



LeagueSide

a  teamsnap company

MEDIA KIT

America's leading community sports sponsorship platform.

Scalable | Turnkey | Measurable | Omnichannel





THE FOUNDING STORY

LeagueSide was founded in 2015 by Evan Brandoff and Zubin Teherani. Evan and Zubin both have a passion for volunteering at youth sports events.

One weekend at a basketball tournament in Detroit, they realized that there is no better way to engage with passionate families in the community than through youth sports. Simultaneously, they realized that youth sports organizations couldn't operate without support from sponsors.

They set out on a mission to give everyone the opportunity to play by making it easy and effective for regional and national brands to sponsor youth sports organizations at scale.

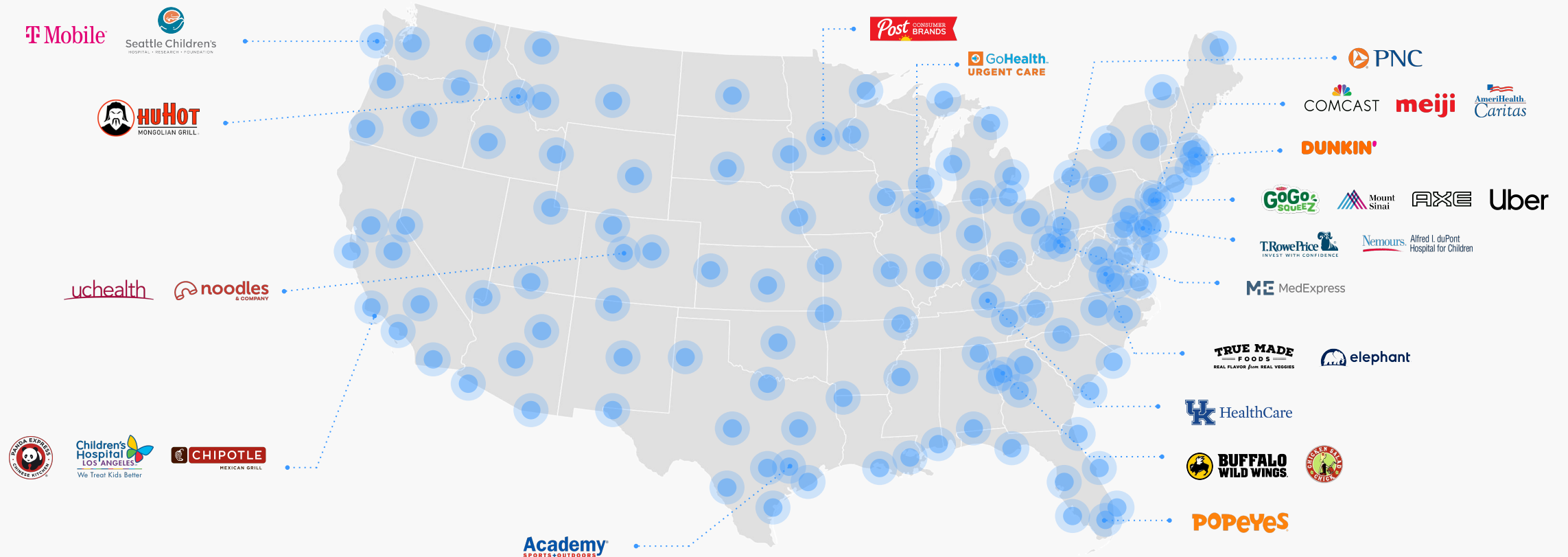
Featured Publications





WHAT LEAGUESIDE DOES

LeagueSide runs standardized, measurable, and effective youth sports sponsorship campaigns for brands across the country



WHAT LEAGUESIDE DOES FOR POST



55 LEAGUES, 27,500+ HH

Digital

Dedicated communications that reach parents in their inboxes and on their news feeds

Physical

Logos on uniforms and signage at fields

Activations

Notable experiences connecting brands and parents on the field for in the store





“ We’ve tried a lot of ways to engage with drivers and our LeagueSide campaign was one of the most effective programs we’ve ran to increase NPS and driver loyalty. We’re excited to roll this out across our region.” - [UBER](#)



SOME OF OUR ALL-STAR CLIENTS





SMALL TOWN FEEL, BIG TIME RESULTS

Brand loyalty is +88%
higher when supporting
community initiatives





HYPERLOCAL MARKETING AT SCALE



LeagueSide is America's leading community sports sponsorship platform. We allow brands to authentically engage with passionate youth sports families while helping more kids play sports.



