


FLOSPORTS

2022 MEDIA KIT



WHO WE ARE



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

OUR VISION



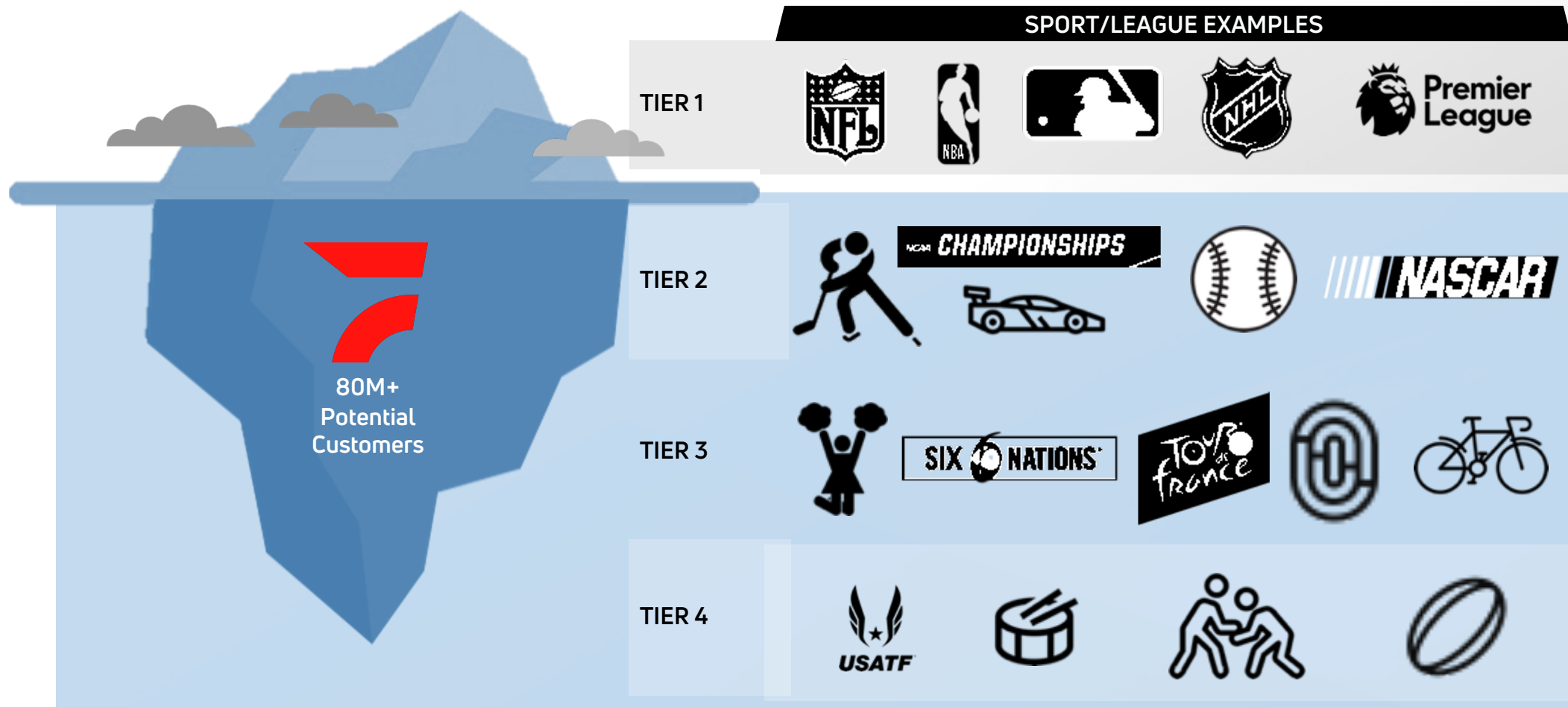
To aggregate the longtail of sports media, building a one-stop, essential destination for underserved sports



WHERE WE COMPETE



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



OUR REACH



We've built a large, growing network of authenticated users, delivering meaningful reach across 25+ sports verticals.

7 TRACK
7 WRESTLING
7 GRAPPLING
7 RACING
7 BASEBALL
7 HOOPS
7 FOOTBALL
7 RUGBY
7 FC
7 HOCKEY
7 VOLLEYBALL
7 SWIMMING
7 / TV VARSITY.TV
7 / MileSplit



85%

YOY GROWTH IN
NET SUBSCRIBERS



1.3B

ANNUAL MINUTES
STREAMED



6M

MONTHLY UNIQUE
VISITORS




62M

MONTHLY
PAGEVIEWS



10M

SOCIAL MEDIA
FOLLOWERS

7 CHEER
7 MARCHING
7 GYMNASTICS
7 SOFTBALL
7 BIKES
7 RODEO
7 BOWLING
7 COMBAT
7 ELITE
7 DANCE
7 VOICE
7 LIVE
HOCKEY TV
 **TRACKWRESTLING**



