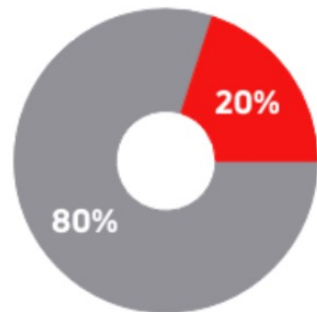
M/F SPLIT	HHI \$100k+	P18-49	SEEING AN AD ON FLOSPORTS MAKES THEM FEEL THE BRAND CARES ABOUT SOMETHING THEY CARE ABOUT	LIKELY TO PURCHASE FROM BRANDS ADVERTISING ON FLO
53/47%	Index: 136	72%	62%	78%

### IMPRESSIONS BY PLATFORM



CTV Desktop Mobile

### LIVE VS VOD IMPRESSIONS



Live VOD

### UNDUPLICATED DIGITAL AUDIENCE

71%



ON AVERAGE COMPARED TO THE TOP 10 LEADING SPORTS NETWORKS



### UNDUPLICATED OTT AUDIENCE

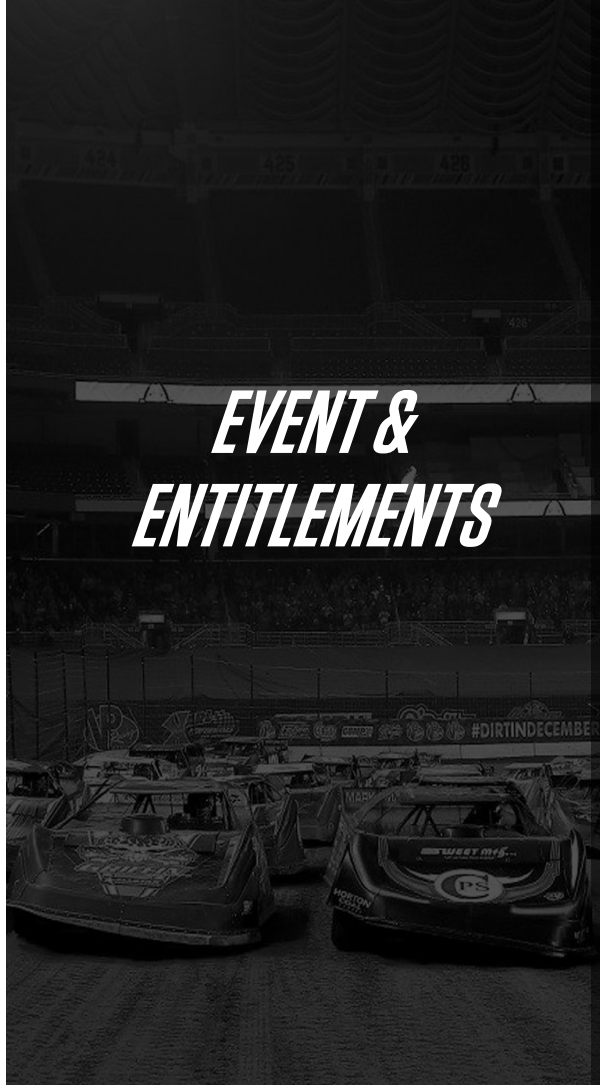
98%

ON AVERAGE COMPARED TO THE TOP 3 LEADING SPORTS OTT NETWORKS



Sources: QuantCast, Comscore, Third-Party Audience Survey

# PARTNERSHIP CAPABILITIES



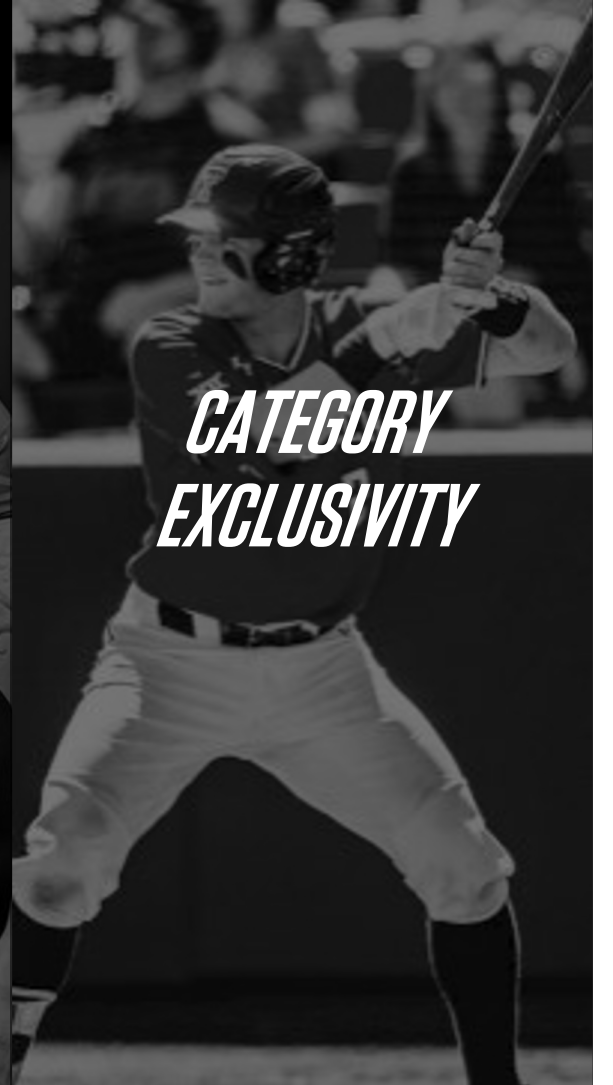
***EVENT &  
ENTITLEMENTS***



***CONTENT/COVERAGE  
SPONSORSHIPS***



***HIGH-IMPACT  
MEDIA & VIDEO***



***CATEGORY  
EXCLUSIVITY***

# EVENTS & ENTITLEMENTS



Connect with fans through entitlements and integrated touchpoints in and around FloSports events.

## OVERVIEW:

FloSports O&Os are tentpoles in their sporting communities as ***our expertise lies in pitting the best against the best on a premier stage***, giving brands a chance to reach amateur, pro, and elite athletes and fans on grassroots and national levels.

## PARTNERSHIP OPPORTUNITIES

- Title/Presenting Sponsor Designation
- Inclusion in Event Logo
- Category Exclusivity
- On-Site Signage and Activation Opportunities
- Award/Prize Giveaway Opportunities
- Social Media/Homepage/Newsletter Promotion
- Livestream Integrations
- Advertising Adjacencies