Impactful



Scalable



Turnkey



Measurable



Omnichannel





ENGAGE WITH FAMILIES THROUGH YOUTH SPORTS



60 Million

kids involved in youth sports in the US



65% of families

in the United States participate in youth sports programs



15.5 Billion

dollar industry rivaling the size of the \$14 billion NFL



SCALE COMMUNITY ENGAGEMENT WITH LEAGUESIDE



20,000+

orgs. in the LeagueSide network nationwide



750 HH

average size of a sports organization in the LeagueSide network



1,000+

sponsorships run per year





IMPACT THOUSANDS OF FAMILIES

Impact thousands of families by making youth sports more accessible



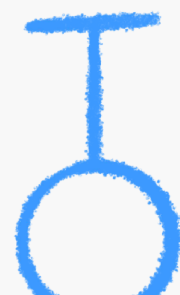
+2.3 Million

athletes impacted



+\$10 Million

given back to youth sports leagues nationwide





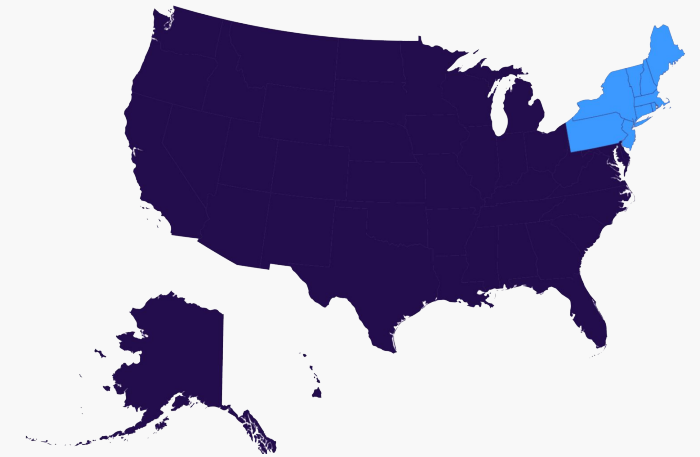
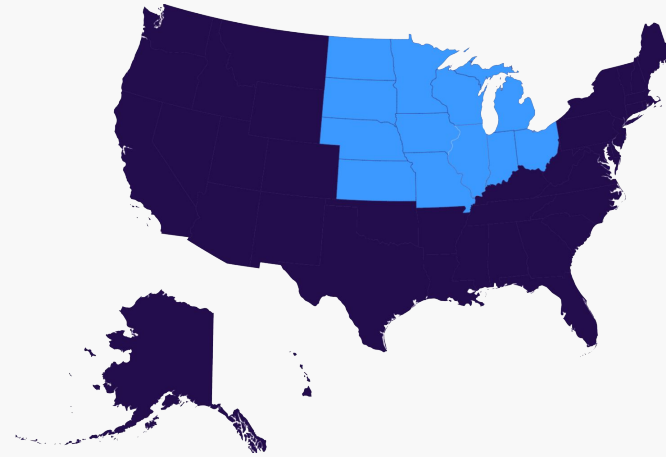
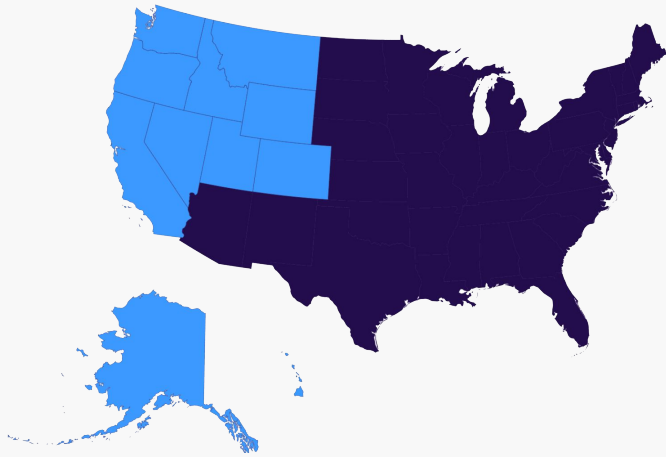
SCALE LOCALLY, NATIONALLY