OUR APPROACH



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

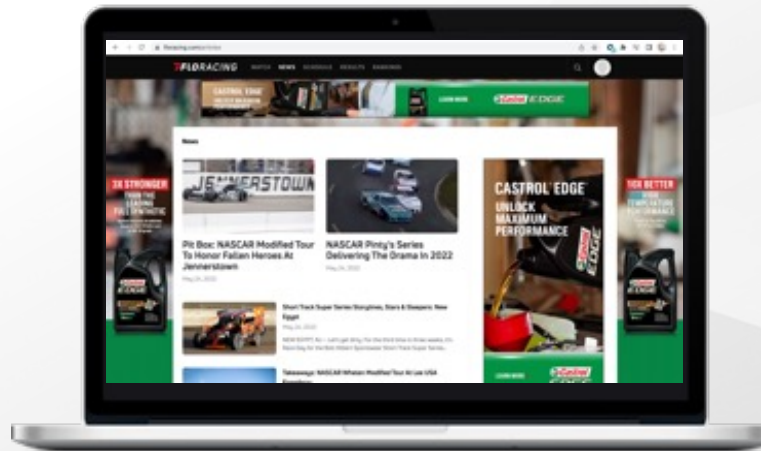
LIVE SPORTS / CTV-OTT PREMIUM SUPPLY

200K+ annual live competition streams on web, mobile web, Roku, FireTV, AppleTV



24/7 AUTHENTIC CONTENT & COVERAGE

65% of audience cites FloSports' content and coverage as their primary source of info for their sport.



OWNED & OPERATED EVENTS

FloSports owns and operates racing, running, and combat events for elite teams and athletes.



OUR AUDIENCE



Our subscribers are untapped athletes and sports fans who are invested in our content and are receptive to partner ads and campaigns.

ATHLETES & UNDUPLICATED FANS

91%

REGULARLY PARTICIPATE IN
SPORTS AND EXERCISE

71%

HAVEN'T VISITED A TOP 10
SPORTS MEDIA SITE IN
LAST 30 DAYS

DESIRABLE DEMOGRAPHICS

75%

P18-49
COMPOSITION

134

HHI-INDEX
OVER \$100K

54/46%

MALE/FEMALE
SPLIT

65%

COLLEGE
EDUCATION

ADVERTISER-RECEPTIVE CONSUMERS

67%


WOULD CONSIDER PURCHASING
A PRODUCT THEY LEARNED
ABOUT ON FLOSPORTS

62%

SEEING A BRAND'S AD ON
FLOSPORTS MAKES THEM FEEL
THE BRAND SUPPORTS
SOMETHING THEY CARE ABOUT



OPPORTUNITY FOR PARTNERS



Connect with ***hyper-passionate,
unduplicated fans*** of underserved sports
when they're most engaged.

PARTNERSHIP CAPABILITIES



Engage our audience through impactful digital, video, and experiential touchpoints.



HIGH-IMPACT MEDIA & VIDEO

Integrate your brand within our live streams and maximize cross-platform reach digitally.

VIDEO MEDIA (PRE-ROLL / LIVE
STREAM MID-ROLL)
LIVE STREAM GRAPHICS
CROSS-PLATFORM DISPLAY
PROGRAMMATIC



CONTENT/COVERAGE SPONSORSHIP

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

CUSTOM BRANDED CONTENT
TRAINING/TECHNIQUE +
RANKINGS
EVENT COVERAGE PACKAGES
SOCIAL MEDIA ACTIVATION



O&O EVENT ACTIVATION

Connect with fans through integrated digital and experiential activation at FloSports events.

SPONSORSHIPS + ENTITLEMENTS
ON-SITE ACTIVATION + SIGNAGE
BROADCAST INTEGRATIONS
EXTENSIVE PROMOTION
PRODUCT SAMPLING

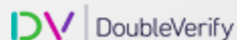


PODCASTS & STUDIO SHOWS

Align with stories of the people, news, and events that fuel our sports coverage.