# CONTENT & COVERAGE SPONSORSHIPS



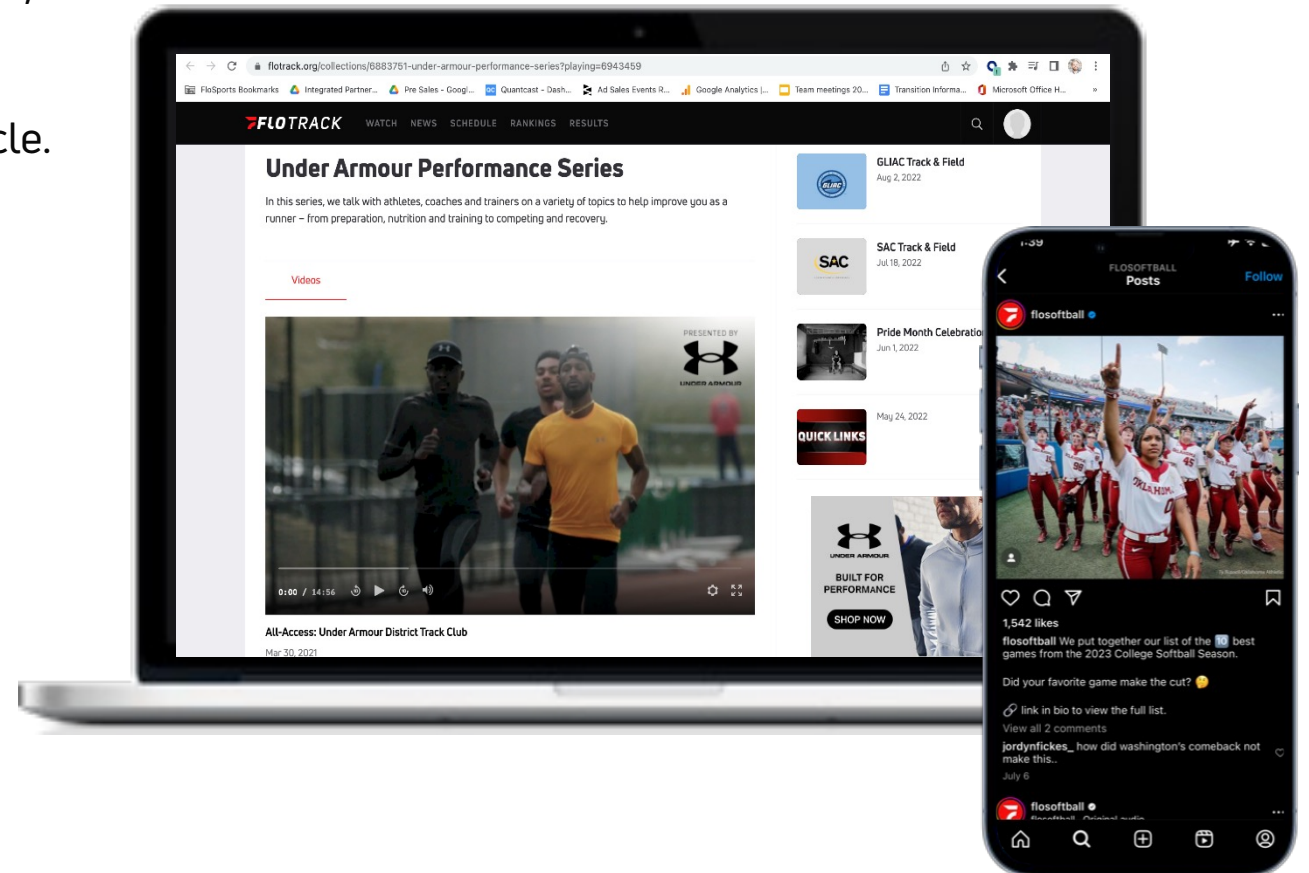
Align with the authentic, 24/7 digital and social media content and coverage our audience craves.

## OVERVIEW:

Traditional networks often ignore the underserved sports, but FloSports **invests in its verticals all season long and across all levels of play** – building touchpoints and engagement through the entire season and event lifecycle.

## PARTNERSHIP OPPORTUNITIES

- Editorial Event Coverage SOV packages
- Branded Social Media Content
- Sponsored and Custom Video Series
- Training/Technique/Workout Videos
- Advertising Adjacencies