LeagueSide is America's leading community marketing platform.

1,083,000 Families

1,687,000 Families

1,135,000 Families



Far West Region

Midwest Region

Northeast Region



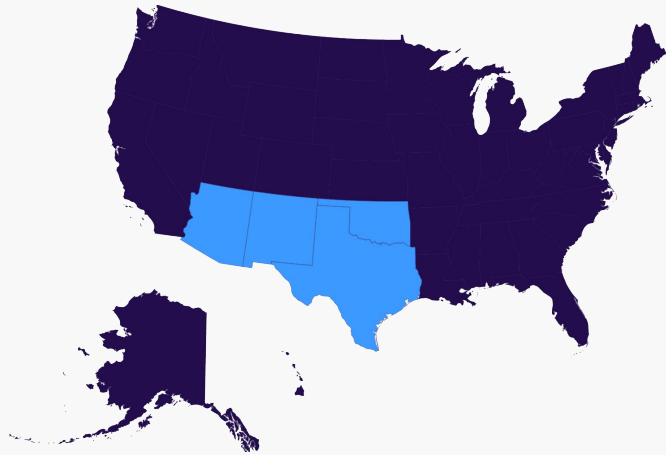
SCALE LOCALLY, NATIONALLY

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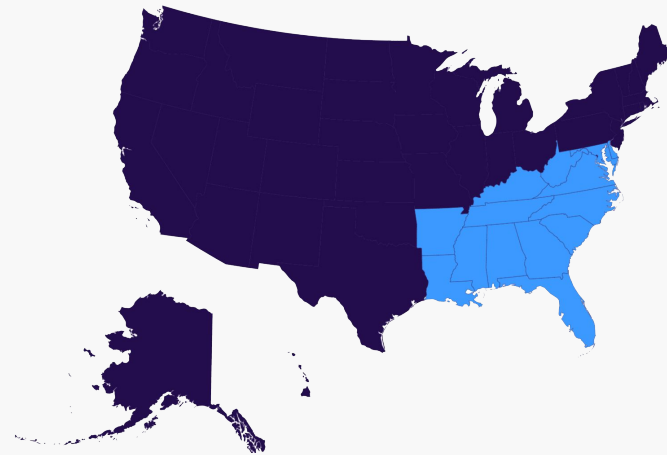
749,000 Families

2,296,000 Families

48,000 Families



Southwest Region



Southeast Region



Canada & Puerto Rico



HOW LEAGUESIDE WORKS



From targeting to reporting, LeagueSide has you covered





HOW LEAGUESIDE WORKS

Provide your targeting parameters and marketing goals and **LeagueSide** will develop and implement an impactful and scalable community marketing strategy