PRESENTING SPONSORSHIPS
EXTENSIVE PROMOTION
ON-SCREEN BRANDING
SPONSORED SEGMENTS
AUDIO MENTIONS/LIVE-READS

3P TAG PARTNERS



HIGH-IMPACT MEDIA & VIDEO



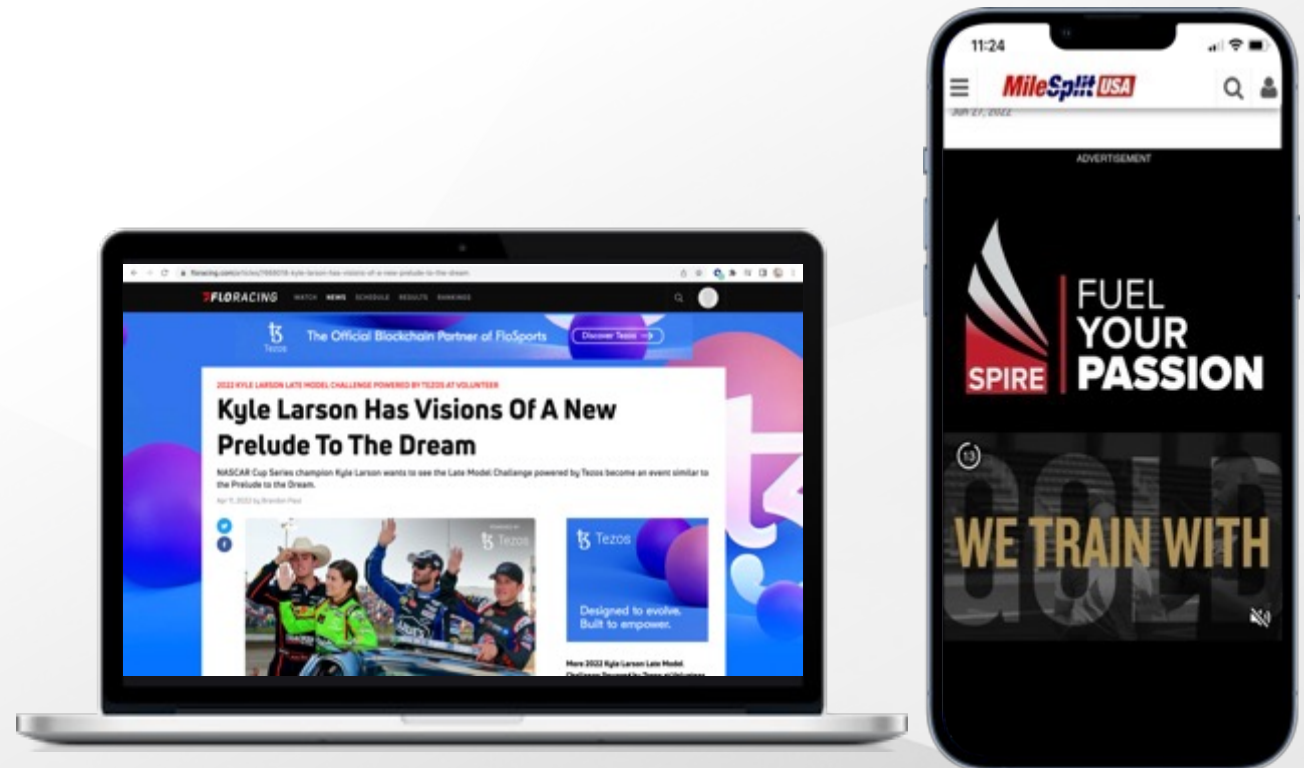
Integrate brand media within live broadcasts or maximize cross-platform digitally.

OVERVIEW:

A targeted media mix **provides a balanced portfolio** that maximizes cross-platform reach across FloSports channels with traditional display and video media and the right amount of high-impact branding through takeovers and interscrollers.

PARTNERSHIP OPPORTUNITIES:

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



CONTENT/COVERAGE SPONSORSHIPS



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

OVERVIEW:

Unlike traditional networks when it comes to our underserved sports, FloSports **invests in its verticals all season long and across all levels of play** – building touchpoints pre, during, and post-events.

NOTABLE EVENTS COVERED:

- Summer Olympics
- Track & Field World Championships
- NCAA Championships (Track & Field, Wrestling)
- Tour de France
- La Vuelta

PARTNERSHIP OPPORTUNITIES:

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



O&O EVENT SPONSORSHIPS



Connect with fans through integrated digital and experiential activation at FloSports events.

OVERVIEW:

FloSports O&O's have become tentpoles in their sporting communities as **our expertise lies in pitting the best against the best on a premiere stage**, giving brands a chance to reach amateur, pro, and elite athletes, as well as spectators and fans on both a grassroots and national level.

PARTNERSHIP OPPORTUNITIES:

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



PODCASTS & STUDIO SHOWS



Align with the stories of the people, news, and events that fuel our sports coverage.