# HIGH-IMPACT MEDIA & VIDEO



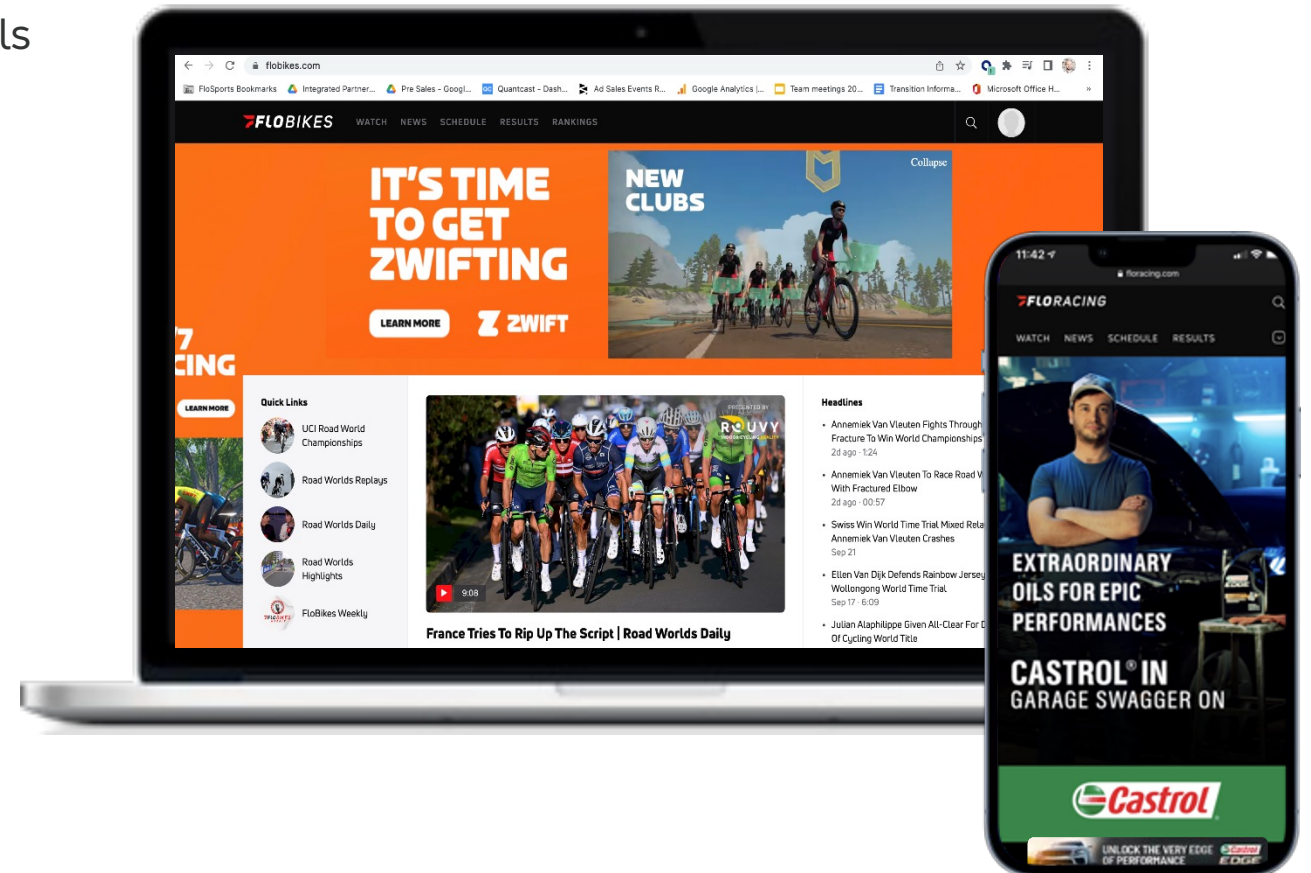
Integrate brand media within live broadcasts or maximize cross-platform digital reach.

## OVERVIEW:

Our targeted media mix provides advertisers **a powerful and balanced cross-platform reach** across FloSports channels via traditional display, video, and high-impact branding.

## PARTNERSHIP OPPORTUNITIES

- Livestream Video (Web/OTT/CTV)
- Pre-Roll VOD
- Homepage Takeovers & Roadblocks
- Cross-Platform Display (includes Mobile Video)
- Programmatic



# CATEGORY EXCLUSIVITY



Drive brand consideration as an Official Partner of FloSports.

## OVERVIEW:

As an official and exclusive partner of FloSports, brands **can own an entire category across FloSports**, including media, O&O events, and extensive brand integration and activation within our controlled digital channels.

## PARTNERSHIP OPPORTUNITES

- Official Partner Designation
- Integrated Digital and Experiential Touchpoints
- Product Integration





# FLOSPORTS THANK YOU



# BRAND CASE STUDY: TEZOS



As the “Official Blockchain of FloSports”, Tezos mixes O&O event activation, content sponsorships, and high-impact media to drive brand awareness and launch a new paid digital collectibles store.