Target

Target leagues by zip code/demographics



Match

Match sponsors with the right leagues



Verify

Verify sponsorship placement and fulfillment



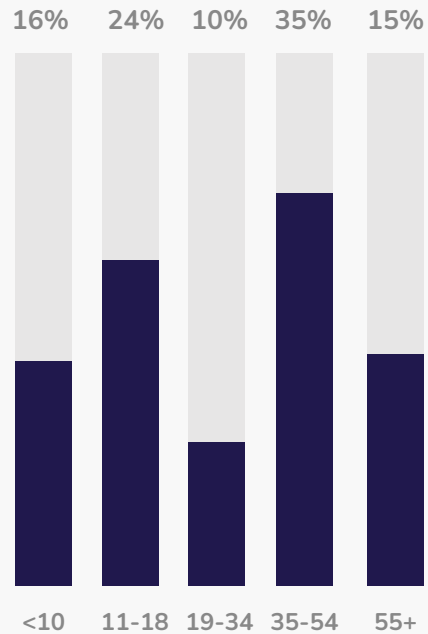
Report

Share data and measurements with sponsors and leagues

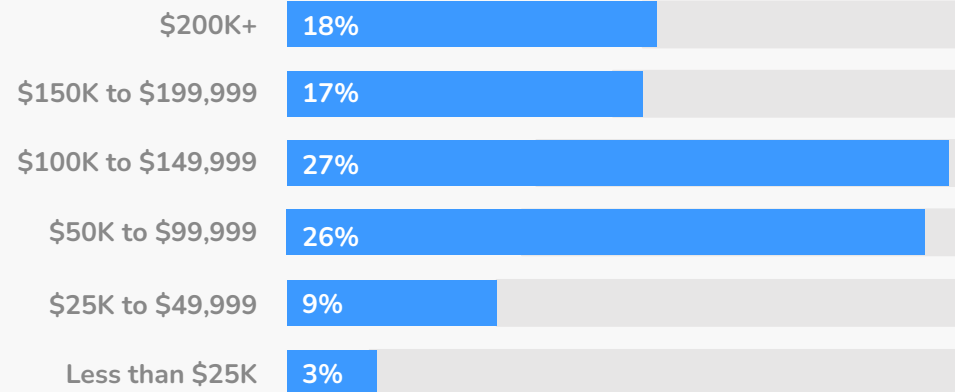


TARGET YOUR KEY AUDIENCE THROUGH LEAGUESIDE

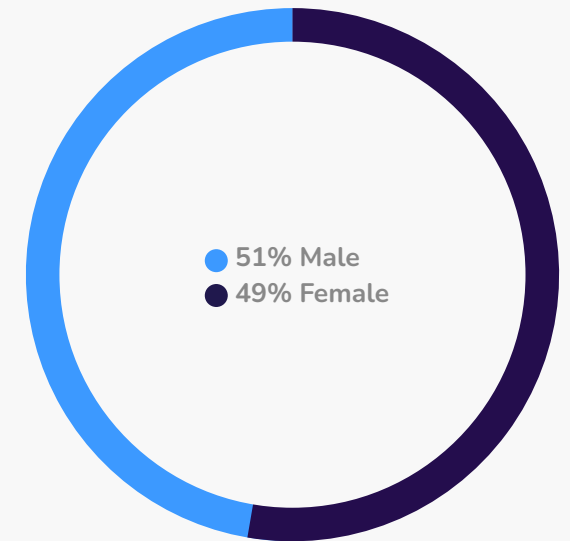
LeagueSide's Profile Analysis



Ages



Average HHI



Gender



LEAGUESIDE CONNECTS YOUR BRAND WITH THE BEST YOUTH SPORTS LEAGUES



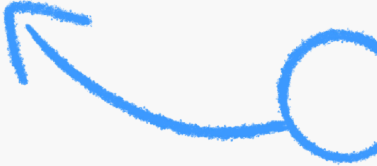
Over **+20,000** youth sports organizations