OVERVIEW:

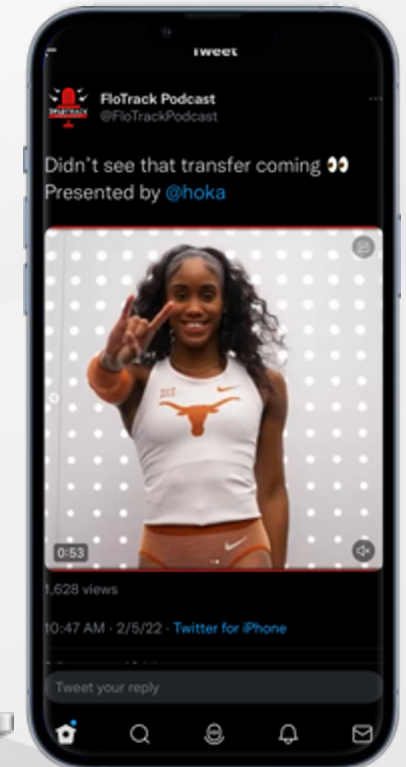
FloSports produces **studio shows and 600+ podcast episodes per year across top sports verticals** featuring experts and former athletes covering breaking news, debating the hottest topics, interviewing elite athletes, and discussing big stories.

FLOSPORTS PODCASTS

- The FloTrack Podcast
- FloGrappling Who's Number One
- FloWrestling Radio Live
- MileSplit On the Line
- FloBikes Weekly

PARTNERSHIP OPPORTUNITIES

- Presenting sponsor designation
- Branded slate
- Verbal mentions/ad reads/promo offers
- Logo inclusion/mentions in social media, newsletter, web promotion

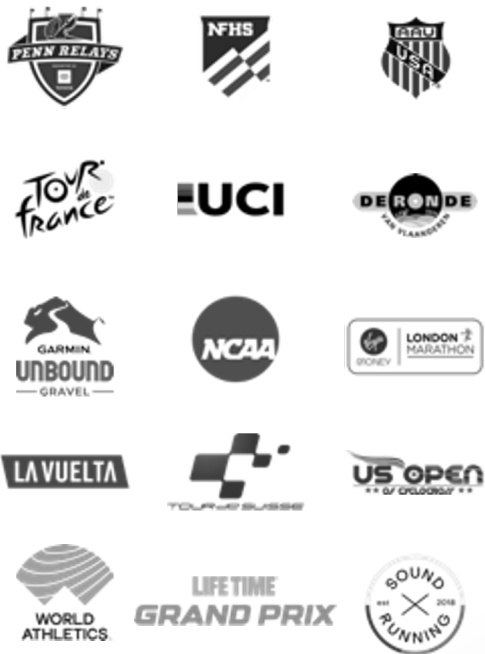


WORLD-CLASS RIGHTS PARTNERS

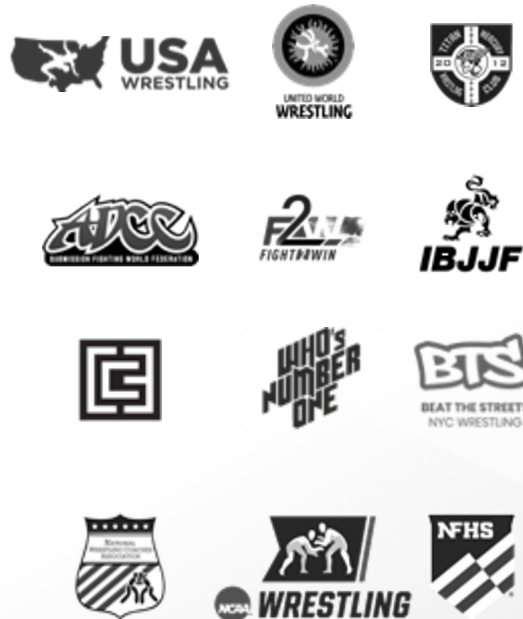


We deliver content across more sports, disciplines, and levels than any other sports media entity.

TRACK & FIELD AND CYCLING



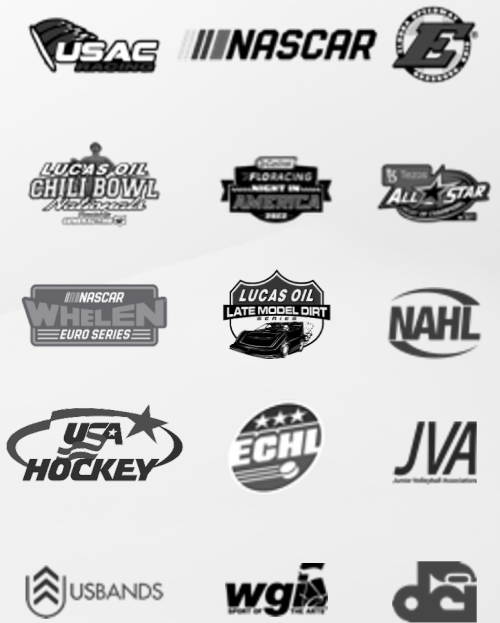
WRESTLING, COMBAT, AND JIU-JITSU



DIVISION I, II, III COLLEGE SPORTS



MOTORSPORTS/ OTHER SPORTS



WORLD-CLASS BRAND PARTNERS



Leading endemic and non-endemic brands leverage FloSports to drive business objectives.



FLOSPORTS

THANK YOU!

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