## TEZOS X FLOSPORTS KEY ASSETS

- FloSports Network-Wide Category Exclusivity
- Event / Series Entitlements: Motorsports, Combat Sports
- “Who’s Next” Original Film Series Presenting Sponsor
- Co-Branded NFT Drops and Paid Digital Collectibles

**300M+**  
ANNUAL IMPRESSIONS

**100M+**  
SOCIAL VIDEO VIEWS

**12,000**

FREE NFT’S CLAIMED + PAID DIGITAL COLLECTIBLES PURCHASED





# BRAND CASE STUDY: CASTROL



Castrol reaches DIY auto enthusiasts through high visibility motorsports entitlements and integrated activation.

## CASTROL X FLOSPORTS KEY ASSETS

- Castrol FloRacing Night in America Series title sponsor
- Castrol Gateway Dirt Nationals title sponsor
- Branded Content Sponsorships

**35M+**

ANNUAL IMPRESSIONS

**+31%**

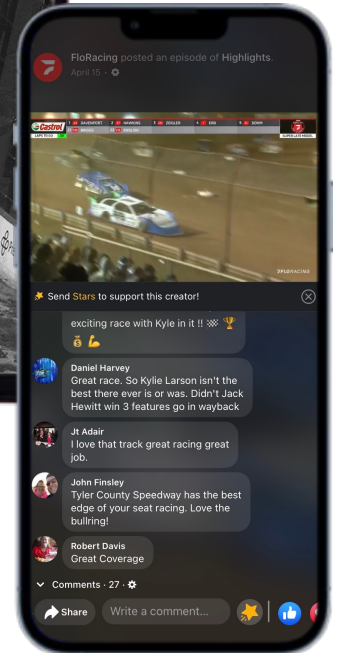
LIFT: BRAND PREFERENCE

**+20%**

LIFT: BRAND TRUST

**+28%**

LIFT: BRAND USAGE



# WORLD-CLASS RIGHTS PARTNERS



We deliver live event streams and content across more sports, disciplines, and levels than any other sports media entity.

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## MOTORSPORTS



## TRACK & FIELD AND CYCLING



B I K E S

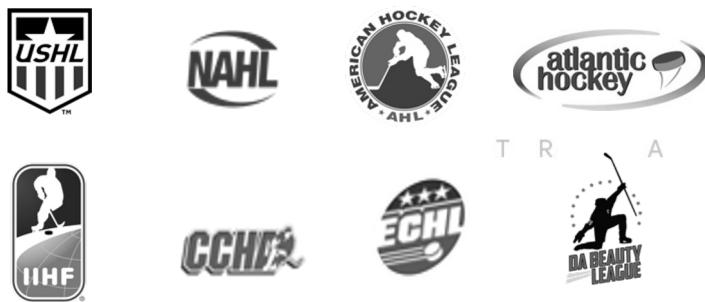
## WRESTLING AND GRAPPLING



## COLLEGE SPORTS



## HOCKEY



T R A C K

## OTHER VERTICALS



M A R C H I N G





C H E E R



# WORLD-CLASS BRAND PARTNERS



FLOSPORTS

 <b>TOYOTA</b>	<b>GEICO</b>		 <b>Kubota</b>	 <b>UNDER ARMOUR</b>	<b>amazon</b>
 <b>TACO BELL</b>	 <b>adidas</b>	 <b>salesforce</b>	 <b>new balance</b>	<b>Advance/ Auto Parts</b>	
<b>GARMIN</b>	 <b>BEST BUY</b>	<b>Wonderful<sup>®</sup> PISTACHIOS</b>		 <b>ZWIFT</b>	<b>goodr</b>
<b>HOKA</b>	<b>T Mobile</b>	 <b>Marines</b>	 <b>Tezos</b>	 <b>Castrol</b>	

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