That cover over **+150** DMAs



And authentically connect you to **14M+** families and **45M+** individuals





CHANNELS



CHANNEL: LEAGUE SPONSORSHIPS

Depth +

Frequency



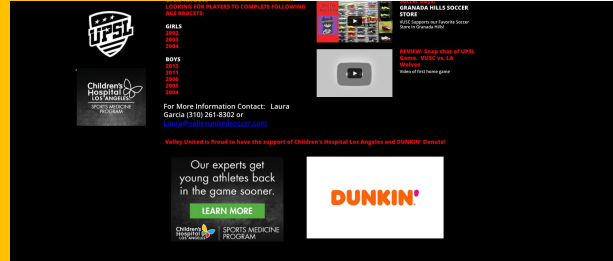
Descriptions

- **Reach:** 500 HH on average per league
- **Duration:** 3 month seasons
- **Next Season Available:** Spring 2023
- **Targeting:** By DMA, Zip Code, town, store location, sport, demographics
- **Sports Available:** Soccer, Football and cheer, Baseball, Softball, Basketball, Lacrosse



Benefits

- **Depth of Exposure:** 12 weeks of consistent, repeated exposure and impressions with families
- **Hyper-local Targeting:** Ability to target by more specific and narrow locations
- **Asset Capabilities:** Jersey logo capabilities and seminar opportunities are unique to leagues



Huntsville Futbol Club
September 21 at 5:41 PM · 🌐

The Xfinity pop-up sign looked great at Merrimack today. Thank you Xfinity and LeagueSide for supporting our club!

#playwiththebest
#huntsvillefcissoccerstrong





CHANNEL: TOURNAMENT SPONSORSHIPS

Volume + Cost



Descriptions

- **Reach:** 3,000 - 5,000 families per tournament
- **Duration:** 2 - 4 days
- **Next Season Available:** Fall 2022
- **Targeting:** By DMA, sport, demographics
- **Sports Available:** Soccer, Baseball, Softball, Basketball, Lacrosse



Benefits

- **Reach and volume:** Reach 3x as many families compared with a league sponsorship over the course of one weekend
- **Demographic targeting:** Reach the archetype of family that meets your exact marketing needs
- **Cost:** More cost effective opportunities to reach a high number of families for a shorter duration of time.





INTRODUCING teamsnap

TeamSnap is the #1 youth sports coordination app that 25M parents, players and coaches can't live without.

96% of users utilize the TeamSnap platform to inform family decisions.

Targeted.

The single **largest first-party private marketplace** for families in youth sports.

Trusted.

TeamSnap is **invite only**, which means parents, players and coaches authentically provide their information.

Engaged.

TeamSnap is a **daily habit** for parents who log in for an average of 4 minutes per day.



CHANNEL: IN-APP DIGITAL WITH teamsnap

Reach + Impact

TEAMSnap FOSTERS PRODUCTIVE MINDSET

55% of TeamSnap users
feel productive on app
vs. 10% on social media

76%

Consider
themselves the
**Primary
Household
Shopper**



\$100K+

Household Income

2+ Kids

In Household

PARENTS LOVE TO LOVE US

4.8 Star Reviews

“I’ve been a soccer mom for 10 years and also coached for 5 years, so I’ve had to use many different communication tools over the years...**I LOVE this app.**”

TeamSnap is homebase for the Chief Household Officer



PACKAGES: ALL CAPABILITIES

Leagues

Physical

- Logos on jerseys
- 6 x 4 field banner
- Physical coupon distribution
- Sponsored hand sanitizer stations

Digital

- TeamSnap in-app media
- Dedicated sponsor emails
- Dedicated sponsor social media posts
- Enter to win contests
- Web Banners

Activation

- Tabling events
- Giveaway distribution
- Sample distribution
- Seminar event coordination
- Fundraiser events
- Shop Day events
- Webinar events

Measurement

- Surveys
- Impressions
- ROI analysis
- Testimonials + feedback

Tournaments

Physical

- 6 x 4 field banner
- Physical coupon distribution
- Sponsored hand sanitizer stations

Digital

- Sponsor logo included on all emails
- Web Banners

Activation

- 10 x 10 booth space
- Giveaway distribution
- Sample distribution

Measurement

- Impressions
- Samples distributed
- Testimonials + feedback

Services

Physical

- LeagueSide Dashboard
- Professional photography
- Coupon production + distribution
- PR content

- Staffing
- Tent + booth fabrication
- Category exclusivity



TESTIMONIALS

“ Your product is a life saver...this is the perfect on-the-go snack to keep me sane and my kids happy!
— Youth Sports Parent

“ Thank you! We are proud and honored to be sponsored by the best! Play On!
— Youth Sports Parent

“ It's been great having you as a sponsor for our league. Parents have appreciated your support. I've seen coaches buying it for their teams.
— Coach & Parent

SPRING 2019 RESULTS

<p>+271%</p> <p>BRAND FAMILIARITY</p> <p>Pre-season: 17% Post-season: 63%</p> <p>How familiar are you with each of the following brands?</p>	<p>+10%</p> <p>UNAIDED BRAND RECALL</p> <p>Pre-season: 18% Post-season: 38%</p> <p>When you think about snack products, which brands come to mind first?</p>	<p>+4</p> <p>LIKELIHOOD TO CHOOSE</p> <p>Pre-season: 8 Post-season: 12</p> <p>How likely are you or a family member likely to choose GoGo Squared?</p>
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97 SPONSORED LEAGUES

ALEXANDRIA SOCCER ASSOCIATION
 5,000+ Players | Age 2-19 | Soccer
 2 Emails, 2 Game Signage, 2 Surveys, 1 Tournament

MEASUREMENT

LEAGUESIDE VERIFIES EXECUTION

Customizable dashboards
that track campaign progress



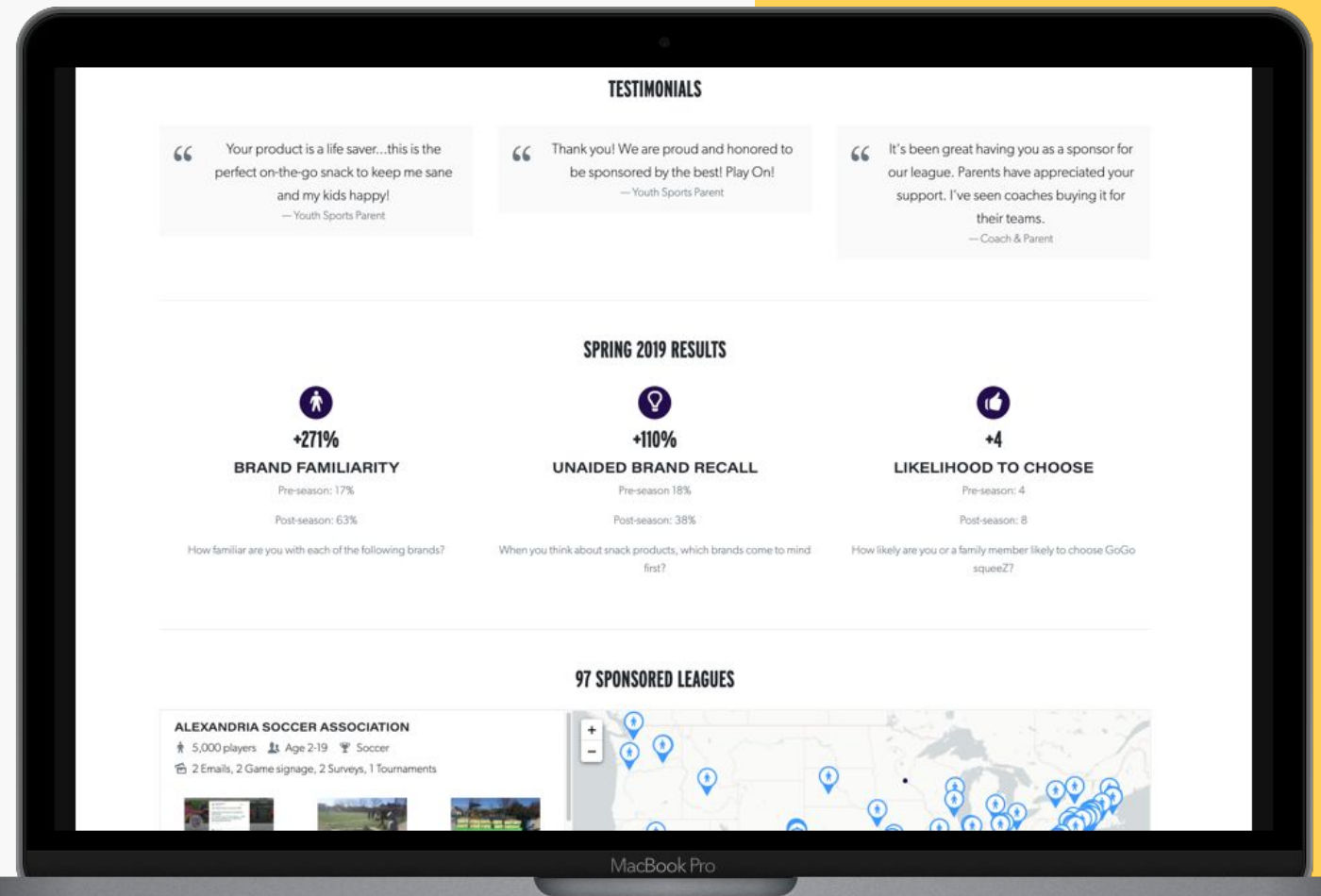
Key Metrics & Verifications

View impressions, survey results, testimonials, and verifications as your campaigns happen



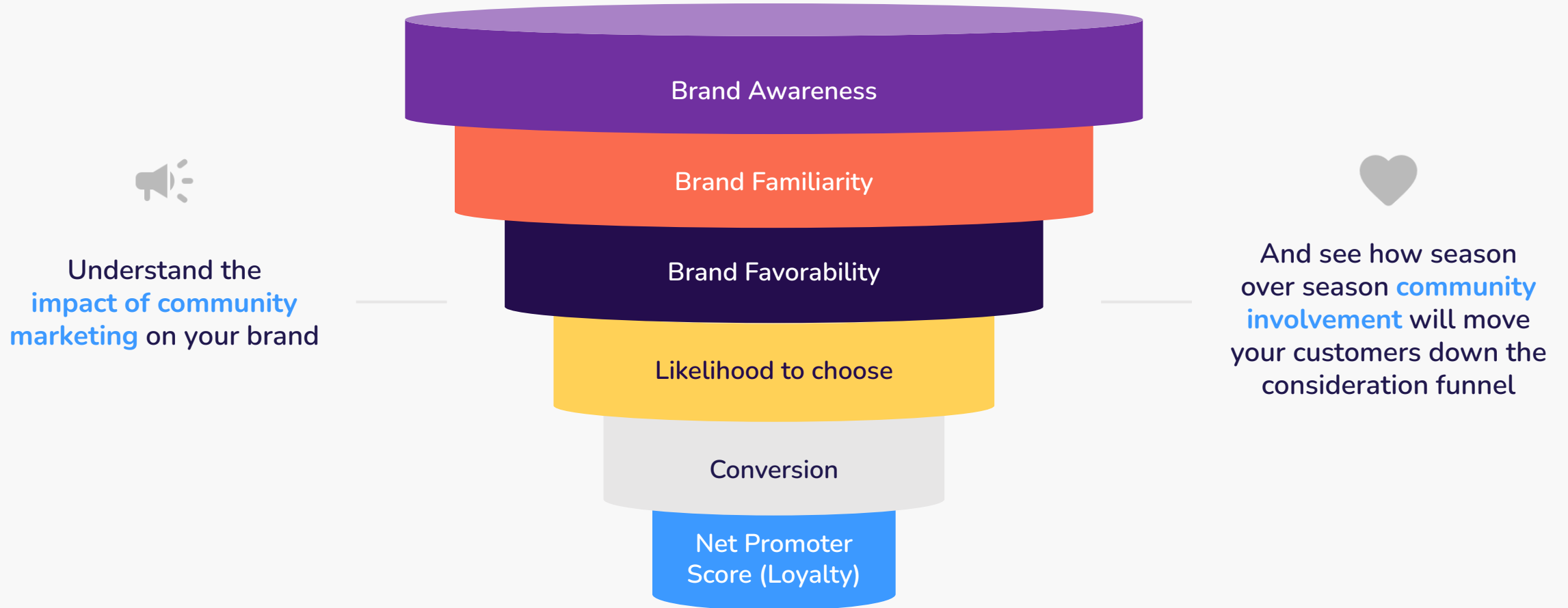
League Overviews

View detailed league information including number of players, main field location, and pictures of your sponsorships in action





LEAGUESIDE REPORTS CAMPAIGN PERFORMANCE





LEAGUESIDE MAKES REACHING FAMILIES TURNKEY



You provide the creative



LeagueSide provides...



Testimonials



Metrics




Campaign Photos



LeagueSide Dashboards





Engagement is king in today's competitive consumer marketplaces, and youth sports are a novel way for brands to engage with consumers





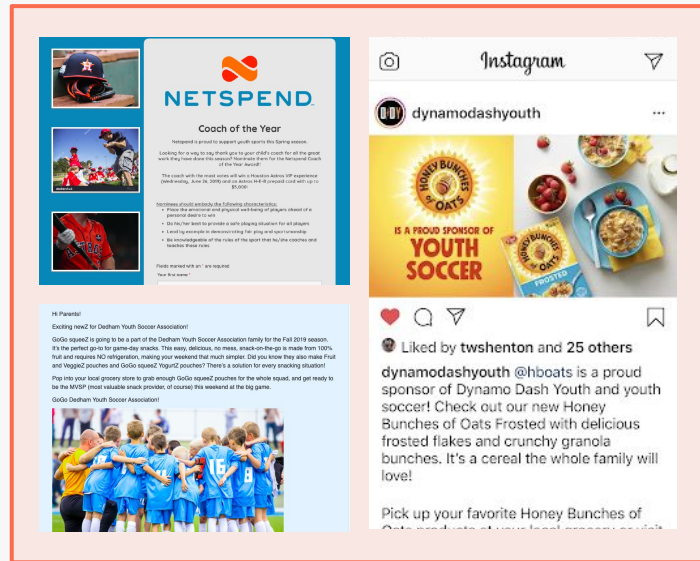
LET'S BUILD YOUR CAMPAIGN WITH LEAGUESIDE

Reach thousands of families. 14 Weeks of consistent, omnichannel exposure at the field, home, and in the community

Signage. Jerseys. Coupons



Digital Media. Emails. Social Media. Enter to Win Contests



Tabling. Sampling. Seminars. Fundraisers.



Package starting at \$25,000



LeagueSide
is a home for
community marketing



Turnkey



Impactful



Scalable



Measureable



Omnichannel



 **LeagueSide**



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a  teamsnap company



LET'S GET IN TOUCH

accounts@leagueside.com

APPENDIX

1. <https://www.srqnet.com/2014/06/18/tim-hortons-tops-list-of-youth-sports-sponsors/>
2. https://www.accenture.com/us-en/insights/strategy/brand-purpose?c=strat_competitiveagiln_ovalue_10437227&n=mrl_1118
3. $\text{NRR} = \text{Net Revenue Retention} = (\text{Total Revenue}) - (\text{Revenue Churn}) + (\text{Revenue Expansion})$
4. The 2,000 parents were from randomized areas across the United States. LeagueSide also represents leagues in lower-income areas. The data skews higher because past clients have opted to sponsor leagues in more-affluent communities.
5. <https://www.prnewswire.com/news-releases/global-youth-team-league-and-tournament-sports-market-2018-2024-a-15-5-billion-market-in-the-us-the-youth-sports-market-rivals-the-size-of-the-14-billion-nfl-300707069.html>

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